Unit 11 Exam: Social Psychology

Attributing Behaviors to Persons or Situations

- Attributional Theory (explains why we do things) – behavior attributed to either situation or disposition
- Fundamental attribution error

Attitudes (how do they develop?)

- Foot-in-the-door theory
- How does role affect attitude? (Stanford Prison Study)
- Cognitive dissonance
- Operant conditioning and social behavior

Conformity & Obedience

- Asch's experiments and theories on conformity (strongest when: there are more than 3 people in the group, the group is unanimous, you admire the group, you are insecure, you are being observed)
- Chameleon effect and Suggestibility (people act similarly because of our influence on one another)
- Normative social influence
- Informational social influence
- Milgram's experiment on obedience
- Zimbardo's prison experiment

Group Influence

Individual behavior in the presence of others

- Social facilitation
- Social loafing (belief is others will pick up the slack)
- Social inhibition
- Deindividuation

Effects of group interaction

- Group polarization (put people of common beliefs together – their beliefs become even stronger, especially when there is no outside influence)
- Groupthink

The power of individuals

- Self-fulfilling prophecy

Social Relations

- Prejudice
- Stereotypes
- Ingroup bias (you believe your group is better)
- Scapegoat theory
- Just-world phenomenon
- Hindsight bias (victim-blaming)

Aggression

- Aggression – TV's impact
- Operant conditioning and Modeling
- Frustration-aggression principle – the more frustrated we are, the more aggressive we become
- Social scripts (when we find ourselves in new situations, uncertain how to act, we rely on social scripts provided by our culture, television, etc)

Conflict

- Social traps
- Mirror-image perceptions ("As we see them, they see us.")

Attraction

- Primacy effect – impression formation
- Role of physical attraction (Determined who danced with whom at College Welcome Week)
- Mere exposure effect
- Types of love
- Self-disclosure

Altruism

- Bystander effect / Diffusion of responsibility / Kitty Genovese case
- Reciprocity norm
- Superordinate goals – reduce prejudice between groups (contact theory)
- Prosocial behavior – What would Skinner say?

CLASSIC STUDIES OF SOCIAL PSYCHOLOGY

- Asch's conformity study (line length)
- Milgram's study of conformity (administering electric shocks – importance of authority)
- Zimbardo's prison study (importance of roles)
- Kitty Genovese case

UNIT 11 – SOCIAL PSYCHOLOGY – PERCENT ON AP EXAM – 8-10%

TERMS YOU MUST KNOW

Cognitive Dissonance
Fundamental Attribution Error
Stereotypes
Attitude
Diffusion of Responsibility
Social Psychology
Conformity
Prejudice
Groupthink
Gender Roles
Group Polarization
Social Phobia
Aggression
Social Behavior Discrimination
Self-Serving Bias
Attribution
Deindividuation
Obedience
Social Facilitation
Social Loafing
Altruism
Facial Feedback Hypothesis
Self-Fulfilling Prophecy
Social Norms

IMPORTANT PEOPLE

- Stanley Milgram – conformity test to show power of an authority figure
- Philip Zimbardo – role playing affects attitudes
- Sherif's Robbers Cave – experiment on intergroup conflict and co-operation.
- Johnson and Masters – pioneered research into the nature of human sexual response and the diagnosis and treatment of sexual disorders and dysfunctions.
- Kinsey Studies – regarded by some as the father of the scientific study of human sexuality.
- Robert Zajonc – Affective-Primary Theory: emotional reactions can be quicker than cognitive interpretations
- Solomon Asch – conformity to the group to fit in even if group is wrong

CONFUSING PAIRS

- Groupthink (desire for harmony) vs. Group Polarization (the enhancement of a group's prevailing inclinations)
- Companionate Love (deep affectionate attachment we feel for those with whom our lives are intertwined) vs. Passionate Love (an aroused state of intense positive absorption in another usually present at the beginning of a love relationship)
- Dispositional Attribution (bad things blame someone else or environment) vs. Situational Attribution (good things give credit to self)
- Central Route to Persuasion (when a person is persuaded by the content of the message) vs. Peripheral Route (when someone evaluates a message on the basis of physical attractiveness, background music, or other surface-level characteristics rather than the actual content of the message)
- Foot in the Door (ask for small thing, then ask for big) vs. Door in the Face (ask for something big, they say no, ask for something small)
- Normative Social Influence (influence resulting from a person's desire to gain approval or avoid disappointment) vs. Informational Social Influence (influence resulting from one's willingness to accept others' opinions about reality)
- Social Facilitation (when an individual's skill performance gets better in the presence of others) vs. Social Inhibition (when an individual's skill performance gets worse in the presence of others)
- Bystander Effect (individuals do not offer any means of help to a victim when other people are present) vs. Diffusion of Responsibility (a person is less likely to take responsibility for action or inaction when others are present)

TERMS STUDENTS MAKE MISTAKES ON

- Role Playing Attitudes – will conform to excepted social norms
- Social Loafing – less effort in a group
- Cognitive Dissonance – inconsistent thought, beliefs, attitudes
- Stanley Milgram – Obedience – will listen to someone in an authority position
- Zimbardo – Stanford Prison – prisoners and guards became roles they were playing (Role Playing Attitudes)
- Superordinate Goals – require the cooperation of two or more people or groups to achieve
- Companionate Love – found in marriages
- Passionate Love – lust at beginning of relationship
- Just-World Phenomenon – karma, get what you deserve
- By Stander Effect – in a group we think someone else will help
- Deindividuation – loss of self-awareness in a group, can lead to riots
- Group Think – desire for group harmony
- Door in Face – ask for something big, say no, then ask for small
- Foot in Door – ask for something small, say yes, then ask for something big
- Attributional Theory – how and why ordinary people explain events as they do
- Social Inhibition – get worse when in front of people
- Social Exchange Theory – someone does something for you, you want to do something in return for them