INTRODUCTION: THE WAY OF SOCIAL PSYCHOLOGY

1. **Field research** – польові дослідження – gathering **primary data** from a natural environment without doing a lab experiment or a survey. It is a research method suited to an interpretive framework rather than to the scientific method.
2. **Laboratory experiment** – лабораторний експеримент - an experiment conducted under highly controlled conditions (not necessarily a laboratory), where accurate measurements are possible.
3. **Correlation** – кореляція (співвідношення) - a measure of the extent to which two variables are related.
4. **Independent variable** – незалежна зміна - the characteristic of a psychology experiment that is manipulated or changed by researchers, not by other variables in the experiment.
5. **Dependent variable** – залежна зміна - a value depends on changes in the independent variable.
6. **Random assignment** – випадковий розподіл - an experimental technique for assigning human participants or animal subjects to different groups in an experiment
7. **Validity** – достовірність - the extent to which a concept, conclusion or measurement is well-founded and likely corresponds accurately to the real world.
8. **Information consent** – попередньо обґрунтована згода - a process for getting permission before conducting a healthcare intervention on a person, for conducting some form of research on a person, or for disclosing a person's information.
9. **Debriefing** – звітування - a report of a mission or project or the information so obtained.
10. **Invasion of privacy** – порушення приватності - the unjustifiable intrusion into the personal life of another without consent.

ATTITUDES: Measurement, Structure, and Behavior

1. **Thurstone scale** – Терстонова шкала – a unidimensional scale that is used to track respondent’s behavior, attitude or feeling towards a subject.
2. **Likert scale** – Шкала Лікерта – a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.
3. **Semantic differential scale** – Семантична диференціальна шкала – technique requires respondents to describe an attitude object through scales bounded by pairs of antonyms
4. **Attitudes = evaluations** – Ставлення = оцінки – most researchers today restrict their definition of attitude to a person's evaluative (good-bad) response
5. **Galvanic skin response** **(GSR)** – Гальванічна шкірна реакція – a method used to tap the assumption that people's feelings are reflected in their physiological state.
6. **Facial electromyogram** **(EMG)** – Електроміографія обличчя – a method s based on the assumption that the face reflects feelings
7. **Unobtrusive methods** – Ненав’язливі методи – measures that don't require the researcher to intrude in the research context.
8. **Attitude-behavior consistency** – Послідовність відношення-поведінка – the degree to which people’s attitudes (opinions) predict their behavior (actions).
9. **Generality/Specificity of Attitude and Behavior** – Загальність / Специфіка ставлення та поведінки – the idea that attitudes and behavior have different relations at diverse levels of specificity.
10. **Intention** – Намір – a mediator of the attitude – behavior link; the most immediate determinant of behavior
11. **Direct experience** – Безпосередній досвід – experience that increase our certainty in the attitude, and our knowledge about the attitude object
12. **Extremity** – Крайність – the furthest point or limit of something
13. **Mere thought** – сама думка – the idea that thinking toward an object tends to make the evaluation more extreme.
14. **Accessibility** – Доступність – the ease with which an idea or concept can be retrieved from memory.
15. **Knowledge** – Знання – facts, information, and skills acquired by a person through experience or education
16. **Involvement** – Залучення – a form of social behavior in which the participant joins in with the activities of an individual or group.
17. **Vested interest** – Присвоєний інтерес – the extent to which a person perceives an issue to be associated with his or her well-being

ATTITUDES: Measurement, Structure, and Behavior (CONTINUATION)

1. **Id** – a set of unconscious instinctual desires
2. **Pleasure principle** - a rule, to obtain immediate gratification, whatever form it may take.
3. **Superego** - the repository of an individual's moral values
4. **Ego Reality principle** - the tendency to satisfy the Id’s demands realistically, yielding to and accounting for the demands of reality
5. **Defense mechanisms** - unconscious mental tactics that the Ego uses to insulate itself from threatening ideas, perceptions, emotions, and instincts.
6. **Rationalization** - the justification of an unacceptable action by a more acceptable, but false, excuse.
7. **Projection** - attributing one's own unacceptable behaviors or thoughts are

to someone else

1. **Reaction-formation** - behaving in a way that is the opposite of how one really feels because the true feelings produce anxiety
2. **Displacement** - channeling feelings of hostility and aggressive tendencies toward

acceptable or less threatening persons or objects

1. **Sublimation** - redirecting pleasure-seeking or aggressive instincts toward socially acceptable goals
2. **Cognitive dissonance** - a theory that people are motivated to reduce anxiety produced when their cognitions and behavior are inconsistent.

