Asch- pioneer in [social psychology](http://en.wikipedia.org/wiki/Social_psychology). He created seminal pieces of work in impression formation, prestige suggestion, conformity, and many other topics in social psychology

characteristics of the messenger

Cognitive dissonance- Mental distress from conflicting thoughts and behavior (Festinger).

confederate

conformity to groups- tendency to alter behavior to match group.

Consensus heuristic

Creation of a phantom goal

Deindividuation and deindividuation studies- State of lowered self-awareness and temporary loss of personal identity decreases sense of responsibility for behavior.

Door-in-the-face- Asking a big favor before asking a small one

foot-in-the-door method of persuasion- asking a small favor before a big one.

Fundamental attribution error- The tendency to overestimate personality causes and overlook situational causes of others.

Group polarization- When the group follows the dominant speaker’s views, but become more extreme after the group discussion (Myers & Bishop)

Groupthink- The type of thinking when group members are more concerned about unanimity than critical thinking

Implicit prejudice

Impression management-We falsely claim that our attitude have changed when attitude behavior mismatch is uncovered so we won’t appear to be hypocrites (Goffman)

In-group bias- The tendency to favor people in group and discriminate against those out group.

Just world hypothesis- you get what you deserve

Milgram’s obedience to authority study

Minority influence- Gain the attention of the majority when they are firm and unwavering.

Out-group homogeneity- tend to view all people on the outside as the same.

Robber’s Cave study- Sherif took two groups of twelve year olds to Robber’s Cave to experiment the behavior of how people act over a limited resource

Scapegoat hypothesis- A claim that prejudice arises from a need to blame others for our misfortunes

scarcity heuristic

Sleeper Effect- a psychological phenomenon whereby a highly persuasive message, paired with a discounting cue, causes an individual to be more persuaded by the message (rather than less persuaded) over time.

Smoke Filled Room study- Person did not leave the room because no one else was leaving.

Social facilitation- is the tendency for the presence of others to have a positive impact on a performance (Zajanc)

social identity

Social Loafing- the tendency to put forth less effort when doing a task in a group versus alone (Latane).

Thief on the Beach study

vivid testimonial

Zimbardo’s Stanford University study- Had a group of kids locked up. De identify

Zimbardo