

Exam II Review Guide
Social Psychology, Spring 2005

The examination will consist of approximately 45-50 multiple choice questions. You are responsible for all material presented in class and Chapters 3 and 7 as well as the articles assigned for these chapters. The material covered is approximately ½ from lecture and ½ from the book. You will need to carefully read each book chapter and familiarize your self with the major concepts (often indicated by italicized words, bulleted/numbered lists, and highlighted text boxes). Use the questions below to help focus your studying. Note that though you could provide single word answers to many of the questions, doing so will not sufficiently prepare you for this examination.

Know the 4 Social Psych Metaphors (People as... consistency seekers, naive scientists, cognitive misers, motivated tacticians).

Know all the bold black words in the book.

Know all the studies in the book

Ch. 7 (Social Influence: Compliance, Conformity, & Obedience)

1. What are social norms? What functions do they serve?
2. What is Normative Focus Theory? What does it suggest about normative behavior? What data is there to support this theory?
3. Distinguish between conformity, compliance, and obedience.
4. What were the Sherif Autokinetic effects studies, what did they demonstrate, and what did subsequent studies (e.g. Jacobs and Campbell) demonstrate.
5. What were the Asch Line Judgement studies, what did they demonstrate, and what influence do variables like group size and unanimity have on conformity?
6. Be able to compare and contrast Sherif and Asch studies, especially with respect to informational vs. normative social influence.
7. What factors contribute to efforts to resist conformity?
8. What impact can minority status have on conformity?
9. What are the principles underlying compliance?
10. What are six bases of power?
11. What are the foot-in-the-door, low-ball, door-in-the-face, that's-not-all, and the pique technique? Also, be familiar with reactance.
12. What were the Milgram Studies of obedience, what inspired them and what were they trying to explain? Also, what variables seemed to influence the strength of the obedience effects? Further, what factors seem to reduce destructive obedience.

– Note: know all the studies, what they did (the different conditions), and what the results were. You do not need to know numbers/scores for groups, but do know what groups were higher/lower on the DV of interest (this goes for all the studies we covered, as well as major studies covered in the book).

Ch. 3 (Social Cognition)

1. Know the parts of the information processing flow chart and the different concepts associated with it, e.g., attention, encoding, elaboration, storage, and retrieval.
2. Know the metaphors: People as... information processors, cognitive misers, and motivated tacticians.
3. What are automatic and controlled processing? Be sure to know the features of each.
4. What are schemas, what do they do for us (i.e., the functions), and how do they influence the different aspects of information processing?
5. What are automatic schemas, what characteristics are associated with automatic schemas, and what is the difference between an chronically accessible and temporarily accessible schema?
6. What are stereotypes, what do they do for us, and what are the positive and negative aspects of stereotypes?
7. Why are schemas/stereotypes resistant to change? I.E. what is the perseverance effect, and what role do the summative nature of schemas and the sub-typing effect play in this effect?

8. What is the self-fulfilling prophesy (aka. self fulfilling stereotypes, behavior confirmation, and the self-confirming nature of schemas)? Know the Jacobsen and Rosenthal study and the Snyder, Tanke, and Bershied study.
9. What are Heuristics, how are they related to the speed/accuracy trade-off, and what heuristics do we typically rely on? Be able to identify examples of each heuristic in action.
10. What is the Motivated Tactician Metaphor.