**Introduction to Psychology**

**Study Guide**

**Chapter 10 : Social Psychology**

1. Social psychology is the scientific study of what? What is social influence?

2. What is conformity? What did Solomon Asch do to test conformity? What is significant about the fact that this happened on an unambiguous task in an experiment?

3. What is groupthink? Does it usually result in better decisions? What is compliance? Describe the four sales techniques: foot-in-the-door; door-in-the-face, lowball and that’s-not-all.

4. What is obedience? What is authority? What was Stanley Milgram’s true research question? What did he tell the participants that his research question was? How many shocks were actually administered in the course of the experiment? (Only one, the demonstration shock to the teacher.)

5. How many “teachers” (what fraction or percentage) were willing to go to 450 volts?

6. What are the key factors in explaining Milgram’s results?

**Answers**: 1) Participants were will and able to absolve themselves of responsibility. Contributing factors to this were the established mental framework, the context of scientific research, and the experimenter’s reassurances.

2) The gradual, repetitive escalation of the task.

3) The extent to which teachers were able to distance themselves from the learner. The greater the distance, the greater the obedience.

4) Another was being able to watch another teacher refuse to go on. This decreased obedience.

7. What is social facilitation? What is social loafing?

8. What is an attitude, and what are its three components? What is the mere exposure effect?

9. How are attitudes formed?

10. What is persuasion? Describe the *elaboration likelihood* model. What is the difference between high and low elaboration?

11. Can attitude change occur without comprehension? Compare attitudes formed through central and peripheral processing.

12. How can our behavior change our attitudes? What is *cognitive dissonance* and what are three ways to resolve it?

13. What is attribution, and what is attribution theory? What is the difference between an internal and an external attribution? What is the fundamental Attribution Error?

14. What is the difference between an in-group and an out-group? What is a scapegoat?

What is a self-fulfilling prophecy?

15. What are the two major factors in interpersonal attraction, and why? What is reciprocity of liking?

16. What does Sternberg say are the three components of love? What are the differences among romantic love, companionate love and consummate love?

17. Are violent TV, movies, and video related to aggression?

18. What is altruism?

19. What is the key to the decision to help in the bystander effect?

20. What is the explanation for the bystander effect?