NONVERBAL COMMUNICATION: Perceiving What Others Are Feeling

1. **Nonverbal communication** - the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and the distance between two individuals.
2. **Kinesics -** the category of nonverbal behavior; information contained in the many aspects of body language, such as posture, movement, and direction of body orientation
3. **Paralinguistic -** the category of nonverbal behavior;information contained in tone of voice, pitch, volume, and speed of talking.
4. **Proxemics -** the category of nonverbal behavior; information contained in the distance people maintain between themselves and others and the direction of eye gaze.
5. **Transmission cues -** the expression in the form of alterations of facial muscles, body posture, and vocalization.
6. **Decoding -** the ability to interpret the messages conveyed by others' emotional reactions.
7. **Polygraph -** an instrument that records physiological arousal during questioning, including measures of the person's breathing, pulse rate, and fingertip perspiration
8. **Affordances -** those aspects of objects and events that are relevant to the organism's survival such as their potential edibility or threat.
9. **Profile of Nonverbal Sensitivity (PONS) -** a test, a forty-five-minute film and soundtrack composed of 220 randomly ordered auditory and visual segments
10. **Empathy -** sometimes defined simply as the accuracy with which a perceiver decodes another's emotional communication.

SOCIAL EXCHANGE:

1. **Hedonism** - the idea that human behavior is motivated by the pursuit of pleasure and the avoidance of pain
2. **Costs and rewards -** the behaviors expressed in an exchange determine the net value each actor receives.
3. **Interdependence -** theory that one person's actions affect, and are affected by, what another person chooses to do
4. **Outcome values –** values in the interaction are jointly determined by the choices all the others make.
5. **Behavior (or payoff) matrix –** table ofPossible behaviors available to our couple and their joint values
6. **Exchange relationship -** relationships are not characterized by a close, intimate association. They involve the kinds of interactions that link acquaintances, business contacts, first dates, new roommates, and so on.
7. **Communal relationship –** relationship where people are deeply concerned about the welfare of the others with whom they are linked.
8. **Transformation** - when a positive outcome for the other person represents a
9. reward to us as well.
10. **Fate control -** the ability to reward or punish other persons by determining their outcomes no matter what they do.
11. **Mutual fate control -** relationships in which the outcomes that each person in a relationship obtains are dependent on the actions of the other person.
12. **Behavior control -** means by which people regulate the actions of others.
13. **Mixed-motive game -** game in which the players' preferences among the outcomes are partly coincident and partly opposed, motivating the players both to cooperate and to compete
14. **Tragedy of the commons -** situation in economic science when individual users, who have open access to a resource unhampered by shared social structures or formal rules that govern access and use, act independently according to their [own self-interest](https://en.wikipedia.org/wiki/Selfishness) and, contrary to the common good of all users, cause depletion of the resource through their uncoordinated action
15. **Social dilemma -** the effect if both players decide to maximize their individual
16. outcomes. In this case, both lose.
17. **Prisoner's dilemma -** standard example of a game analyzed in game theory that shows why two completely rational individuals might not cooperate, even if it appears that it is in their best interests to do so.
18. **Cooperative choice –** the general type of choice when the thieves increase their both outcomes.
19. **Competitive choice -** the general type of choice when one of the crooks maximizes his outcome, but the other is severely disadvantaged.

