MUHAMMAD IMRAN | PSY403 Social Psychology

CURRENT MCQs AND QUESTIONS | FINAL TERM

QUIZ NO 1 | QUIZ NO 2 | QUIZ NO 3 | GRAND QUIZ | MID TERM | FINAL TERM

FINAL TERM CURRENT SOLVED PAPER



MUHAMMAD IMRAN | PSY403 Social Psychology

GRAND QUIZ 2021 | QUIZ NO 1

1. A presumed cause must occur before the presumed effect is known as what?_____ _____**Covariation of relationship**
2. Which of the following is an organized system of ideas that seeks to explain why two or more events are related _____ **theory**
3. In an experiment when the researcher can identify a given person's response but not to do so publicly _____ **Confidentiality**
4. Which of the following justified when each and every element has an equal chance of being included _____ **Probability samples**
5. Which of the following is defined as a group of people who are selected to participate in a given study?_____ **Sample**
6. Which of the following hormones makes male more aggressive then females?__ **Testosterone**
7. Which of the following independent variable Federman (1994-1998) used in his research?____- _____**TV violence**
8. Which of the following is NOT a reason why a random sample is important?_____ _____ **It allows you to generalize to a broader population**
9. Which of the following is not the area of interest in social psychology?_____ **Doing**
10. Which of the following is the abbreviation of the IRB? _____**Institutional review boards**
11. "How do we know when someone is lying or telling truth" is an example of:_____ _____**Person perception**
12. Who wrote the third book on social psychology? _____**Floyd Allport**
13. Which one is not a characteristic of empirical research?_____ **Not well planned**
14. Which of the following is not a data collection technique?_____ **Reliability**
15. IQ is an abbreviation of _____**Intelligence quotient**
16. Which of the following is not a step in the research process?_____ **Subjective needs**
17. Well-planned, internally consistent and replicable are characteristics of which of the following?_____ **Empirical research**
18. In which year US government established Institutional Review boards for research involving human participants?_____**1974**
19. Which of the following research's aim is to simply increase knowledge about social behavior, knowledge for knowledge's sake?_____ **Basic research**
20. Heredity & physiology, past experiences and current situational factors are included in which of the following levels?_____ _____**Individual level explanations**
21. Which of the following variable controlled by the researcher in an experiment?_____ _____**Independent variable**
22. Which of the following best defines that a student is given candy and soft drinks along with words of praise for a superb performance?_____ **Reinforcement**

23. The process of selecting a subset of a population for a survey is known as what__ **Sampling**

24. Which of the following are individual evaluative responses?_____ **Attitude**

25. World War II stimulated research on which of the following?_____ _____ _____ **Prejudice & conformity**

26. "whether early deprivation can cause a deterioration in IQ" is an example of which goal of research?_____ **Prediction**

27. Which of the following sampling technique involves selecting respondents primarily on the basis of their availability and willingness to respond?_____ **Accidental sample**

28. Which of the following transient states of arousal that direct our behavior_____ **Emotions**

29. **Social psychology is the scientific study of :** _____ _____**how people relate to and are changed by other people**

30. **A possible topic studied by a social psychologist is :** _____**all of the above**

31. **Which factor would a social psychologist emphasize in explaining why a person commits a violent crime?**_____**having recently experienced a frustrating situation**

32. **The belief that adult behavior can be traced to unresolved psychological conflicts from one's childhood is a hallmark of:** _____**gestalt psychology**

33. **Why might our informal observations of social life lead us to wrong conclusions?** _____**all of the above**

34. **Although much of their research was conducted with rats and pigeons,** _____ **believed that the same principles applied to humans.** _____**behaviorists**

35. **Which name is most associated with the theory of behaviorism?** _____**B.F. Skinner**

36. **Alana is thrown out of a basketball game because of her aggressive behavior. Which type of theorist would explain her behavior as a result of powerful inborn impulses or drives?** _____**a psychoanalytic theorist**

37. **Which type of theorist would argue that people perceive situations or events as "dynamic wholes"?** _____**a gestalt psychologist**

38. **Whenever Carlos asks a question in his psychology class, his professor nods her head and smiles at him in response. Carlos' frequent questions can be explained as a result of:** _____**reinforcement**

39. **You can experience greater apprehension when you realize that you are the object of other's_____.**_____**Attention**

40. **Virtual reality creates a virtual research environment using a** _____**Computer Simulation**

