

## Social Psychology Chapters 1 – 9 Review Sheet

### Chapter 1

What is social psychology and how is it different from related fields?

- o Social psychology focuses on the individual whereas sociology tends to focus on the group level.

Describe the following areas of psychology: Social, Cognitive, Clinical, Personality.

- o Social psychologists study of how individuals think feel, and behave in social context. Cognitive psychologists study mental processes overall. Clinical psychologists seek to understand and treat people with psychological difficulties or disorders. Personality psychologists are interested in differences between individuals.

When did the field of social psychology emerge?

- o The field of social psychology emerged between the 1880's and the 1920's.

Who was the most influential figure in the developing field of social psychology?

- o Adolf Hitler had the most dramatic impact on social psychology.

Which researcher is best known for his work on conformity?

- o Solomon Asch demonstrated how willing people are to conform to an obviously wrong answer.

Which researcher is best known for his work on obedience?

- o Milgram's experiments demonstrated individuals' vulnerability to the destructive commands of authority.

What is the difference between conformity and obedience?

- o Conformity is the tendency to change our own perceptions, opinions, or behavior in ways that are consistent with group norms. Obedience is a behavior change produced by the commands of authority.

The *interactionist approach* combines which two fields of psychology?

- o Social psychology and personality psychology – the interactionist approach places an emphasis on how both an individual's personality and environmental factors influence behavior.

What do researchers mean by the terms “hot perspective” and “cold perspective”?

- A “hot” perspective focuses on emotion and motivation as determinants of our thoughts and actions. A “cold” perspective emphasizes the role of cognition.

What are some of the newest technologies being used in current social psychological research?

- PET scans, TMS scans, fMRI scans.

Describe the various “periods” involved in the emergence of social psychology?

- The Birth and Infancy of Social Psychology (1880s-1920s) – first textbooks
- A Call to Action (1930s-1950s) – groundbreaking experimental research
- Confidence and Crisis (1960s-mid 1970s) – expansion and enthusiasm, strong reactions against lab experiments
- An Era of Pluralism (mid 1970s-1990s) – acceptance of many methods of investigation

## **Chapter 2**

What is the difference between a hypothesis and a theory?

- A hypothesis is an explicit, testable prediction about the conditions under which an event will occur. A theory is an organized set of principles used to explain observed phenomena.

What is the difference between an independent and dependent variable? Be able to identify examples of each.

- Independent variables are the factors that experimenters measure to see if they affect the dependent variable. Dependent variables are the factors experimenters measure to see if they are affected by the independent variable. Example – exposure to violent television (IV), aggression (DV)

Why do researchers prefer simple theories over complex theories?

- Researchers have a preference for simple theories because all-encompassing grand theories enter religious territory.

What does the term “falsifiable” refer to?

- Falsifiable is something that can be proven false and is therefore testable.

What is the difference between basic and applied research? Be able to identify examples of each.

- Basic research seeks to increase our understanding of human behavior and is often designed to test a specific hypothesis. Applied research seeks to increase our understanding of naturally occurring events and seeks to find solutions to specific problems.

What are the advantages and disadvantages of self-report (or survey) measures?

- Advantages – allows measurement of abstract concepts; cheap and easy to administer
- Disadvantages – not always accurate and possibly misleading; affected by the way questions are asked; relying on inaccurate memories

What are the advantages and disadvantages of observational (or behavioral) measures?

- Advantages – avoids the disadvantages of self-reports; actions speak louder than words
- Disadvantages – observer effects (people act differently when being observed); experimenter bias/expectancy effects (observations can be biased based on what the observers expect)

What is the difference between random selection and random assignment? Which is more important for *experimental* research?

- Random sampling involves selecting participants to be in the study so that everyone from a population has an equal chance of being selected to participate. Random assignment involves assigning participants (who are already in the study) to various conditions so that each participant has an equal chance of being in any of the conditions. Random assignment is more important for experimental research.

What does a correlational study examine? How is a correlational study different from an experimental study?