

Exam II Study Guide  
Social Psychology : Spring 2003

**Ch. 9 (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 did Schacter's Johnny Rocco study demonstrate?
8. What is the culture of honor, how has it been explained, and what data is there to support this view?
9. What factors contribute to efforts to resist conformity?
10. What impact can minority status have on conformity?
11. 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?
12. What are the principles underlying compliance?
13. What are the foot-in-the-door, low-ball, door-in-the-face, that's-not-all, piquing, playing hard to get, and the deadline techniques of compliance?
14. What is indoctrination, what are the stages, and how does it work?

**Ch. 3 (Social Cognition)**

15. What metaphors have been used in social psychology to describe how people think (note that I am not just talking about the people as information processors, we talked about two that precede that one) and what types of social psychological phenomenon has each been used to explain.
16. Know the parts of the information processing flow chart and the different concepts associated with it, e.g., attention, encoding, elaboration, storage, and retrieval.
17. What are automatic and controlled processing? Be sure to know the features of each.
18. What are schemas, what do they do for us (i.e., the functions), and how do they influence the different aspects of information processing? Be sure to understand the Confirmation Bias, Reconstructed Memory, and the issue of Retrieval of schema consistent vs. schema inconsistent information.
19. What are automatic schemas, what characteristics are associated with automatic schemas, and what is the difference between an chronically accessible and temporarily accessible schema?
20. What are stereotypes, what do they do for us, and what are the positive and negative aspects of schemas?
21. What are the schema perseverance effect, the summative nature of schemas, and the sub-typing effect.
22. What is the self-fulfilling prophesy (aka self fulfilling stereotypes, behavior confirmation, and the self-fulfilling nature of schemas), according to Snyder how and why does it occur, and what empirical evidence is there to support this view (be familiar with all the major studies presented).
23. 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.
24. What is priming and what are the cognitive and behavioral effects of priming?
25. What are the positivity and negativity bias? What evidence is there to suggest that we often demonstrate these biases.
26. What is magical thinking?
27. In what ways can affect (emotion) influence our cognitions and what evidence is there that demonstrates these effects?
28. In what way can cognitions influence our affect and what evidence is there that demonstrates these effects?

– 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).