**Study Guide**

**Social Psychology**

**Chapter 7: Social Influences**

**Terms: Social learning**

**Social Influence**

**Conformity**

**Compliance**

**Obedience**

**Social Contagion**

**Chameleon effect**

**Social priming**

**Mass psychogenic illness**

**Social proof**

1. How does a person acquire a social construction of reality?
2. What does this result in? (Cultural worldview)
3. What do we derive from this worldview? (Scripts)
4. What were the Bobo doll experiments and what did we learn from them? Did the consequences to the model matter?
5. What effect does liking the models have on attitude change in social learning?
6. What is the downside of media-inspired social learning?
7. Be able to recognize a description of Sherif’s autokinetic effect experiments.
8. What are two major reasons that we conform?
9. What is informational social influence?
10. What is normative social influence/
11. What did the Asch line-judging experiments tell us about conformity and the conditions under which people will conform?
12. How do the variables of group size, ambiguity and self-esteem affect conformity?
13. What happens if you have an ally or rebel who also disagrees with the group?
14. Describe the door –in-the-face technique. Why does it work?
15. Describe the foot-in-the-door technique. Why does it work?
16. Describe the lowball technique. Why does it work?
17. How does mindlessness affect our willingness to conform?
18. What is the difference between conformity and obedience?
19. What were the Milgram studies of obedience about?
20. You have in your textbook a list of conditions that made a difference in obedience in the Milgram studies. Can you explain why for each of them?
21. What factors have been agreed upon as most important in determining levels of obedience?