41. _____ **is a statistical technique to determine whether specific variable have important effects across studies.** _____**Meta analysis**

42. **Relationship between two variables is described by the statistical measure known as** _____**.** _____**Correlation Coefficient**

43. _____ **are structured sets of questions given to a group of people to measure their attitude, beliefs and behavioral tendencies.** _____ **Surveys**

44. _____ **observation is a form of observational method that investigates behavior in its natural environment.** _____**Naturalistic**

45. **In Experimental Research manipulated variable is called** _____**. Independent variable**

46. **A theory is an organized form of** _____**.**_____ **Ideas**

47. _____ **is a group of people who are selected to participate in a given study** _____**Sample**

48. **Frontal lobes are involved in the coordination of** _____**.** _____**Movements**

49. **Leonard Berkowitz explains how** _____ **is often triggered by circumstances that arouse negative feelings.** _____**Hostile aggression**

50. **The most common treatment is punishment; ultimate punishment is** _____**.** ___**Death**

51. _____ **is a form of helping in which the ultimate goal of the helper is to increase one's own welfare.** _____**Egoistic helping**

52. _____**debriefing with the participants indicated that some participants who did not intervene claimed that they were either unsure of what had occurred or did not think that the situation was very serious.**_____**Post experimental**

53. **Two or more people, who interact with one another, share common goals, are somehow interdependent, and recognize that they belong to a** _____**.** _____**Group**

54. _____**in individual output when performers' efforts are pooled and so cannot be individually judged.** _____**Group-induced reduction**

55. **Christina Demetriou and Andrew Silke established a** _____**to determine whether people who visited to gain access to legal material will also try to gain access to illegal and pornographic material.** _____**Web site**

56. **Diener indicates that the crucial cognitive factor in deindividuation is a lack of** _____ _____ _____**. Self awareness**

57. **The** _____ **stipulates that people should help only when they believe that others deserve assistance.** _____**Norm of social justice**

58. _____**theory suggests that aggressive thoughts are linked together in an associative network in memory.** _____**Cognitive neo-association**

GRAND QUIZ 2021

1. Which of the following is an advantage of private self consciousness?_ **improves relationships**
2. MRI is an abbreviation of which of the following brain imaging techniques?_____ _____ _ **Magnetic resonance imaging**
3. Who designed or created the shock generator?_____ **Stanley Milgram**
4. A presumed cause must occur before the presumed effect is known as what?_____ __ _____ **Time-order relationship**
5. Which of the following scale will be used if we want to study the preference of coeducation in our culture?_____ **Likert scale**
6. In which of the following developmental stage the self becomes critically important as a basis for making life decisions?_____ **Adolescence**
7. Likert scale was introduced in which of the following year?_____ **1932**
8. Who resolved the controversy of applied and pure research by concluding that "no action without research, no research without action".**_____ Kurt Lewin**
9. Court records, newspaper, census and government documents are example of:_____ _____ _ _ **Archival information**
10. Who gave the Covariation model of attribution?_____ _____**HAROLD Kelly**
11. Which of the following refers to the tendency to underestimate how common one's own desirable traits and abilities are in the general population?_____ **False-uniqueness belief**
12. Attitude is positive or negative evaluation of an object, this definition is given by:____ **Schuman**
13. Which of the following sampling technique involves selecting respondents primarily on the basis of their availability and willingness to respond?_____ **Accidental sampling**
14. A specific vitamin can extend the life expectancy of humans was the subject of interest for Ali's research study. The dependent variable for this study will be:_____ **Life-expectancy**
15. Which of following is true when each member of a population has an equal chance of being selected?_____ **an equal probability selection method**
16. If a salesperson is nice to us, we don't necessarily assume he or she is intrinsically friendly. This is an example of which of the following principle?_____ **The discounting principle**
17. A research psychologist manipulates the level of fear among participants and see the effect on the participant's reaction time. In this study, reaction time is the known as what?_____
18. Did you kill your boyfriend is a _____. _____ **Vague question**
19. Which of the following traits are commonly used in forming impressions?_____ **Personality**
20. People with unstable _____ become angry when challenged._____ **self-esteem**
21. Which of the following part of the brain involves in planning skills and abstract thinking?__ _____**frontal lobes**
22. Which of the following refers that people tend to attribute their own behavior to external causes but that of others to internal?_____ **actor-observer bias**
23. According to LaPierre study in 1934, behaviour is specific but attitude is _____ **general**
24. Which of the followings refers to the idea that greater attitude-behavior consistency is the result of more accessible attitude?_____ **Attitude accessibility**

