

Unit 4 Study Aid: Sociocultural Approach

In preparation for your assessments, you should be able to discuss the terms & topics and connect them to the broad picture of psychology. You may want to make them into flashcards, but consider going beyond just a definition understanding. You will also want to be able to answer the learning objectives on the left in a short essay format, supporting with research

This study guide is an **OPTIONAL** assignment. You can earn up to 10 points by:

- Defining and APPLYING 20 of the topics/terms on the right.
 - ie) There are two **hippocampi** in each hemisphere of the brain and they are centers for explicit memories. A case study that proves that the **hippocampus** is involved in memory is that of Clive Wearing, who developed herpesviral encephalitis that damaged this region of the brain, causing him to suffer from anterograde & retrograde amnesia.
 - *Names and terms in italics are not in the online text.*

This will be due the day of the test or on the posted date in Canvas

Social Psychology | [Chapter 12](#)

IB-SL learning objectives

1. Outline principles that define the sociocultural level of analysis (*for example, the social and cultural environment influences individual behaviour; we want connectedness with, and a sense of belonging to, others; we construct our conceptions of the individual and social self*).
2. Explain how principles that define the sociocultural level of analysis may be demonstrated in research (that is, theories and/or studies).
3. Discuss how and why particular research methods are used at the sociocultural level of analysis (*for example, participant/naturalistic observation, interviews, case studies*).
4. Discuss ethical considerations related to research studies at the sociocultural level of analysis.
5. Describe the role of situational and dispositional factors in explaining behaviour.
6. Discuss two errors in attributions (*for example, fundamental attribution error, illusory correlation, self-serving bias*).
7. Evaluate social identity theory, making reference to relevant studies.
8. Examine social cognitive theory.
9. Explain the formation of stereotypes and their effect on behaviour.
10. Explain social learning theory, making reference to two relevant studies.
11. Discuss the use of compliance techniques (*for example, lowballing, foot-in-the-door, reciprocity*).
12. Evaluate research on conformity to group norms.
13. Discuss factors influencing conformity (*for example, culture, groupthink, risky shift, minority influence*).
14. Define acculturation and analyze the impact of acculturation on human behavior.
15. Examine the role of two cultural dimensions on behaviour (*for example, individualism/collectivism, power distance, uncertainty avoidance, Confucian dynamism, masculinity/femininity*).

AP learning objectives | Social psychology

1. Apply attribution theory to explain motives (e.g., fundamental attribution error, self-serving bias).
2. Describe the structure and function of different kinds of group behavior (e.g., deindividuation, group polarization).
3. Explain how individuals respond to expectations of others, including groupthink, conformity, and obedience to authority.
4. Discuss attitudes and how they change (e.g., central route to persuasion).
5. Predict the impact of the presence of others on individual behavior (e.g., bystander effect, social facilitation).
6. Describe processes that contribute to differential treatment of group members (e.g., in-group/out-group dynamics, ethnocentrism, prejudice).

7. Articulate the impact of social and cultural categories (e.g., gender, race, ethnicity) on self-concept and relations with others.
8. Anticipate the impact of behavior on a self-fulfilling prophecy.
9. Describe the variables that contribute to altruism, aggression, and attraction.
10. Discuss attitude formation and change, including persuasion strategies and cognitive dissonance.
11. Identify important figures in social psychology (e.g., Solomon Asch, Leon Festinger, Stanley Milgram, Philip Zimbardo).

Chapter 12 terms & topics

1. Fundamental attribution theory
2. Dispositional v. situational attributions
3. Fritz Heider
4. Self-serving bias
5. False consensus effect
6. Confirmation bias
7. Just-world hypothesis
8. Halo effect
9. Leon Festinger
10. Cognitive dissonance
11. Central route v. peripheral route of persuasion
12. Solomon Asch
13. Conformity
14. Stanley Milgram
15. Obedience
16. Compliance
17. Phillip Zimbardo
18. Stanford Prison experiment
19. Bystander effect
20. Kitty Genovese
21. John Darley
22. Social facilitation v. social inhibition
23. Norman Triplett
24. Group polarization
25. Deindividuation
26. Diffusion of responsibility
27. In-group/out-group bias
28. Muzafar Sheriff's Robber Cave experiment
29. Reciprocity norms
30. Social norms
31. Prisoner's dilemma
32. Ethnocentrism
33. Prejudice
34. Discrimination
35. Scapegoat theory
36. Mere-exposure effect
37. Altruism
38. Social loafing

39. Social comparison