

**SCHOOL OF ARCHITECTURE, BUILDING AND DESIGN**

**FOUNDATION OF NATURAL AND BUILD ENVIRONMENT**

**SOCIAL PSYCHOLOGY REPORT**

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**GROUP/SESSION : MONDAY 8AM TO 10AM**

**LECTURER : MR. SHANKAR THIRUCHELVAM**

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**Introduction**

Filming a video is our final project for Social Psychology subject in Foundation in Natural and Built Environment. We have to consist any 5 of the psychology concept in our video. Hence, we come out an idea of story line regarding a daily life and challenges of a boy. We try to relate back toward the real-life experience as close as possible to give a genuine feel and definition of the psychology concept. After our second group discussion, we decided to use hierarchy needs, social loafing, self- serving bias, persuade, counter-factual thinking into our story line. We chose these 5 psychology concepts is because we feel that these concept are happening the most around us. This project is rather fun for us because we got the chance to be director and actor for a day. What most excited is when the video is out to publish to the public. Throughout this project, we gain an increased awareness of the importance of social concepts in our daily life. This project enhanced our understanding of the theoretical part when we applied the frameworks of social psychology into our video. We have to do intense research to make sure everyone of us understand it thoroughly. During the video shooting, we improvise our story line with comedy and fun element inside. We are trying to grab the audience’s attention and interest when they watch our video. We hope that everyone enjoyed watching our video.

**Method**

**Apparatus / Material**

**1. Video shooting**

1. Iphone 6

- camera for video recording and voice recorder

**2. Props**

1. Lenovo laptop
2. Iphone 6
3. Files and stationaries
4. Donation box
5. Money
6. Jacket
7. Car key
8. **Attire**
9. Boss

- Long sleeve with black long pants

- Sport shoe

b) Beggar

- singlet

- short pant

c) Manager

- White long sleeve with collar

- Black tie

- Grey colour long pants

- Shoe

d) Worker 1

- Red checkered long sleeve

- Long pant

- Sport shoe

e) Worker 2

- Black and grey colour quarter sleeve

- Navy blue shorts

- Sandals

**4. Settings**

1. Block E level 3

- classroom

- corridor

b) Roadside

c) DK Senza

**PROCEDURE**

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Date | Item | Description |
| 1. | 3 January | First meeting | To meet up with group members, briefly understand the task given and do some research about the storyline of video. |
| 2. | 24 January | Discussion | To discuss about the storyline of video and determine the suitable concepts in whatsapp. |
| 3. | 25 January | Discussion & filming | Finalize the storyline, setting, and conepts. And start filming.  Video : 80 % done |
| 4. | 30 January | Final filming | Finished all the video shooting.  Video : 100% done |
|  |  |  |  |

**SUMMARY OF VIDEO CLIP**

**SCENE 1- Abraham Maslow Hierarchy of Needs**

LOCATION: BESIDE BASKETBALL COURT

Klaus, a beggar was shivering on the sidewalk as he was wearing just a mere singlet and shorts during the cold night. He wished and hoped that he has some food to eat as he is very hungry, a hot drink and some clothes as he is very cold. After a while, Vivian, the CEO of a rich company passed by and gave him a jacket to let him keep warmth and some money to buy himself some food and a hot drink. Then, Vivian offered Klaus a place to live in.

**SCENE 2- Abraham Maslow Hierarchy of Needs**

LOCATION: DK SENZA, BESIDE TAYLORS UNIVERSITY

Vivian brought Klaus to his new home and offered him a job as a manager in her company. Klaus was happy as now. He has shelter, sufficient food and clothing. He has gotten the physiological needs as well as safety and security. That is the first and second stage of the Hierarchy of Needs.

**SCENE 3- Abraham Maslow Hierarchy of Needs**

LOCATION: IN FRONT OF LECCTURE HALL 2

Klaus met Cho Mun and asked her if she wants to go out for a movie with him. Cho Mun agreed to go out with him as he seem like a wise person. They both hold each other’s hands, happily went for the movie. Having a job and a girlfriend made him feel useful to the world. Thus, he felt like he belonged in this society. Soon, He develops his self-confidence.

**SCENE 4- SOCIAL LOAFING**

LOCATION: CLASSROOM E3.11 (Klaus’s office)

Klaus was playing the game in his phone when his workers or colleagues were doing their work. Outside E3.11, Kelly asked Teoh why he was waiting outside Klaus’s room. Teoh stated that Manager Klaus was playing games again instead of doing his work. Both of them knock the door and went in. Teoh went in first, and went to straight Klaus asked him whether he did the project right. However, he accidentally, blocked Klaus vision from the game and made him lose it. This made Klaus really angry. Klaus scolded Teoh and made him get a coffee for him. Scared, Teoh quickly went out to buy a coffee.