25. When scientists' preconceived ideas about what they are studying affect the nature of their observation, this is known as:_____ **observer bias**

26. Which of the following theory states that the different social roles occupied by women and men lead to differences in the perception of women and men and in their behavior?_____ _____ **Social role theory**

27. The tendency for people to evaluate individual human beings more positively than groups or impersonal objects is known as _____. **Positive bias**

28. Which of the following study allows researcher to have different samples of respondents from the population complete the survey over a time period?_____ **Trend studies**

29. Which one is not a type of non-probability sampling?_____ **Stratified sampling**

30. William Chaplin and his coworkers (2000) concluded that people with firm handshakes tend to be more _____. **Extrovert**

31. The tendency to judge the probability of an event is known as what?_____ _____ **Attitude accessibility**

32. The fundamental attribution error is more common in which of the following cultures?___ _____ **Collectivist**

33. Which of the following is defined as a kind of mental model that people hold?_____ **Schema**

34. Which of the following is NOT a type of survey?_____ **Oral surveys**

35. How a person tends to act towards the object, is ___ component of attitude?_____ **Behavioral**

36. A _____ is a cluster of socially defined expectations that individuals in a given situation are expected to fulfill._____ **Social role**

37. Which of the following principle is used to combine separate pieces of information about people?_ _____ **Averaging**

38. Schemas are often called _____ when applied to members of a social group.___ _____ _____ **Stereotypes**

39. A ____ is a cognitive structure that represents knowledge about some stimulus._____ **Schema**

40. If your friend has a car accident, he will start avoid driving due to _____, but if you avoid or dislike driving, it will be the result of observational learning._____ **Operant conditioning**

41. What factor is responsible for the self-serving bias?_____ **All of the given options**

42. In which of the following settings social psychologists mostly work in Pakistan?_____ _____ **Universities and NGOs**

43. Which of the following research method can be used when researcher has to study the cause and effect relationship?_____ **Experimental**

44. In 1993, vascular theory of emotion was proposed by whom?_____ **Zajonc**

45. Which of the following event led to research on suicide bombing?_____ **9/11**

46. Impression formation is often based on rapid assessments of salient and _____ qualities and behaviors in others._____ **Observable**

47. Smiling causes facial muscles to increase the flow of air-cooled blood to the brain that produces:_____ **Pleasant mood**

48. What was the violence rate in Canada in 1980?_____ **1.9%**

49. Which of the following is a temporary state of being aware of hidden self aspects?_____ _____ **Private self awareness**

50. At what age, individual realizes that he is a separate individual._____ **18 months**

51. Which of the following statement refers to Self-concept?_____ **Who I am**

52. Habitual tendency of _____can contribute to depression and neuroticism?_____ _____ **Private self-consciousness**

53. Discrepancy between actual self and ought self, make people feel what?_____**Agitated**

54. The role of a given cause is augmented if an effect occurs in the presence of _cause.**Inhibitory**

55. The process by which we come to know about others' temporary states and enduring dispositions is known as:_____ **Person perception**

56. _____ method, which consists of a set of procedures used to gather, analyze and interpret information in a way that reduces error and leads to dependable generalizations.____**Scientific**

