

Exam I Review Guide
Social Psychology, Spring 2002

Ch. 1

1. Define social psychology?
2. What are the historical origins of social psychology?
3. Why is Hitler the most important figure in the development of social psychology?
4. With respect to the Person x Situation Matrix, how can we distinguish between Social Psyc, Personality Psyc, and Sociology?
5. What are the 5 major categories of variables addressed by Social Psychology?
6. What are the Main research methods in used in Social Psyc. Know the defining features of each. What are the major types of validity that researchers are concerned with? How are these validities influenced by the methods used?
7. What ethical concerns often arise in Social Psyc research?
8. What are the core values of science?

Ch. 2

9. What types of information are communicated through facial expressions, eye contact, body language, and touching? What can a handshake tell us about a person (be able to critically evaluate this study)?
10. What are attributions? What are the major aspects of Kelly's Model and Jones & Davis' Model of attributional decision making?
11. What kind of picture does the Kelly and Jones & Davis models paint, with respect to human decision making. What evidence exists to challenge this view?
12. What are the augmenting and discounting principles?
13. What is regulatory focus theory? How is it related to the different types of Logical Errors (i.e., false positive and false negatives) that people can make? What types of logical errors were demonstrated by the Southpark Video shown in class?
14. What are the 3 major attributional biases? What factors increase the likelihood that people will succumb to these biased processes? What social psychological processes have been offered to explain the occurrence of these biases and evidence (studies) exists to support these explanations?
– 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).
15. What cultural differences have been found, with respect to the attributional biases.
16. What is impression management? What did Asch's early research show?
17. What tactics of impression management have been identified and which ones are most successful?

Ch. 4

18. What are attitudes? What are some the different ways that we may acquire attitudes? What are the functions of attitudes?
19. What is Attitude-Behavior consistency? What evidence exists that suggests Attitudes and Behaviors may be inconsistent? What are some of the reasons attitudes and behaviors may be inconsistent? How can we increase the consistency between attitudes and behaviors?
20. What are the major variables that influence whether attitude change will result from exposure to persuasive appeals? How do these variables interact with one another? (again, know the studies).
21. What is Petty & Cacioppo's Elaboration Likelihood Model of attitude change?
22. What is Festinger's Cognitive Dissonance Theory? What attitudinal phenomenon is it thought to explain? What evidence exists to support this theory?
23. What are the 3 major routs to dissonance reduction? What are 3 major experimental paradigms used to induce dissonance?