**SCENE 5- SOCIAL LOAFING**

LOCATION: INSIDE OF CLASSROOM E3.11

Kelly went to show her work but was also scolded as she did it wrongly. Klaus angrily throw the file on the floor and asked her to redo it. After that, Klaus has decided to went back early while his workers did all the work for him. Klaus became angry at Teoh again as he had strictly said he wanted coffee, not water. He throws the water on the floor.

**SCENE 6- SELF-SERVING BIAS**

LOCATION: OUTSIDE OF CLASSROOM E3.11

Teoh was about to knock on CEO Vivian’s door when Klaus stopped and asked him why he was there. Teoh explained to Klaus that he was about to show the CEO his finished project. Klaus told Teoh that he would give the project to the CEO and asked Teoh to leave.

**SCENE 7- SELF-SERVING BIAS**

LOCATION: INSIDE OF CLASSROOM E3.11 (VIVIAN’S OFFICE)

Klaus knocked and went in Vivian’s office. Klaus told Vivian that the project was entirely done by himself without the help of others. Vivian look through the documents and found that some numbers were miscalculated. She made a motion to scold Klaus. After hearing that the proposal was written wrong. He quickly pushed the blame to Teoh. Vivian asked Klaus to bring Teoh in. Vivian scolded Teoh.

**SCENE 7- PERSUASION**

LOCATION: INSIDE OF CLASSROOM E3.11 (MEETING ROOM)

Vivian and a few of the workers such Teoh, Kelly, Yan Jie and Crystal were having a meeting. After the meeting, they all raise points and persuaded the CEO to fire Klaus away. Vivian listened tentatively and made a point to ask Klaus about it.

**SCENE 8- PERSUASION**

LOCATION: INSIDE OF CLASSROOM E3.11 (VIVIAN’S OFFICE)

Vivian called Klaus into her office. Then, she asked Klaus whether he had done all the bad things his colleagues stated. Klaus didn’t deny but agreed at the statement. Vivian was angry at that moment. She fired him on the spot which was rudely shrugged away by Klaus. Vivian really believed that Klaus could be a successful man in her company. However, she was wrong.

**SCENE 9- COUNTERFACTUAL THINKING**

LOCATION: BESIDE THE LAKE

Klaus has lost everything including his house and his girlfriend. Cho Mun break-up with Klaus. Klaus tried to hold her hand but she pushed him away. He was so sad that he kneeled to the grown thinking “if only…”. He said that he regretted treating his colleagues the way he did. He also regretted not putting more effort in his work.

**PLOT**

Once, there was a poor beggar named Klaus. He does not have any place to live, nor he has any money to buy basic needs such as food, water and efficient clothing for himself. Usually, he would just sit there, on the sidewalk, seeking pity from the passersby, hoping that they would give him some money or food. He is always famished as he barely eaten anything. Sometimes he just ate a bun for the whole day. Eventhough the bun is stale, he would just gobble up everything, not one crumb to be missed. That is how hungry he is. Besides that, as he has neither a home nor shelter, he basically lives at the sidewalk. During the day, he is fine with wearing just an old, dirty, but when it comes to night time or during cold, rainy days, he would start shivering terribly as the singlet is not enough to keep him warm. And yet, nobody spared a glance at him. Most of the people Usually, he would just sit there, on the sidewalk, seeking pity from the passersby, hoping that they would give him some money or food.

Fortunately for Klaus, Vivian, a wealthy lady who owns a rich company came to his rescue. That day, she came across Klaus at his feet, shivering. She was kind and felt sorry for him. Looking at his pitiful appearance, she decided to give him an opportunity to redeem himself by giving him some basic needs like clothing, money to buy food and a place to live. Vivian thought to herself that he seems to be a potential candidate who could inherit her company one day. Therefore, she decided to give him a job as a manager in her company and also a car as a motivation to work hard in the company. Klaus was very grateful towards her. She was like the mother she never had. After he has all the basic needs and a job, he began to feel confident. His confidence has attracted people around him. Soon, he has found a girlfriend named Cho Mun and felt loved. Klaus felt happy that he was not the same person as he was before any longer. Now, he felt useful to the world. He finally felt like he belongs in this society.