57. Which of the following causes the problem in direct assessment of attitude?___ _____ _____ **Social desirability**

58. In which of the following sampling technique the investigator selects the elements to be included in the sample on the basis of their special characteristics?_____ **Purposive sampling**
59. Which of the following is a feminine characteristic in most of the cultures?___ **Selflessness**
60. Who among the following overestimate the importance of the situation in explaining their own behaviors?_____ **Actor**
61. _____in person perception can be defined as agreement between the perceiver and the target of perception._____ **Accuracy**
62. Who is considered the first empirical social scientist?_____ **Norman Triplett**
63. An Athlete wins a game and attribute his win to hard work and practice and when he loses the following week, he will blame the loss on bad calls by the referees. This is known as:_____ **Self serving bias**
64. In collectivist culture child bearing practices emphasize which of the followings? ____**Conformity**
65. Which of the following is NOT a feature of a self-concept? _____**Self affirmation**
66. If a salesperson is nice to us, we don't necessarily assume he or she is intrinsically friendly. This is an example of which of the following principle? _____**The discounting principle**
67. Which of the following is a sign of unstable self-esteem? _____**Unconsciously negative**
68. Social psychology is a branch of psychology that scientifically studies an individual in which of the following contexts? _____**Relationship with others**
69. Which part of brain is known as "thinking" center? _____**Cerebral cortex**
70. Which of the following is the way we analyse, remember, and use information about the social world? _____**Social cognition**
71. Which of the following is voluntary participation with full understanding of the possible risk factors involved? _____**Informed consent**
72. Which research strategy is designed to answer the question "From knowing X, can we predict Y?" _____-**Correlational**
73. Attitudes are: _____**Statements of approval or disapproval**
74. Data that is exhibited in numerical form is known as: _____**Quantitative data**
75. Which of the following is NOT an example of a between-subjects design? _____ _____ ____**Students take either woodwork or home economics**
76. Who found that the adult's perceivers agreed almost perfectly on which were the baby-faced persons and which were the more mature-faced persons when they saw photographs of 6 age groups: infants, preschoolers, fifth graders, eighth graders, young adults, and older adults?_____**Zebrowitz and Montepare**
77. A specific vitamin can extend the life expectancy of humans was the subject of testation for Ali's research study. The depended variable for this study will be: _____**Life-expectancy**
78. According to Hull, undergraduate students who are high in self consciousness are more likely to indulge in which of the following activity after failure? _____**Substance abuse**
79. October 8, 2005 earthquake in Pakistan initiated research on social and psychological effects of _____._____**Post Traumatic Stress Disorder**
80. At what age, individual realizes that he is separate individual?_____**18 months**
81. Which of the following developmental stage the self becomes critically important as basis for making life decisions?_____**Adolescence**
82. Which of the following is defined as making fun of shames or embarrass the individual intentionally? _____**Humiliate**
83. EEG is an abbreviation of which of the following brain imaging tecniques?_____**Electroencephalogram**
84. Ali studies the effect of vitamin X on the ability to memorize meaningful passages. The effect of vitamin X is known as: _____**Independent variable**
85. Downplays the role of individual and focuses on societal variables._____**Sociology**
86. Which of the following is NOT a reason why a random sample is important? _____ _____**It allows you to generalize to a broader population**
87. "How can society reduce stereotyping and discrimination" is an example of: _____**Prejudice**
88. Which of the following is not a data collection technique? _____**Reliability**
89. Which of the following cognitive structure is known to be used for processing information based on its perceived female or male qualities? _____**Gender schema**
90. Which of the following is not the area of interest in social psychology? _____**Doing**
91. The group that receives the experimental treatment condition is the.__**Experimental group**
92. Which of the following factor DOES NOT affect dissonance? _____**Observation**

93. Which of the following is the way we analyse, remember, and use information about the social world?___ _____**Social cognition**

94. Generally happy people use which of the following routes for persuasion ? _____ _____**Peripheral route**

95. Which of the following scale will be used if we want to study the preference of coeducation in our culture? _____**Likert scale**

96. At what age self awareness is developed ? _____**18 months**

97. Which of the following is considered as the building blocks of cognitions ? _____**Categories**

98. Which of the following is NOT an advantage of Schematic Processing? _____ _____**Generalize information**

99. Ali is a nice guy and always have faith if he good then everything happens to me or world should be nice. This concept is known as: _____**Just world belief**

100. Which of the following factor DOES NOT affect Persuasion? _____**Authority**

101. According to LaPierre study in 1934, behaviours is specific but attitude is _____**General**

102. Who was the first to introduce - the Principle of Cognitive consistency? _____**Fritz Heider**

103. Which of the following refers to the tendency to seek information that supports our beliefs while ignoring disconfirming information ? _____**Just world belief**

104. Good mood, involvement and individual differences are which variables among the followings?_____ _____**Audience variables**

105. When a neutral stimulus is paired with a stimulus that naturally evokes an emotional response, it is termed as: _____**Operant conditioning**

106. Smiling causes facial muscles to increase the flow of air-cooled blood to the brain that produces_____ _____**Stress**

107. _____ conditioning occurs where behavior is strengthened following rewards and weakened following punishments. _____**Atypical**

