

Psychology 300
Social Psychology
Study Guide for Exam 3

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.ö between them, you need to be able to differentiate between those concepts. For any research studies mentioned below, you will need to remind yourself what the researchers did and what they found.

Social Influence & Chapter 6

Reciprocation
Cialdini (1993) ÷address labelsö study
Door-in-the-face technique
Cialdini et al. (1975) ÷zooö study
That÷not-all technique
Burger (1986) ÷cupcakeö study
Commitment & Consistency
Moriarty (1975) ÷beach thiefö study
Foot-in-the-door technique
Freedman & Fraser (1966) ÷driving signö study
Low-ball technique
Joule (1987) ÷smokersö study
Social proof
Compliance vs. Conformity
Asch÷ ÷lineö studies of conformity
Liking
Mere Exposure Effect
Mita et al (1977) ÷mirror imageö study
Cialdini et al (1976) ÷school prideö study
Scarcity
Reactance
Ruback & Juieng (1997) ÷parking lotö studies
Authority
Hofling et al (1966) ÷astrotenö study
Bushman÷ ÷parking meterö studies
Doob & Gross (1968) ÷high/low status carö study

Stereotypes & Chapter 9

Stereotype
Social categorization
Ingroup vs. Outgroup
Ingroup bias
Outgroup homogeneity effect
Devine & Malpass (1985) ÷eyewitness studyö
Subgroups
Illusory correlation
Hamilton & Gifford (1986) ÷Group A/B studyö
Stereotype threat
Prejudice
Realistic conflict

Stereotypes continued

Relative deprivation
Social Identity theory
Sherif (1966) ÷Robber÷ Cave studyö
Superordinate goals
Discrimination
Tokenism
Reverse discrimination
Fajardo (1985) ÷Black/White paper studyö

Aggression & Chapter 10

Aggression
Instrumental vs. Hostile Aggression
General Aggression Model (GAM)
Direct vs. Indirect vs. Displaced Aggression
Physical vs. Verbal vs. Relational Aggression
Narcissism
Aversive events
Provocation
O÷Leary & Dengerink (1973) ÷shock level studyö
Temperature
Anderson et al. (1994) ÷hot / cold studyö
Arousal
Excitation-Transfer Theory
Zillman et al. (1972) ÷exercise studyö
Aggressive Cues
Weapons Priming Effect
Turner et al (1975) ÷rifle and bumper sticker studyö
Catharsis Theory
Displacement
Third Person Effect
Donnerstein (1980) ÷violent pornography studyö
Delay
Distraction
Relaxation
Incompatible Response

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

1. When the six principles of social influence work the best, and when they don't work
2. Common techniques used by compliance professionals for each social influence principle, and how you can defend yourself against each form of social influence
3. The positive byproducts of the reciprocity principle
4. The best predictor of human behavior
5. Which social influence principles are enhanced with perceived similarity to others
6. Which of the psychological ABCs (Affect, Behavior, and Cognition) are being referred to when you experience stereotypes, prejudice, and discrimination.
7. The types of experiences that can increase prejudice, how the three theories of prejudice would explain them, and the types of experiences that can reduce prejudice.
8. The six myths associated with media violence and aggression.
9. When punishment reduces aggression and when it increases aggression.
10. Effective ways of handling anger that don't lead to aggression.
11. Which elements in the Milgram experiment reflected Commitment/Consistency and Authority