

UNIT 4: Social Psychology and Personality

AP EXAM WEIGHTING: 15-25%

Social psychology studies how people and groups influence behavior and mental processes and vice versa. This unit examines how social factors and personality variables interact in everyday situations. Psychologists have proposed various theories to categorize personalities and explain their connection to behavior and mental processes. Some focus on motivation and emotional responses to understand individual differences, while others explore the development and change of personalities. Through this unit, students will gain insights into themselves, their peers, and others, helping them understand factors contributing to mental and physical health issues, which will be examined in Unit 5.

Learning Objectives & Essential Knowledge

BOLD Vocabulary: College Board AP Exam Terms
Italicized Vocabulary: Additional Myers 4E Textbook Terms

TOPIC 4.1 Attribution Theory and Person Perception

4.1.A Explain how attribution theory applies to behavior and mental processes.

4.1.A.1 Attributions

4.1.A.2 Explanatory Styles

4.1.A.3 Biases

- ☐ *Person Perception*
- ☐ **Attribution** (*Attribution Theory*)
- ☐ **Dispositional Attributions**
- ☐ **Situational Attributions**
- ☐ **Explanatory Style**
- ☐ **Actor-Observer Bias**

- ☐ **Fundamental Attribution Error**
- ☐ **Self-Serving Bias**

4.1.B Explain how locus of control (internal and external) applies to behavior and mental processes.

- ☐ **Internal Locus of Control**

- ☐ **External Locus of Control**

4.1.C Explain how person perception applies to behavior and mental processes.

4.1.C.1 Mere Exposure Effect

4.1.C.2 Self-Fulfilling Prophecy

4.1.C.3 Social Comparisons

- ☐ **Mere Exposure Effect**
- ☐ **Self-Fulfilling Prophecy**
- ☐ *Mirror-Image Perceptions*

- ☐ **Upward Social Comparison**
- ☐ **Downward Social Comparison**
- ☐ **Relative Deprivation**

TOPIC 4.2 Attitude Formation and Attitude Change

4.2.A Explain how stereotypes and implicit attitudes contribute to the behaviors and mental processes of prejudice and discrimination.

4.2.A.1 Stereotypes

4.2.A.2 Implicit Attitudes

- ☐ *Attitude*
- ☐ **Stereotype**
- ☐ *Social Identity*
- ☐ **Cognitive Load**
- ☐ **Prejudice**
- ☐ **Discrimination**
- ☐ **Implicit Attitudes**
- ☐ **Just-World Phenomenon**

- ☐ **Out-Group Homogeneity Bias**
- ☐ **In-Group Bias**
- ☐ **Ethnocentrism**
- ☐ *Scapegoat Theory*
- ☐ *Other-Race Effect*

4.2.B Explain how belief perseverance and cognitive dissonance apply to attitude formation and change.

4.2.B.1 Belief Perseverance

4.2.B.2 Cognitive Dissonance

- ☐ **Belief Perseverance**
- ☐ **Confirmation Bias**

- ☐ **Cognitive Dissonance**

TOPIC 4.3 Psychology of Social Situations

4.3.A Explain how the social situation affects behavior and mental processes.

4.3.A.1 Social Norms

4.3.A.2 Social Influence Theory

4.3.A.3 Persuasion Techniques

- ☐ *Role*
- ☐ **Social Norms**
- ☐ **Social Influence Theory**
- ☐ **Normative Social Influence**
- ☐ **Informational Social Influence**

- ☐ **Peripheral Route Persuasion**
- ☐ **Halo Effect**
- ☐ **Foot-in-the-Door Technique**
- ☐ **Door-in-the-Face Technique**
- ☐ **Conformity**
- ☐ **Social Norms**