Klaus is a smart person. When he first started in the company, he was very hardworking. He was also nice to everyone and tried to help whenever he could. He wanted everyone to trust him especially Vivian, the CEO of the company who believed in him. However, after working for a few months, he has gotten bored. He started being lazy and tend to slack off whenever it was possible. During meetings with other workers or colleagues, he would play games in his phone or sleep to pass time while they do all the work. He would also order people around. For example, he orders Teoh to get a coffee for him or do his paperwork for him. Moreover, he tends to take credit for projects he never done. If the project was successful, he would say that he done it all by himself, eventhough he did nothing to help with it. If the project was unsuccessful, he would just blame it on other people so that he could avoid getting scolded by the CEO.

Because of his changed behavior and personality, most of the workers in the company hated him. They all raise up their voice during the meeting and request to the CEO that they want Klaus to be fired. They persuade the CEO by giving her fair reasons. After hearing their clear reasons and evidence, the CEO made a statement by asking Klaus about it. When he heard that the CEO know about it, he was so scared. However, he still admitted his fault. The CEO was very angry that she fired him on the spot. When he went, he rudely shrugged the CEO away. He was not the successful man she thought he could be. Eventhough Vivian knows that the situation is better known now than later in the future, she feels quite sad as she really believed that Klaus could do it.

After Klaus was fired from the manager occupation, he has nothing again. His house, his car and his new found dignity was all taken away from him. Even his girlfriend broke up with him as he is too full of himself. Soon, he has lost the self-confidence he had too. With nothing, he became a mere beggar again. He regrets deeply for all the things he had done. The phrase ‘If only I…’ keep interrupting his inner thoughts. If only he was not lazy, he would not be fired. If only he didn’t order his workers around, then he would not be hated by them. If only he was more hardworking, he would have become the person CEO Vivian believe him to be. If only he didn’t lose everything, he would not have lost his girlfriend. And the list goes on. He really regretted it. However, the impact is done. Nothing can change as time cannot be rewind.

**SCRIPT**

**Scene 1**

Klaus: I Need some food and some clothes

Vivian: Poor boy what your name?

Klaus: My name is Klaus

Vivian: Are you ok? Come take this jacket

Klaus: Thanks you

Vivian: Let me find you a place to live

**Scene 2**

Vivian: Klaus this is a place for you to live

Vivian: I can make you a respectable man. You can become a manager in my company, but you need to be loyal to me

Klaus: Ok! Sure

**Scene 3**

Klaus: Leng Lui, are you free to night? Do you want to go for a movie?

Cho Mun: ok

**Scene 4**

Teoh: Sorry manager, This one......

Klaus: Hey! What wrong with you? What your problem? Get me a cup of coffee now! Get out!

Kelly: Sir, is this report ok?

Klaus: Let me see

Klaus: What is this? All wrong already! Go back and redo! Get out!

**Scene 5**

Klaus: Hey Teoh, why you are here?

Teoh: I have done the report for Taylor’s Construction

Klaus: Never mind pass it to me , I will take over it!

Teoh: But...But...

Klaus: Just go!

Klaus: Hello CEO. This report is successfully done by our group because of my good leadership

Vivian: Who did this?Is completely wrong

Klaus: Not me. I think is Teoh

Vivian: Call him in.

Teoh: Yes? CEO

Vivian: What is this? This calculation is wrong. The cost should be higher than this. What are you doing? Seriously? Do it again!

**Scene 6**

Vivian: The meeting end here, anything?

Teoh: Is time for our right!

Others: yeah!!!

Teoh: We strongly recommended you to fire this guy

Crystal: You should fire him. He is useless!

Yan Jie: He is such a bullshit

Teoh: We recommended you to fire him because he call me to make coffee for him!!

Yan Jie: He still call me lick his shoes. What the Hell is this?

Crystal: He ask Teoh to buy Starbucks at SS15

Kelly: He scold me without any reason! Should fire him!

Crystal: He ask me to wash to toilet, you know? Boy toilet! Not female toilet! I girl ok?

All: Fire him lah

**Scene 7**

Vivian: Hello Klaus, come in! I heard a complain from your colleagues. Is this true?

Klaus: Yes....

Vivian: This is outrageous! You do not deserve in this company! You are fired! Get Out…

Klaus: Fu\*\* Off

**Scene 8**

Klaus: Please don’t go! Please!

Klaus: I lost everything

Klaus: If I have treat her better, she will never go

**Concept**

**Abraham Maslow Hierarchy of needs**

Abraham Maslow Hierarchy of needs is a pyramid shape table that shows how people are motivated to achieve a certain need after fulfilling the basic needs. The first human need is “physiological needs” which consists of food, water, air and clothing. It is followed by “safety and security” which simply means a shelter, and “love and belonging” which brings the meaning of good relationship between family members and friends.

