

Exam I Review Guide  
Social Psychology, Spring 2006

The examination will consist of approximately 40-50 multiple choice questions. You are responsible for all material presented in class and in Chapters 1, 2, & 5. You will need to carefully read each chapter and familiarize your self with the major concepts (often indicated by italicized words, bulleted/numbered lists, and highlighted text boxes). Use the above information and 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.

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? We specifically discussed 3 major ways that Hitler helped to form the field. Know them.
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 Themes studied by Social Psychology?
6. What are the Main research methods 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 types of validity influenced by the methods used?
7. What ethical concerns often arise in Social Psyc research?

Ch. 2

1. What is impression formation? What did Asch's early research show?
2. What has research on Cognitive Algebra and Motivational processes in Impression formation demonstrated?
3. What are attributions? What are the major aspects of Kelly's Model and Jones & Davis's Model of attributional decision making?
4. What kind of picture does the Kelly and Jones & Davis models paint, with respect to human decision making (Think Metaphors here). What evidence exists to challenge this view?
5. 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 what 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).
6. What cultural differences have been found, with respect to the attributional biases.
7. What types of information are communicated through facial expressions, eye contact, body language, and touching? What are the indicators (giveaways) of deception?

Ch. 5: Attitudes, Attitude Change, & Cognitive Dissonance

1. What are attitudes? What are the main features of the different theories regarding attitudes: e.g., Learning Theory, Balance Theory, Cognitive Dissonance, Self Perception Theory, Expectancy Value Theory, and the Dual Process Theories?
2. What is Attitude-Behavior consistency? What evidence exists that suggests Attitudes and Behaviors may be inconsistent? What are the values (and or range of values) of the typical correlation ( $r$ ) and its associated squared correlation ( $r^2$ ) for attitudes and behaviors, and what does this tell us? What are some of the reasons attitudes and behaviors may be inconsistent? How can we increase the consistency between attitudes and behaviors?
3. What is the history of the study of persuasion?
4. 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 and what effect do they have on persuasion? (again, know

the studies). Also, be sure to look over the situational variables that influence attitude change that your book discusses.

5. What is Festinger's Cognitive Dissonance Theory? What attitudinal phenomenon is it thought to explain? What evidence exists to support this theory? Be sure you can interpret P-O-X triangles.
6. What are the 3 major routes discussed in class to dissonance reduction?
7. Be sure you can interpret the Festinger and Carlsmith Study.
8. How is cognitive dissonance related to self perception theory? Under what conditions do Self Perception processes operate, and under what conditions do cognitive dissonance processes seem to operate?
9. How does culture influence cognitive dissonance?