4.3.A.3.I Routes to Persuasion 4.3.A.3.II Presentation of Persuasion 4.3.A.4 Conformity 4.3.A.5 Compliance	<input type="checkbox"/> Persuasion <input type="checkbox"/> Central Route Persuasion	<input type="checkbox"/> Obedience <input type="checkbox"/> <i>Milgram Experiment</i>
4.3.B Explain how being in a group can affect an individual's behavior and mental processes. 4.3.B.1 Cultural Phenomena 4.3.B.2 Influence of Group Membership 4.3.B.3 Performing in Front of Groups 4.3.B.4 False Consensus 4.3.B.5 Group Goals and Interests 4.3.B.6 Industrial-Organizational Psychology	<input type="checkbox"/> <i>Culture</i> <input type="checkbox"/> <i>Tight Culture</i> <input type="checkbox"/> <i>Loose Culture</i> <input type="checkbox"/> Individualism <input type="checkbox"/> Collectivism <input type="checkbox"/> Multiculturalism <input type="checkbox"/> Group Polarization	<input type="checkbox"/> Groupthink <input type="checkbox"/> Diffusion of Responsibility <input type="checkbox"/> Social Loafing <input type="checkbox"/> Deindividuation <input type="checkbox"/> Social Facilitation <input type="checkbox"/> <i>Social Trap</i> <input type="checkbox"/> <i>Superordinate Goals</i>
4.3.C Explain how prosocial behavior affects behavior and mental processes. 4.3.C.1 Altruism 4.3.C.2 The Bystander Effect	<input type="checkbox"/> Prosocial Behavior <input type="checkbox"/> Altruism <input type="checkbox"/> Social Responsibility Norm	<input type="checkbox"/> The Bystander Effect <input type="checkbox"/> <i>Social Exchange Theory</i> <input type="checkbox"/> <i>Reciprocity Norm</i>

TOPIC 4.4 Psychodynamic and Humanistic Theories of Personality

4.4.A Explain how the psychodynamic theory of personality defines and assesses personality. 4.4.A.1 Unconscious Processes 4.4.A.2 Defense Mechanisms 4.4.A.3 Psychodynamic Personality Testing	<input type="checkbox"/> Personality <input type="checkbox"/> Psychodynamic Theory (Freud's Psychosexual Theory) <input type="checkbox"/> <i>Psychoanalysis</i> <input type="checkbox"/> <i>Free Association (also in Unit 5)</i> <input type="checkbox"/> <i>Id</i> <input type="checkbox"/> Ego <input type="checkbox"/> <i>Superego</i> <input type="checkbox"/> Defense Mechanisms <input type="checkbox"/> Denial <input type="checkbox"/> Displacement <input type="checkbox"/> Projection	<input type="checkbox"/> Rationalization <input type="checkbox"/> Reaction Formation <input type="checkbox"/> Regression <input type="checkbox"/> Repression <input type="checkbox"/> Sublimation <input type="checkbox"/> Projective Tests <input type="checkbox"/> <i>Thematic Apperception Test (TAT)</i> <input type="checkbox"/> <i>Rorschach Inkblot Test</i> <input type="checkbox"/> Preconscious <input type="checkbox"/> Unconscious (Also in Unit 5) <input type="checkbox"/> <i>Collective Unconscious</i>
4.4.B Explain how the humanistic theory of personality defines and assesses personality. 4.4.B.1 Motivating Factors of Humanistic Psychology	<input type="checkbox"/> Humanistic Psychology <input type="checkbox"/> Unconditional Positive Regard (Also in Unit 5)	<input type="checkbox"/> Self-Actualizing Tendency <input type="checkbox"/>