108. The tendency to judge the probability of an event is known as what? _____ _____ _**Attitude accessibility**

109. The longer the time between attitude measurement and behavior, more likely the attitude will change will be measured by which of the following? _____**Test retest method**

110. A crisis in the confidence shows weak relationship between attitude and: _____**Behavior**

111. According to researches, people have strong immune system. _____**Optimist**

112. In public self-awareness the behavior is aligned with: _____**Public attitude**

113. Which of the following is true for the statement, “Baby faced people may also come to believe they have the traits others assume they have:” _____**Self-fulfilling prophecy**

114. There is a hidden cost in trying to achieve or maintain high: _____**Self-esteem**

115. Event schemas are also known as what? _____**Scripts**

116. The process by which we come to know about others’ temporary states and enduring dispositions is known as . _____**Person perception**

117. Who is better at “reading” the valid cues to emotion? _____**Women**

118. The process by which people use information to make inferences about the causes of behaviour and events is known as: _____**Attribution**

119. Which of the following is NOT a characteristic of the person who has public self consciousness? _____**More likely to accept intuitions**

120. Which is NOT a major aspect in the definition of the independent self? _____**Social roles**

121. The process of selecting a subset of a population for a survey is known as what ? _____ _____**Sampling**

122. Which of the following is a NOT common of observational methods_____**Unrealistic**

123. Birds of a feather flock together means_____ _____. **People having same characteristics attract each other**

124. Which of the following conditions is/are responsible for making Palestine and Yugoslavians more aggressive and tensed?_____ _____**Evolutionary and cultural factors both**

125. Which of the following are stable dispositions influencing broad of domains of human behaviour ?_____**Personality traits**

126. In which of the following sampling technique the investigator selects the elements to be included in the sample on the basis of their special characteristics? _____**Purposive sample**

127. Which of the following is defined as, it comprises on the cognitive information? _____**Beliefs**

128. World War II stimulated research on which of the following:_____ _____ _____**Prejudice & conformity**

129. The group that receives the experimental treatment condition is the _____ _____ _____**Experimental group**

130. If you are in a public place and you are hesitant to behave originally you are facing which of the following:_____ _____**Evaluation apprehension**

131. Habitual tendency of _____ can contribute to depression and neuroticism?_____ ___ _____**Private self-consciousness**

132. Which of the following is NOT a necessary component of survey research?____ _____- _____**Triangulation of data**

133. The variable which is being measured in an experiment is known as what?_____**Dependent**

134. Which of the following psychologists are keenly interested in how people think about, influences and relate to one another?_____**Social**

135. Which of the following can be directly observed by using only observational methods?____ _____**Behaviour**

136. Which of the following is not commonly used brain-imaging technique?_____ _____**Functional magnificent releaser technique (FMRT)**

137. Which of the following is defined stable dispositions influencing broad domains of behavior?__ _____**Personality traits**

138. Which of the following hormones makes male more aggressive then females?_ _____- _____**Testosterone**

139. The distance between self concept and ideal self is know as what?_____**Self discrepancy**

140. Which part of the brain is known as “thinking” center?_____**Cerebral cortes**

141. Who is considered the first empirical social scientist?_____**Norman Triplett**

142. Which of the following sampling technique involves selecting respondents primarily on the basis of their availability and willingness to respond?_____**Accidental sample**

143. Which of the following is defined as when person immediately does what is asked of him or her?_____**Compliance**

144. Which of the following researches aim is to simply increase knowledge about social behave, knowledge for knowledge’s sake? _____**Basic research**

145. How can society reduce stereoping and discrimination is an example of :_____**Prejudice**

146. Which one is a type of non-probability sampling?_____**Accidental**

147. The manipulated variable in an experiment is called:__ _____**Independent variable**

148. Which one of the following is a negative attitude towards the members of specific social groups?_____**Prejudice**

149. Which of the following is not a characteristics of the person who has public self consciousness?_____**More concerned about how others judge us**

150. Which of the following selection method is used obtain representative sample?____**Random**

151. Which of the following is not common type of observational, methods? _____**Unrealistic**

152. In general, psychologists try to explain behavior by studying its: _____ _____**Causes**

153. Which of following is not a reason why random sample important**?**_____ _____ _____ _____**It allows you to generalize to a broader population**

154. Which of the following psychologists are keenly interested in how people think about, influences and relate to one another?_____ _____**Social**

