**DICTIONARY OF TERMS FROM DISCIPLINE “SOCIAL PSYCHOLOGY”**

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LECTURE 1. INTRODUCTION: THE WAY OF SOCIAL PSYCHOLOGY

1. **Field research** is defined as a qualitative method of data collection that aims to observe, interact and understand people while they are in a natural environment.
2. **Laboratory experiment** is an experiment conducted under highly controlled conditions (not necessarily a laboratory), where accurate measurements are possible. The researcher decides where the experiment will take place, at what time, with which participants, in what circumstances and using a standardized procedure.
3. **Correlation** is simply evidence that two variables are associated – if one changes, the other can also be expected to change.
4. **Dependent variable** would be the number of words recalled off the list because that is how the participants’ performance is measured.
5. **Independent variable** - the factor that is varied by the experimenter.
6. **Random assignment** is the process by which researchers select individuals from their total sample to participate in a specific condition or group, such that each participant has a specifiable probability of being assigned to each of the groups or conditions.
7. **Validity** is the extent to which a study establishes a trustworthy cause-and-effect relationship between a treatment and an outcome.
8. **Informed consent** is the process in which a health care provider educates a patient about the risks, benefits, and alternatives of a given procedure or intervention.
9. **Debriefing** - any deceptions are explained and the purposes of the experiment are discussed.
10. **Invasion of privacy** is a tort based in common law allowing an aggrieved party to bring a lawsuit against an individual who unlawfully intrudes into his/her private affairs, discloses his/her private information, publicizes him/her in a false light, or appropriates his/her name for personal gain.

LECTURE 2. ATTITUDES: Measurement, Structure, and Behavior

1. **Thurstone scale** was the first formal method of measuring attitude both in psychology and sociology. Its origins go back to the early 20th century, where psychologist Louis Leon **Thurstone** began measuring religious attitudes by asking respondents to agree or disagree with a series of related statements.
2. **Likert scale** is a psychological measurement device that is used to gauge attitudes, values, and opinions. It functions by having a person complete a questionnaire that requires them to indicate the extent to which they agree or disagree with a series of statements.
3. **Semantic differential** measurement technique is a form of rating scale that is designed to identify the connotative meaning of objects, words, and concepts.
4. **Attitude(evaluations)** is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person.
5. **The galvanic skin response (GSR)** is a method used to tap such states. This technique assesses skin conductivity through electrodes attached to a person's palm. If the skin is sweaty, it conducts electricity better. Since arousal causes sweating, the GSR is used to indicate positive or negative emotional states.
6. **The Facial electromyogram (EMG)** is based on the assumption that the face reflects feelings. This assumption dates back at least to Charles Darwin (1872). The EMG detects differences in electrical activity among the various facial muscles via electrodes attached to the participant's face.
7. **Intention** is a mental state that represents a commitment to carrying out an action or actions in the future. **Intention** involves mental activities such as planning and forethought.
8. **Direct experience** or **immediate experience** generally denotes experience gained through immediate sense perception. Many [philosophical systems](https://en.wikipedia.org/wiki/Philosophy) hold that knowledge or skills gained through direct experience cannot be fully put into words.
9. **Extremity of an attitude -** the extent to which a person’s evaluation of an attitude object deviates from neutrality. Extremity is related to attitude strength.
10. **Mere thought -** the finding that merely thinking about an attitude can result in polarization in the direction of that attitude.
11. **Accessibility** refers to the availability of something or ease of 'access' to it. In psychology it is typically used to describe the accessibility of memories and how easily (or if at all) a memory can be received by an individual.
12. **Knowledge**. Another factor that affects accessibility of attitudes is knowledge. Theoretically, the more one knows about an object, the more accessible its evaluation, and the more likely it is to guide behavior.
13. **Involvement** is a form of social behavior in which the participant joins in with the activities of an individual or group. The more active they are the more involved they are. Along with the behavioral component their are often psychological corrorallies.
14. **Vested interest -** the extent to which an attitude object is seen as being related to a person's material self-interest. It is assumed to be a determinant of related constructs, such as the importance of an attitude and ego involvement. It is also a determinant of attitude strength.

LECTURE 2. ATTITUDES: Measurement, Structure, and Behavior

(CONTINUATION)

1. **The id** is the primitive and instinctive component of personality. It consists of all the inherited (i.e., biological) components of personality present at birth, including the sex (life) instinct – Eros (which contains the libido), and the aggressive (death) instinct - Thanatos.
2. The **superego** is the ethical component of the personality and provides the moral standards by which the ego operates. The **superego's** criticisms, prohibitions, and inhibitions form a person's conscience, and its positive aspirations and ideals represent one's idealized self-image, or “ego ideal.”
3. The **ego** is the psychological component of the personality that is represented by our conscious decision-making process. The id is the instinctual, biological component , and the superego is the social component of our personality and conscience .
4. **Defense mechanisms** are psychological strategies that are unconsciously used to protect a person from anxiety arising from unacceptable thoughts or feelings.
5. **Rationalisation** (also known as making excuses) is a defense mechanism in which controversial behaviors or feelings are justified and explained in a seemingly rational or logical manner to avoid the true explanation, and are made consciously tolerable—or even admirable and superior—by plausible means. It is also an informal fallacy of reasoning.
6. **Projection** is the process of displacing one's feelings onto a different person, animal, or object.
7. **Reaction formation** is a psychological defense mechanism in which a person goes beyond denial and behaves in the opposite way to which he or she thinks or feels. Conscious behaviors are adopted to overcompensate for the anxiety a person feels regarding their socially unacceptable unconscious thoughts or emotions.
8. **Displacement** channels feelings of hostility and aggressive tendencies toward acceptable or less threatening persons or objects. For instance, a husband may be angry with his wife, but is afraid to express his true feelings to her. Instead, he yells at the dog or treats his children harshly.
9. **Sublimation** in psychology is a defense mechanism where negative urges and impulses are channelled into socially accepted behaviour.
10. **Cognitive dissonance** refers to a situation involving conflicting attitudes, beliefs or behaviors.