

Exam 1 Study Guide
Fall 2007

75 multiple choice questions
Based on Meyers (Chapters 1,2,3,4), plus lecture and film material

Note: There are no downloadable lecture notes for the session in which we see the film, *Quiet Rage*. Just come to class and absorb the film. After it's over, if you have downloaded this, and if there is time, I'll take questions from the guide.

Everything on the guide appears on the test. In addition, some material not on the guide will appear on the test (that comes from the text). Please do not e-mail me for the answers to what appears on the guide – you can find it all in lecture notes or your text. As noted in your syllabus, exam scores will be posted on the web site.

On exam days, bring a #2 pencil with you.

Leave the back three rows empty for latecomers and you **MUST** seat yourselves from the midsection outwards.

When you take the exam, be sure to note the test version you are taking (A or B) on your scantron. Then, be careful to place your exam and your scantron in the proper box (or piles) when you leave.

You cannot take the exam with you. However, you should review the exam afterwards if you did not do as well as you expected to because you can learn a lot from your mistakes. To view your exam afterwards, make an appt. with me by e-mail.

How to avoid a disappointing exam score: In general, there are two main things students learn from their review of the exam. First, they realize they did not study hard enough to really **KNOW** the material. Social psychology can appear to be deceptively “easy” simply b/c we are familiar with many of the concepts from everyday life. Don't be fooled by this (and remember the overconfidence effect!) You must study for this exam as you would for any other. Second, they “over-think” the question, believing that I have designed a trick question. In fact, all my exam questions should be easily answered by anyone who has studied well. I do not try to trick you!

Concepts to study

- Allport's definition of Social Psychology
- Levels of analysis for social psychologists
- Applied vs. Basic research
- Independent vs. Dependent variables
- Correlational vs. Experimental research
- Experimental vs. mundane realism
- Demand characteristics
- Attribution theory (including actor-observer bias, fundamental attribution error, and Kelley's attribution theory)
- The effects of stereotypes on cognition and memory
- Two types of self-fulfilling prophecies (behavioral confirmation vs. cognitive confirmation)
- Reasons to study attitudes
- Whether the following strengthens or weakens the attitude-->behavior relationship:
 - Being reminded of your attitude
 - Self-consciousness
 - Direct experience

Terms to define

- Hindsight bias
- Self-concept
- Social comparison
- Cooley's "looking glass" self
- Self-monitoring
- Self-efficacy
- Locus of control (internal vs. external) and learned helplessness
- Self-handicapping
- Schema
- The halo effect and implicit personality theories
- Social desirability bias

Be able to identify

- The many types of self-serving biases (e.g., illusion of control - add the false consensus effect from your text)
- Greenwald's terms for these biases (e.g., beneffectance; see totalitarian ego lecture)
- Impression management strategies (e.g., self-promotion, ingratiation)
- High vs. low self-monitors
- Cognitive heuristics (e.g., availability bias, confirmation bias, representative heuristic, illusory correlation – some of these are also in your text)
- The bogus pipeline
- Types of indirect attitude assessment techniques
- Cognitive dissonance vs. self-perception theory (what distinguishes them? How are they similar?)

Research to review

In general, this means knowing what the primary results were. In addition, I may ask you to identify what the independent and dependent (or outcome) variables were.

From Lecture:

- The rap music experiment
- The romantic fantasies study (there were two main findings)
- Ross's dating study (how memories of partner's ratings changed)
- Self-promotion study (how it affected female vs. male job applicants; of what use is self-promotion?)
- Dartmouth vs. Princeton football game study
- The anagram (cheating) study
- The sex discussion group study

From Text:

- Nisbett & Schachter's electric shock (and placebo pill) study
- Jones and Harris' study of essays written about Fidel Castro
- Snyder, Tanke, & Berscheid's study of men talking to women on the telephone (believing women to be attractive or not)
- Festinger & Carlsmith's classic cognitive dissonance study (self-justification effect: see also lecture notes)

Film:

Quiet Rage: The Stanford Prison Study