155. What name given to a person who is ostensibly a normal participant in the experiment but who in fact plays a prescribed role assigned by experimenter?_____ _____**Confederate**

156. Which of following is the correct abbreviation of (PET)?_____ _____ _____ _____**Positron-emission tomography**

157. Which of the following statement refers to self-concept?____ _____**Who I am**

158. Which of the following is defined as _____ the extent to which the findings can be generalized to people?____ _____**External validity**

159. Which of the following defined as _____ transient states of around that direct our behavior?_____ _____**Emotions**

160. Which of the following is not source for literature?_____ _____**Surveys**

161. Which of the following is a limitation or drawback of panel studies?___ _____ ____**Interference of personality characteristics**

162. How many times the word SELF used in books and psychological at abstraction 1969?_____**9269**

163. Which of the following are individual evaluative responses?_____ _____**Attitude**

164. Which of the following is best defined if researcher ask a question to participant, did you kill your boyfriend or girlfriend?_____ _____**Vague question**

165. Birds of a feather flock together means----------?_____ _____**People having same characteristics attracts each other**

166. Which of the following is defined as a group of people consists of all the members of an identifiable group from which sample is drawn ?_____**Population**

167. TOTE is an abbreviation of what? _____**Test-operate-Test-Exit**

168. World War II stimulated research on which of the following?__ __**Prejudice & conformity**

169. In general, psychologists try to explain behaviour by studying its:_____ ____**Causes**

170. Which one is not a characteristics of empirical research ?_____**Not well planned**

171. Social cognition, person perceptions, attribution and self-relate to which of the following area?_____ _____**Thinking about one's self and others**

172. Why we romantic feelings for one and not for others is an example of the following terms?_____ _____**Interpersonal attraction**

173. IQ is an abbreviation of----------?_____**Intelligence quotient**

174. Which of the following is not an emerging technological statistical technique used by contemporary social psychologist?__ _____**Face to face surveys**

175. Which of the following hormones makes males more aggressive then females? _____ _____**Testosterone**

176. Which of the following is not true regarding hypotheses?___ _____ _____**Hypotheses are thought of before theories**

177. Which of the following is not part of research article?_____ _____**SPSS**

178. Which of the following research method, assesses the nature of relationship between two or more variables are not considered by researcher?_ _____**Correlation coefficient**

179. Heredity & physiology, past experiences and current situational factors are included in which of the following levels?___ _____**Individual explanations**

Quiz no 2

1. When conformity is due to the desire to gain rewards, or avoid punishment from the group, then it is termed as which of the followings?_____ **Normative influence**

2. Superficial friendships are formed and maintained because they are rewarding and are based on the principle of:_____ **Exchange**

3. Which of the following is the negative side of social interactions?_____ **Aggression**

4. The term used for the convergence of individuals' thoughts, feelings, and behaviors towards a group norm is known as:_____

5. "Personal beauty is a greater recommendation than any letter of introduction" is saying of:__ _____**Aristotle**

6. Which of the following is not an important characteristic of interpersonal attraction?____ _____**Conformity**

7. Who gave the concept of cognitive dissonance?_____ **Leon Festinger**

8. Who gave the idea of the contact hypothesis?_____ **Allport**

9. Revealing personal information about oneself to other people is known as:____

10. Which of the following refer to partners also share their physical and psychological resources with each other?_____ **Resource allocation**

11. Geert Hofstede's study (1980) of 22 countries found a positive relationship between a culture's degree of individuation and its citizens. _____ needs._____ **Affiliation**

12. Which of the following means having a smaller or less satisfying network of social and intimate relationships than we desire?_____ **Loneliness**

