

Psychology 300W
Social Psychology
Study Guide for Exam 2

TERMS

Note: You should be familiar with the terms and people below and be able to provide a concrete example of each concept. If two or more terms have a “vs.” between them, you need to be able to differentiate between those concepts.

Persuasion & Chapter 7

Persuasion
Reactance
Elaboration Likelihood Model (ELM)
Central vs. Peripheral routes to persuasion
Peripheral cues
Cognitive misers
Motivational vs. Ability factors in persuasion
 Sleeper Effect
Loss- vs. Gain-framed messages
Primacy vs. Recency effect
Familiarity vs. Importance
Attitude inoculation

Research & Chapter 1

Utility vs. Deontology perspectives
Current ethical standard
Costs vs. Benefits
Informed Consent
Confidentiality
Debriefing
Professionalism
Theory vs. Hypothesis
Internal vs. External vs. Construct Validity
Reliability vs. Construct Validity
Naturalistic vs. Participant vs. Contrived observation
Disguised vs. Nondisguised observation
Physiological measures
Self-report measures
Social desirability
Elements of good self-report items
Elements of a good interview
Response sets
Content analysis
Elements of a good content analysis
Reaction time measures
Correlational design/research
Scatterplots
Correlation coefficient (Pearson’s r)
Strong vs. Moderate vs. Weak correlations
Positive vs. Negative vs. Non-significant correlations
Outliers

Research continued

Experimental design
Random assignment
Independent vs. Dependent variables
Confounds
 Selection Bias
 Instrumentation
 Testing
 History
 Maturation
 Experimenter expectancies
 Demand characteristics
 Knowledge of other conditions
 Placebo effects
 Suspicion
Double-blind experiments
Manipulation check vs. Suspicion check
Confederate
Mundane realism vs. Experimental realism

Group Influences & Chapter 8

Social Facilitation vs. Social Loafing
Zajonc’s (1965) integrative theory
Zajonc et al’s (1969) “cockroach” study
Mere presence vs. Evaluation Apprehension theories
Harkin’s (1987) Integrative Model
Deindividuation
Diener et al (1970) “Halloween candy” study
Gergen et al (1973) “lights out” study
Group polarization
Myers & Bishop (1970) “racist discussion group” study
Persuasive Arguments vs. Social Comparison explanations
Groupthink

OTHER THINGS YOU NEED TO KNOW FOR THE EXAM (these are clues for short answer questions)

1. Under which circumstances people will be persuaded through the central route and when they'll be persuaded through the peripheral route (e.g., analytic, interested audience vs. unintelligent, disinterested audience)
2. Know when the primacy effect and recency effects are strongest, and when it's better to deliver a rational vs. an emotional persuasive message
3. Which type of message frame works best for illness-detection and illness-prevention messages
4. Who is easiest to persuade, based on level of self-esteem
5. When to use a familiar face to deliver a persuasive message, and when not to
6. The basics of correlational research: its purpose, examples, pros, cons, and examples of hypotheses
7. Be able to interpret what a positive, negative, or non-significant correlation means
8. The ways in which an experiment can produce confounds and solutions for them.
9. Which design "Zimbardo's Prison" used, and why it was an unethical study.
10. Ways that groups can protect themselves from social loafing
11. The two routes to deviant behavior
12. The symptoms of groupthink and ways that groups can protect themselves from it