

Chapter 12: Learning Objectives

*Use chapter 12 in your textbook to answer the following questions **on a separate sheet of paper.***

Introduction: What Is Social Psychology?

1. Define social psychology, and describe its two basic areas of research, social cognition and social influence.

Person Perception: Forming Impressions of Other People

2. Discuss the four basic principles of person perception.
3. Explain how social categories, implicit personality theories, and physical attractiveness affect person perception.

Attribution: Explaining the Causes of Behavior

4. Describe the attribution process, and explain the roles of the fundamental attribution error, the actor-observer discrepancy, and the self-serving bias in shaping our attributions.

The Social Psychology of Attitudes

5. List the components of an attitude, and identify the conditions under which attitudes are most likely to determine behavior.
6. Describe the process of cognitive dissonance, and explain how it affects attitudes.

Understanding Prejudice

7. Define prejudice, and discuss how stereotypes are formed, how they function, and the problems associated with their use.
8. Explain how in-group/out-group thinking affects our social judgment, including prejudice and stereotypes.
9. Discuss the cognitive, emotional, and behavioral bases for prejudice.
10. Describe Sherif's research on combating prejudice at the group level, and explain how his findings can be applied in educational settings.
11. Explain the process for overcoming prejudice at the individual level.

Conformity: Following the Crowd

12. Describe conformity as a form of social influence, and discuss Solomon Asch's research on conformity.
13. Identify the factors that influence conformity, and explain how culture affects conformity.

Helping Behavior: Coming to the Aid of Strangers

14. Explain what prosocial behavior is and how it differs from altruism.
15. Identify the components of Latané and Darley's model of helping behavior, and list the factors that increase and decrease the likelihood that people will help others.

The Influence of Groups on Individual Behavior

16. Explain how the presence of other people can strongly influence individual behavior, resulting in social loafing or social striving.
17. Define social facilitation and deindividuation, and identify the conditions under which they occur.