

Name _____

Rank your level of Interest in each Research Area.

___ Attribution:

FAE : Replicating Jones and Harris (1967)

___ Prejudice:

- Experiment: Minimal Groups - ingroup vs. outgroup effects
Priming task - Lexical Decision
- Correlation: Old-Fashioned vs. Modern Racism
Modern Sexism
Ambivalent Sexism (Hostile and Benevolent Sexism)
- In all cases we would look for correlates (predictors or outcomes) of these types of prejudice
- Content Analysis: Racial Stereotypes and the Media

___ Gender Stereotypes: - Content Analysis of TV, Music, Children's books, etc and Sex-Role stereotyping

- Experiment: - Priming Gender Stereotypes
- Implicit Association test: Gender and Occupation

___ Attractiveness Stereotypes: Attractive = Competent (use essays of varying quality) - Halo Effect

Attractive = Liked
Face Shapes and Personality Judgements

___ Persuasion: Who Said What to Whom & the Elaboration Likelihood Model

- Source Characteristics
- Message Characteristics
- Receiver Characteristics

___ Aggression Self Report -

Correlation: predictors and or outcomes of aggressive attitudes.

Experiment: violent movies

video games

Music and aggression

DV = Estimates of the response of the average Male and Female as

well as self (potentially a pluralistic ignorance effect)

(not sure if these can really be pushed around).