After that, there is the “self-esteem” which is the confidential part of one’s self-intellectual, the curiosity to learn new things. “Aesthetic” is concerned with notions such as the beautiful and the ugly while last but not least, there is “self-actualization”. This level of need refers to what a person's full potential is and the realization of that potential.

In our video, Klaus the beggar who only need some warm clothing and food for him to survive. (Physiological needs) After he met Vivian, the CEO who kindly gave him all the basic needs, he started to want more. He first wished to have a house to stay for him the keep secure (safety and security).

Klaus soon fall in love with Cho Mun, a pretty girl whom he have dreamed about. This loving relationship have made Klaus fulfilled the need of Love and belonging. Because of his hard work, Vivian made him the manager of her company this made Klaus a successful man and this gain him a lot of self-confidence and increase his self-esteem.

**Social Loafing**

Social loafing is the phenomenon of people exerting less effort to achieve a goal when they work in a group than when they work alone. Because all members of the group are pulling their effort to achieve a common goal, each member of the group contributes less than they would if they were individually responsible. This situation happens as one members always assuming that other members will complete the works causing them to contribute nothing.

For example, if you were working on your own, you would have broken down the assignment into steps and started work right away. Since you are part of a group, however, the social loafing tendency makes it likely that you would put less effort into the project.

When Klaus became the manager of the company, he always showed his laziness in the office. He always plays games in the office causing his subordinates to be angry on him. He was angry when Teoh, his subordinates disturbed him when he is playing with his phone.

Besides that, he always played game in the work time. He only instructed his workers to work for him but he himself is not doing anything. He made his subordinates to do all the work without giving any guild and help.

Apart from doing nothing, Klaus was rude to his subordinates. He rejected Kelly’s report without going through the details and thrown it onto the group while ordering Kelly to redo it again. All of his colleagues was unhappy with his behavior and started to hate Klaus.

**The self-serving bias**

The self-serving bias is the tendency to attribute positive effects or successful behavior to dispositional factors, attribute negative effects or successful behavior to situational factors. It simply means to blame on others or the environment when you fail and count on yourself when you have succeeded. Self-serving bias is a perceptual process that is use to maintain and enhance one self-esteem. If someone fail and blame all the fault toward external factors, he will be more comfort then blaming on his internal factors.

In this video, Klaus the manager reclaimed the group project report that done by Teoh as his personal credit, although he has done nothing. This action is to gain more trust from Vivian, the CEO of the company. Klaus said that the report can be complete done is because of his good leadership and manage.

When Vivian, the CEO found some error in the report, Klaus refused to admit and blame all the faults on Teoh, his subordinates.

**Persuasion**

Persuasion is the skill to cause someone to do somethings by asking, arguing or giving reasons. Persuasion is a skill to make others follow your instruction or idea to get things done by giving strong points and reasons. To persuade someone a good communication is needed as people tend to believe on your point of view when you can present it well.

In our video persuasion skill is shown when all workers of the company advise the CEO to fire Klaus the manager. The workers have strong reasons and work together as one have made them successfully persuaded the CEO.

Due to the Amplification Hypothesis, people tend to be more easy to be persuaded when you use more specific and certain expressions. It can be shown in our video when the subordinates directly advise the CEO to fire Klaus without beating around the bushes.

Apart from that, the workers use ultimate terms to carry more power than other words when they are persuading the CEO. For example, they use the words like “bullshit” and “what the hell” that are despised and evoke disgust. This term successfully forms a deep impression in CEO mind that the workers were really in anger and this issue need to be settle as soon as possible.

**Upward Counterfactuals Thinking**

Counterfactual thinking is the process of mentally changing some aspect of the past as a way of imagining what might have been. Some example for upward counterfactuals thinking is like “If I had studied harder I would get an A” or “If I drive safely, there would not be an accident”. Upward counterfactuals are mental simulations of better possible outcomes.

We can observe that counterfactual thinking usually uses the word of “If” and “would” which bring us the feeling of regret for some occasion that has already passed.

Upward Counterfactual thinking may first increase in the feeling of regret, self-blame and lower the self-esteem of a person.

In our video, Klaus have been so regret that he has not treat his girlfriend, Cho Mun better causing she to break up with him. Klaus cannot stand for the pain and also blame on himself. He thought of a possible outcome such as Cho Mun not breaking-up with him and their relationship are still on-going.

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