**Midterm Review – Social Psychology (HSS280)**

**Introduction & Milgram - January 18**

Milgram Study

* Historical Relevance
* Study Design
  + 3 roles
  + procedure?
* Results?
* Follow-up studies
* Take-away messages
* Ethical concerns

**Research Methods – January 25**

What is social psychology?

* Study of how individuals think, feel, and behave – in a social context

What is social influence?

* Examples?

Power of the situation?

* Examples?

Power of social interpretation?

* Examples?

Primary motivations

History of Social Psychology

* Norman Triplett - Early experiments with cyclists
* Max Ringelmann – noticed decreased performance on simple tasks in groups
* Increase in field in 1930s
* Rections to WWII generated new line of research
  + E.g., Milgram’s studies on obedience

**Research Methods**

Why do we do research

* Bias
  + Hindsight bias
  + Overconfidence
  + Illusory correlation
  + Order in random events
  + Confirmation bias

Scientific Method

* What is it?
* What is the research process?

Research Designs

* Descriptive – What is it? Advantages? Disadvantages?
* Correlational - What is it? Advantages? Disadvantages?
  + Correlational coefficient
  + Positive, negative, and no correlations
* Experimental - What is it? Advantages? Disadvantages?
  + What is an independent variable?
  + What is a dependent variable?
  + What is random assignment?
  + Internal and external validity

**Social Influence – February 1**

Social influence

* What is it?
* Where does it come from?

Conscious vs. unconscious social influence

* Examples?
* Automatic/unconscious social influence
  + Mimicry
    - Chameleon effect
      * Results?
    - Evolutionary role of mimicry
    - Social role of mimicry

Three categories of social influence

* Conformity
* Compliance
* Obedience

Conformity – what is it?

* Sherif (1936)
  + Study design?
  + Results?
* Asch (1951)
  + Study design?
  + Results?
* Types of conformity
  + Informational
  + Normative
  + Public vs. private conformity
  + What type is the Sherif study?
  + What type is the Asch study?
* Factors that influence conformity?
* Dangerous Conformity
  + Results of study where smoke is being pumped into the room while participants are completing a survey…?
* Using conformity for good
  + Reducing energy consumption
  + Conformity and littering
    - Results?

Compliance – what is it?

* Foot in the door
* Low-balling
* Door in the face
* That’s not all

Obedience – what is it?

* Examples?
* Factors that influence obedience?

**Social Norms & Social Roles – February 8**

Social Norms and Roles

* What are social norms?
  + Examples?
* What are social roles?
  + Examples?

Stanford Prison Study – watched documentary “Quiet Rage”

* Do people act in accordance with the social roles they occupy?
* Study design?
  + Participants?
  + Possible roles?
  + Reinforcers of one’s role?
* Results?
* Ethics?
  + Creation of IRBs to evaluate research ethics
* Criticisms of Stanford Prison Study?
* Take-aways from Stanford Prison Study…

**Attitudes and Persuasion – February 15**

Attitudes

* What are attitudes?
  + Vary in valence and intensity
* Explicit vs. implicit
  + How do you measure both types?
* Ways to measure attitudes
  + Self-report
  + Bogus pipeline
  + Observable behavior
  + Facial electromyography
  + fMRI
  + EEG
  + IAT
* How are attitudes formed?
  + Classical conditioning
  + Mere exposure
  + Operant conditioning
  + Social learning
  + Reference group
* Do attitudes guide behavior?
  + Evidence?
  + Theory of planned behavior – what is it?
* When do attitudes influence behavior?

Persuasion

* What is it?
* Two routes to persuasion
  + Central
    - Examples?
  + Peripheral
    - Examples?
* Goals of social media
  + Ethical persuasion?
    - Tristan Harris – Ted Talk
* Increasing the effectiveness of communication
  + The source
    - Expert?
    - Trustworthy?
    - Sleeper effect
    - Likeability
  + Nature of communication
    - Positive emotions
  + Characteristics of the audiences

**Cognitive Dissonance – February 22**

Self-Justification and Cognitive Dissonance

* What is self-justification?
  + When prophecy fails – Mrs. Keech example
* Cognitive dissonance
  + What is cognitive dissonance?
    - Examples?
    - How do you reduce dissonance?
  + Smoking and cognitive dissonance
    - Interpretation of information?
  + Festinger & Carlsmith (1959) original study on cognitive dissonance
    - IV?
    - DV?
    - Results?
  + Dissonance reducing behavior (Lord, Ross, & Lepper)
    - Methodology?
    - results?
  + Dissonance and morality
    - Results?
  + Dissonance and decision making
    - Results?
  + Historical examples of cognitive dissonance
    - Iraq war, cults
* Jonestown
  + Systematically applied principles of social influence and persuasion
    - Eliminate all outside sources of information
      * Cult’s Eye View
    - In-group / Out-group
      * Constant threat of outside forces/groups
    - Create commitment through rationalization trap
      * Start Small: donate to the cause
    - Establish leader’s credibility & attractiveness