



Environmental Psychology

Psychology 320
Social Psychology

Listen to the audio lecture while viewing these slides

1

Psyc 320 – Social Psychology

Topics

- Weather, Climate, & Behavior
- Disasters, Hazards, & Pollution
- Crowding
- City
- Architecture

2

Psyc 320 – Social Psychology

Heat Affects

- More horn-honking in hot weather (> 100°)
 - Instrumental aggression?
- More batters hit by 'errant' pitches on hot days.
- Helping and Heat? (unclear & little data)
 - Canceling effects of indoor/outdoor temp
 - No effects for requests or clear need

3

Psyc 320 – Social Psychology

Cold Performance

- Energy largely focused on staying warm, by activating warming systems.
 - Goose bumps
 - Increased blood flow
- Hand warmth is key for manual dexterity (even when core temp is low)
- Impairs driving: reduces grip strength, reduces 'feel' for road, impairs tracking.

4

Psyc 320 – Social Psychology

SAD

- Seasonal Affective Disorder
 - Hypersomnia
 - Fatigue, carb cravings, weight gain
 - Artificial light cure (not melatonin though)
- Sunlight → good moods, increased helping, more tips,
- Sunlight → more suicides and crime
 - More social stress?

5

Psyc 320 – Social Psychology

Disasters

- Sudden, unpredictable, uncontrollable, destructive, acute
- Crisis Effect: awareness dissipates over time, making warnings less effective
- Levee effect: preventative measures taken, then trusted to be effective
- Adaptation: desensitized to the hazard, false alarms

6

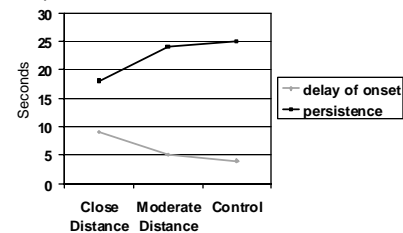
Disasters

- Spectator sport
- Very few people panic, but are stunned
- 25-30% of people show long lasting psychological effects (those who lost the most)
- React most strongly to loss of freedom

7

Interior Design & Stress

- Sociopetal spacing (living rooms)
- Sociofugal spacing (waiting rooms)
- Public Spaces Private Behaviors



8

Gender Differences

- Males object to face to face invasion
- Females object to adjacent invasion
- Competition vs. Affiliation
- Belongings placed to avoid invasions
- Approach may lead to miscommunication

9

Territorial Behavior

- Males have larger territories than females
- "Marking" with belongings
- 83% of students sit in the same seat all semester
- Male markers are taken more seriously
 - Desks, office space, seating
 - Jacket studies
- Plate touching, Video arcade machine touching

10

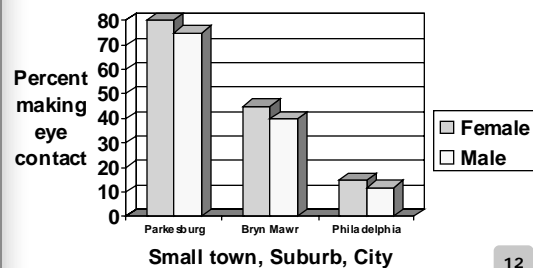
Crime & Territory

- Less burglaries
 - Symbolic barriers (identity markers)
 - Actual barriers (fences)
 - Traces (cars, sprinklers, visible neighbors, garages)

11

Eye Contact

Post Office



12

Urbanites

- Photos taken, urbanites viewed as less friendly, less easygoing, and more tense.
- Familiar strangers—around 4 people
 - 89.5% have at least one
 - Think about them
 - More likely to help them
 - More likely to interact outside the routine setting.

13

Design Issues

- Chromatic Aberration: The red seems closer than the blue. ☺
- Perceptual emphasis to flat wall, but very stressful if trying to work in this environment.



14

More Design

- Lighter walls, make the room seem larger.
 - Good to reduce stress of crowding.
- Better to increase contrast of task components than to illuminate the room.
- Dim lighting increases intimacy (quiets conversation and more physical closeness)
- Lack of windows...more negative moods

15

Privacy

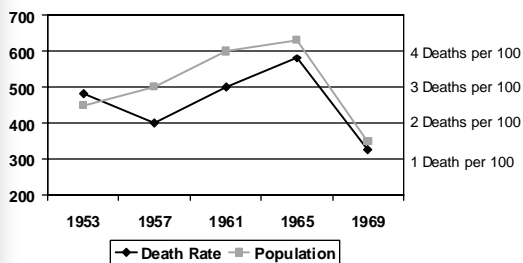
- Visual intrusion: ability to see /be seen
 - Clear panels are not effective
- College dropouts more likely to live in dorm with roommate & communal bathrooms/showers.
- Bathroom designs and décor
 - Usefulness of frilly shower curtains?
 - Functional? Proper use?



16

Psychiatric Unit Crowding

(Paulus, McCain, & Cox, 1978)



17

Pollution

Rotton, Yoshikawa, & Kaplan (1979)
Method: Unpleasant Smell from Bottle
1/3 told they could cork the bottle
1/3 told to leave the bottle alone
1/3 Control group (no smell)
Work on impossible puzzles.
Corking group worked as long as control.
Leave it alone group spent less time.

18

Noise

- Children living in noisy areas have higher blood pressure
 - Learned helplessness, easily frustrated
- Glass and Singer (1972)
 - Control distracting noise → performance is better (as good as control group)