

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*