TOPIC 4.5 Social-Cognitive and Trait Theories of Personality

4.5.A Explain how the social-cognitive theory of personality define and assess personality. 4.5.A.1 Elements of Social-Cognitive Theory	<input type="checkbox"/> Social-Cognitive Theory <input type="checkbox"/> <i>Behavioral Approach</i> <input type="checkbox"/> Reciprocal Determinism <input type="checkbox"/> <i>Self</i> <input type="checkbox"/> Self-Concept	<input type="checkbox"/> Self-Efficacy <input type="checkbox"/> Self-Esteem <input type="checkbox"/> <i>The Spotlight Effect</i> <input type="checkbox"/> <i>Self-Serving Bias</i>
4.5.B Explain how trait theories of personality define and assess personality. 4.5.B.1 Trait Theories 4.5.B.2 The Big Five Theory	<input type="checkbox"/> Traits <input type="checkbox"/> <i>Personality Inventory</i> <input type="checkbox"/> <i>Minnesota Multiphasic Personality Inventory (MMPI)</i> <input type="checkbox"/> <i>Empirically Derived Test</i> <input type="checkbox"/> The Big Five Theory (Big Five Factors)	<input type="checkbox"/> Openness to Experience <input type="checkbox"/> Extraversion <input type="checkbox"/> Conscientiousness <input type="checkbox"/> Emotional Stability <input type="checkbox"/> Personality Inventories <input type="checkbox"/> Factor Analysis

☐ Agreeableness

TOPIC 4.6 Motivation

4.6.A Explain how theories about motivation apply to behavior and mental processes.

4.6.A.1 Motivation Behind Physical Needs and Desires

4.6.A.2 Role of Rewards in Motivating Behavior

4.6.A.3 Instincts that Drive Behavior

4.6.A.4 Motivational Conflicts

4.6.A.5 Sensation-Seeking as Motivation

- ☐ *Motivation*
- ☐ *Physiological Need*
- ☐ *Homeostasis*
- ☐ *Incentive Theory*
- ☐ **Drive-Reduction Theory**
- ☐ **Arousal Theory**
- ☐ **Optimal Level of Arousal**
- ☐ **Yerkes-Dodson Law**
- ☐ **Self-Determination Theory**
- ☐ **Intrinsic Motivation**

- ☐ **Extrinsic Motivation**
- ☐ **Instinct Theory**
- ☐ **Lewin's Motivational Conflicts Theory**
- ☐ **Approach-Approach Conflict**
- ☐ **Approach-Avoidance Conflict**
- ☐ **Avoidance-Avoidance Conflict**
- ☐ **Sensation-Seeking Theory**

4.6.B Explain how eating and belongingness motivate behavior and mental processes.

4.6.B.1 Eating Driven By Complex Motivations

4.6.B.2 Role of Rewards in Motivating Behavior

4.6.B.2.I Hormones that Drive Eating

4.6.B.2.II External Factors that Drive Eating

- ☐ **Hormones** (*also in Unit 1*)
- ☐ **Ghrelin**
- ☐ **Leptin**
- ☐ **PYY**

- ☐ *Glucose*
- ☐ **Hypothalamus** (*also in Unit 1*)
- ☐ **Pituitary Gland**

TOPIC 4.7 Emotion

4.7.A Explain how theories of emotion apply to behavior and mental processes.

4.7.A.1 Elements of Emotion

4.7.A.2 The Broaden-and-Build Theory

- ☐ **Emotion**
- ☐ **Facial-Feedback Hypothesis**
- ☐ *Behavior-Feedback Effect*

- ☐ **Broaden-and-Build Theory**
(Also in Unit 5)
- ☐ *Polygraph*

4.7.B Explain how social norms and experiences influence the depression of emotions.

4.7.B.1 Universal Emotions

4.7.B.2 Display Rules

- ☐ **Universal Emotions**
- ☐ **Anger**
- ☐ **Disgust**
- ☐ **Happiness**

- ☐ **Surprise**
- ☐ **Fear**
- ☐ **Sadness**
- ☐ **Display Rules**

Essential Questions (write the EQs below for each topic)

TOPIC 4.1 Attribution Theory and Person Perception

TOPIC 4.2 Attitude Formation and Attitude Change

TOPIC 4.3 Psychology of Social Situations

TOPIC 4.4 Psychodynamic and Humanistic Theories of Personality

TOPIC 4.5 Social-Cognitive and Trait Theories of Personality

TOPIC 4.6 Motivation

TOPIC 4.7 Emotion

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