ATRACTION AND AFFILIATION

1. **Communal relationship -** relationships, people are deeply concerned about their partner's well-being. They give benefits or favors in response to their partner's needs or desires.
2. **Exchange relationship -** the kinds of interactions people have in business dealings or between acquaintances (versus loved ones). In exchange relationships, there is no particular motivation to please the other person, and the welfare of the other is not a concern
3. **Excitation transfer theory -** Excitation transfer theory maintains that physiological arousal can be labeled in any number of ways, and can transfer to and intensify other, unrelated emotional reactions—if people are unmindful of the origin of the arousal.
4. **Matching hypothesis -** the fact is that most people actually choo< who are similar to themselves in level of physical attractiveness.
5. **Proximity effect -** proximity is an important determinant of friendship: Next-door neighbors were much more likely to be friends than people who were one, two, three, or four doors away, respectively.
6. **Mere exposure hypothesis -** that proximity was associated with friendship because exposure causes familiarity, and we are more comfortable with the familiar than the unfamiliar
7. **Attitude similarity -** Friendship might cause similar attitudes— that is, to maintain a harmonious relationship, people might modify their beliefs to bring them into line with those of their friends
8. **Reciprocity –** it meanswe like those who agree with us because we assume they will like us.
9. **Self-disclosure -** the element that plays an important role in the progression from attraction to friendship. //Timing is important.
10. **Passionate love -** a state of intense absorption in another ... [a longing for] complete fulfillment. A state of intense physiological arousal.
11. **Companionate love -** the affection we feel for those with whom our lives are deeply intertwined
12. **Triangular model of love -** triangular model of love holds that love embodies three elements—intimacy, passion, and commitment. The way these elements combine defines the nature of the love relationship
13. **Equity theory -** theory, individuals will be more satisfied and happier in relationships when they feel they are receiving equitable returns than when they believe they are receiving more or less than they deserve
14. **Investment model -** based on exchange theory, is designed to predict both relational satisfaction and commitment. To judge satisfaction, the theory requires that we contrast the rewards a person obtains in a relationship with the costs of maintaining it.

AGGRESSION: PEOPLE HURTING PEOPLE

1. **Intention -** something that you want and plan to do
2. **Instrumental aggression -** actions that are intended to hurt others, but only for a specific purpose. In this case, aggression is used as a tactic to produce a desired outcome
3. **Hostile aggression -** the form of behavior that most of us visualize when we think about aggression. Hostile aggression is accompanied by strong emotions of anger or rage, and it is intended directly to harm or injure its target
4. **Instinctive drive to aggression –** Freud theory that the tendency to aggression is an innate, independent, instinctual disposition in man.
5. **Frustration-aggression theory -** the original theory may be summarized as follows: (1) Frustration causes a readiness to aggress, and (2) aggression is the inevitable outcome of frustration (that is, the frustration—aggression sequence is built into the organism). However, (3) if the source of aggression is too powerful, aggression will be inhibited or displaced onto other targets who are less likely to retaliate. Finally, (4) aggression reduces the tension generated by frustration, and makes later aggression less likely.
6. **Displaced aggression -** focusing our aggression on a person or thing that is not the source of our frustration
7. **Cognitive neoassociationism –** the theory that certain experiences, or affects, can contribute toward the onset of aggressive feelings or behaviour
8. **Excitation transfer -** the theory that we interpret ambiguous physiological arousal by searching for cues in the environment that might have given rise to the physiological state. We use these environmental cues to label the physiological state—to identify the particular emotion we are experiencing.
9. **Social learning theory –** the theory that all social behaviors are learned. Just as we learn to ride a bicycle or drive a car or tie our shoes, we also learn to enact or to inhibit aggressive behavior.
10. **Erotic violence -** erotic stimulate men's aggressive reactions against women
11. **Alcoholic disinhibition –** the impulsivity is gained by alcohol
12. **Learned disinhibition -** responsible for alcohol's effects on aggressive behavior. The presumption is that we have learned that behaviors that are normally inappropriate may be excusable when performed under the influence of alcohol. People who drink realize this and perform actions they otherwise would inhibit

