Implicit.harvard.edu

Groupthink = The idea that the desire for the group to be cohesive. The desire for harmony in a group can make you overlook realistic decision making. Let’s say you think something is wrong, you’d rather see the group be happy instead of you causing a sort of problem. You overlook this and it causes irrational decisions.

The lessening of being happy after a good thing, like getting accepted into a great university is the adaptive-level phenomenon

Cognitive dissonance = feeling bad

Normative influence = they don’t want to be different

Research on the effects of playing violent video games disproves the catharis hypothesis

**Catharis hypothesis** = The idea is that if you vent your anger and get out your aggression then you can release your anger. An emotional release. Let’s say you’re mad at your roommate but instead of yelling at him you go to the gym. You end up getting angier

The just world phenomenon often leads people to believe that victims of misfortune deserve to suffer

A computer ad seldom feature endorsements from Hollywood stars or great athletes. Instead, they offer detailed information for consumers to develop more positive opinions about the company’s products. This advertising strategy best illustrates the **central route to persuasion**.

Central route to persuasions – Two routes of persuasion. Central and peripheral. Let’s say you’re trying to persuade someone to buy a car. If you are influencing you thru the central route, you’re telling them the specifics of the car, gas mileage, safety, etc. Central focuses on specifics and core details. Peripherals focus on superficial details, like a Hollywood actress in a car commercial.

Altruistic behavior is governed by calculations of reward and costs: social exchange theory

Studies of implicit attitudes indicate that prejudice is often: automatically triggered

Social loafing refers to the tendency for people to exert less effort when they are pooling their efforts towards a common goal

A study was described in class in which subjects were viodetaped watching a series of films. A year later, they wathed these video tapes and had to judge their own facial expressions to these films. It was discovered that our friends are better at reading our facial expressions than we are.

Two conflicting groups who share the same negative views of one another demonstrate the mirror image perceptions

In freud’s theory of spychosexual development, the Oedipus complex is experienced during the phallic stage.

Reaction formation refers to the process by which people consciously express feelings that are the opposite of unacceptable unconscious impulses.

According to freud, the superego acts as our conscience