Exam 2 Study Guide 321 Fall 2007

75 MC Questions: Based on Meyers Chapters 6, 7, 8, 9, plus lecture/film material. ———

Terms to define (*= text only)

• Sleeper effect*
• Group think*
• Risky shift*
• Group polarization*
• Social loafing*
• Emotional appeals
• Fear tactics
• Distancing behaviors
• Deindividuation
• Stereotype threat
• Subtyping
• Eichmann’s fallacy
• Just-world-phenomenon*
• Victim-blaming* (not for F07)
• Implicit prejudice
• Implicit Association Test (IAT)
• The Barnum effect
• Word fragment completion
• Induced compliance paradigm
• Tajfel’s minimal groups paradigm
• Milgram’s teacher-learner paradigm
Taxonomies
• Maslow’s hierarchy of needs (in advertising)
• Cialdini’s 4 social influence tactics (and the norms they are based on)
• Kelman’s 3 “stages” of social influence
• 3 reasons underlying social facilitation effects
• 4 effects identified by social identity theorists
• 3 components of Authoritarianism

Ways to escape societal devaluation
• Social change
  – Categorization
  – Social Creativity
  – Social Competition
• Social mobility
  – Dissociation (passing, physical escape)
  – Disidentification (subtyping, CORFing)

Compare & Contrast
• Central route vs. peripheral route to persuasion
• Primacy vs. recency effect (persuasion)*
• Normative vs. informational influences underlying conformity
• Public vs. private conformity
• BIRGing vs. CORFing
• Ingroup bias and outgroup derogation
• Ingroup heterogeneity vs. outgroup homogeneity
  • Cognitive vs. motivational reasons for the above 4 effects

Theories
• Reactance
• Cognitive dissonance
• Dual-process model of persuasion
• Social facilitation
• Social identity theory (SIT)
• System-justification
• Authoritarian Personality
• Realistic group conflict*
Research from lecture (in all cases, know what the main findings were):
- Beer commercial study
  - What was the motivation for doing research?
  - What were the three phases of the study?
  - Central findings (cognitive and behavioral)
- Affirmative action study
  - Central findings for BFC and WMC conditions
  - Explanation for “reverse dissonance” effect
- The diversity education study
  - Who is likely to benefit from multicultural training?

- The condom study (persuasion)
- Johnny Rocco and Gender deviance studies (not for F07)
- Negative feedback research (SIT; word fragment completion study)
- Recategorization study (SIT; “The Stars”)
- Langer’s copy machine study
- The sign study (“Drive Safely”)
- Sherif’s autokinetic effect
- Asch’s program of research on conformity (line estimation)
- Milgram’s program of research on obedience to authority
- Stereotype threat research (Blacks, women, White men)
- The Princeton trilogy research (stereotypes of Jews, Japanese, etc. across decades; did they change much or remain mostly stable?)

Text research*
- Deindividuation - the nurses study (vs. KKK hoods)
- Clark & Clark – the doll study
- Word, Zanna, & Cooper – the interview study (Black confederate, White interviewers)
- Myers & Bishop – H.S. discussions of racial issues (group polarization)
  - The kinds of contact necessary in order to reduce prejudice*