CONFORVITY AND INDEPENDENCE

1. **Norm -** a rule of conduct, commonly agreed on (implicitly or explicitly) and adopted by a specific group.
2. **Autokinetic effect (illusion) -** perceptual illusion. It works this way: If you fix your gaze for a minute or so on a small pinpoint of light in an otherwise totally darkened room, the light will appear to move
3. **Informational social influence -** a process by which people use the information provided by others to facilitate their understanding of ambiguous stimuli and to assist them when forming judgments. Example: : Participants combined their estimates with their partners' to arrive at a shared, interdependent interpretation of the stimulus
4. **Normative social influence –** the idea which suggests that to avoid confrontation and maintain equanimity, judges had simply gone along with their partners. They had not used their partner's information to enhance accuracy; they had just accepted the other's responses, no matter what.
5. **Public compliance, or conformity -** acquiescence to the apparent wishes of the influence source, without any real acceptance of the source's position
6. **Private acceptance, or conversion -** the internalization of the influence source's position. Conversion occurs when characteristics of the influence source suggest that the response is valid.
7. **Stimulus ambiguity -** The conclusion is that the more ambiguous or difficult the task, the more susceptible are people to social influence; that is, the more weight they accord social information relative to their own perceptions
8. **Perception of expertise –** feeling of being an expert. “If people feel themselves to be competent at a task, by virtue of gender, past success, or low task difficulty, they will be more resistant to social influence than if they have experienced a history of failure, perceive themselves incompetent, and so on”
9. **Foot-in-the-door effect -** When people do a minor favor for someone, they are more susceptible to later requests of greater magnitude, even requests that they otherwise might refuse.
10. **Door-in-the-face effect -** This strategy involves asking for a very major favor or concession, which is almost inevitably refused. Then a more modest request is advanced. The idea here is that the target is more likely to grant the second request after having refused the first.
11. **Reciprocal concessions -** is a negotiation strategy that uses an unreasonable ask that is scaled back to what a person really wants
12. **Perceptual contrast – “**it is so much smaller than the first request, the second appears even smaller than it would if it had been presented in isolation, and thus is more readily accepted.”
13. **Low ball technique -** a common (if unethical) sales tactic, in which people are first induced to commit to purchase an item for an unrealistically low price. Before the deal is completed, the "mistaken" price is discovered, the purchase denied, and a higher price substituted.
14. **Commitment -** a promise or firm decision to do something
15. **Anticonformity -** when an individual consciously and deliberately challenges the position or actions of the group.
16. **Independence -** a condition of a person, nation, country, or state in which its residents and population, or some portion thereof, exercise self-government, and usually sovereignty, over its territory.

LECTURE 8. SOCIAL IDENTITY:

1. **ln-group** - social categories of which he or she is a member
2. **Ethnocentrism -** the technical name for this view of things in which one's own group is the center of everything, and all others are scaled and rated with reference to it . . . Each group nourishes its own pride and vanity, boasts itself superior, exalts its own divinities, and looks with contempt on outsiders
3. **Reference group -** those groups that an individual wants to be accepted by and uses as a basis for self-evaluation
4. **Social comparison theory -** suggested that people have an innate drive to evaluate themselves, often in comparison to others. ... She may also compare her abilities to those of students who play other instruments as well.
5. **Social identity theory -** an individual's response to status differences between in-group and out-group will depend on whether their belief system focuses on social mobility or social change
6. **Personal identity -** y refers to those idiosyncratic self-descriptions that differentiate the individual from other members of his or her social groups, that is, the things that make a person unique.
7. **Basking in reflected glory (BIRG) -** . People also seek group identifications that contribute to enhancing their positive self-esteem. When our group does well, we often take personal pride in the group's achievements even when we had nothing to do with attaining them.
8. **Positive distinctiveness -** when the in-group can be perceived as better than relevant outgroups on some important attributes. In general, individuals identify more strongly with groups that are successful and have high status, particularly when the high-status group is a distinctive minority
9. **Disidentification -** to rid of identity or characteristic qualities of groups or a person
10. **Relative deprivation -** Feelings of resentment and the sense of injustice that arise from perceiving that one has less than one deserves (compared with others)
11. **Fraternal deprivation -** comparisons between the outcomes of one's in-group as a whole and those of more advantaged groups. Whereas personal deprivation depends on interpersonal comparisons with similar others, fraternal deprivation is based on intergroup comparisons between dissimilar groups.