13. Which of the following is the hot point of the love?_____ **Passion**

14. People find it easier to _____ unanimous opinion of others._____ **Conform**
15. Who among the following was successful in changing the social and political landscape of South Africa?_____ **Nelson Mandela**
16. Group size is important when the _____ is clear._____ **Social reality**
17. Sherif et al.'s summer camp (robber's cave) experiments were conducted in which year?_____ _____ **1955**
18. Self-concept contains which of the following with a personal identity?_____ **Social identity**
19. "Autobiography of a Face" is written by _____, who is an American poet._____ **Lucy Graely**
20. Size of the group is relatively _____ when social reality is ambiguous._____ **Unimportant**
21. The most powerful form of normative influence directed towards non-conformists is:_____ _____ **Social rejection**
22. An infant has the ability to grasp and hold things, this is known as what?____ **The Moro reflex**
23. When members of a group are highly attracted to one another, this condition is known as:_____ _____ **Cohesiveness**
24. **Prejudice refers to negative _____ by members of an ingroup toward members of outgroup**. _____ **Feelings**
25. **Bill believes that all fraternity members are snobs. Bill is engaging in_____.** _____ **Stereotyping**
26. **_____is a negative behaviour directed toward members of social groups who are the object of prejudice.** _____ **Discrimination**
27. **Cognitive-response approach suggests that people in _____mood are less likely to engage in extensive processing of the presented arguments. _____Good**
28. **The_____ involvement indicates that the outcome of argument has important consequences for the self hence it will take a central route. _____Issue**
29. **_____is attitude change via an internal discrepancy. _____Cognitive dissonance**
30. **_____can influence the persuasiveness of a message. _____All of the above**
31. **_____is a negative attitude towards the members of specific social groups.** _____ **Prejudice**
32. **_____ is a feeling of discomfort caused by performing an action that is inconsistent with one's attitudes. _____Cognitive dissonance**
33. **_____is not only effective with those who initially disagree but who are either well informed or who are going to be exposed to opposing viewpoints in future.** _____ **Two-sided message**
34. **Two _____cognitions led to either adding a third cognition or by changing attitude. _____Inconsistent**
35. **_____ approach suggests that people in positive mood are less likely to engage in extensive processing of the presented arguments. _____Cognitive-response**
36. **_____is a negative behaviour directed toward members of social groups who are the object of prejudice. _____Discrimination**
37. **Religious ideology is well suited to reduce_____. Prejudice**
38. **Teachers in schools and supervisors at work conditions should avoid creating _____status groups. _____Unequal**
39. **_____ is a yielding to perceived group pressure by copying the behavior and beliefs of others. _____Conformity**
40. **_____is the desire to approach another person. ___Interpersonal attraction**
41. **Alan Feingold conducted a _____ of more than ninety studies that investigated whether physically attractive and physically unattractive people actually differed in their basic personality traits. _____meta-analysis**
42. **Tendency to be attracted to others who are similar to us in particular characteristics, such as physical attractiveness, is known as the _____. Matching hypothesis**
43. **_____is the hot point of love indicating intense feeling, arousal, physical attraction, satisfying other drives and needs._____Passion**

Quiz no 3

1. A form of helping in which the ultimate goal of the helper is to increase one's own welfare is known as:_____ **Egoistic helping**
2. Which of the following is an ability to express yourself and your rights without violating the rights of others?_____ **Assertiveness**
3. Which of the following refers to helping someone when there is no expectation of a reward?_ ___ _____ **Altruistic helping**
4. Who said that in our society we are trained to leave people alone and mind our own business?_ _____ **Jane Piliavin**
5. People are impatient and irritable during hot summer days in Pakistan is an example of _____ _____. **Heat hypothesis**
6. If a person is in a good mood he will NOT be:_____ **Less critical**
7. The world wide rate of homicides is _____ for every 100,000 individuals approximately.____ _____ **10.7**
8. According to Zimbardo (1970), following are the factors leading to deindividuation EXCEPT:____ _____ __ **Identification**
9. Two or more people who interact with one another, share common goals and are somehow interdependent are termed as:_____ **Group**
10. The belief that the presence of other people in a situation makes one less personally responsible for events that occur in that situation refers to:_____ **Diffusion of responsibility**
11. According to which of the following, non-aggressive models can urge observers to exercise restraint in the face of provocation?_____ **Social modeling**
12. Which of the following provides an explanation for gene survival?_____ **Kin selection**
13. Which one of the followings is based on the belief that authorities have the right to make requests?_ ___ _____ **Obedience**
14. Social learning theory was given by:_____ **Bandura**
15. The _____theory of leadership maintains that some people are born to lead and others are born to follow. _____ **Great person theory**
16. The most influential of the cognitive consistency theories has been _____ theory, proposed by Leon Festinger. _____**Cognitive dissonance**
17. The classification of people into groups based on their common attributes is called_____. _____**Social categorization**
18. Research has indicated that there are two separate components of credibility: expertise and _____. _____(**Trustworthiness**)
19. Reference groups are effective in producing change because of _____ and similarity. _____(**Liking**)
20. _____ are evaluations of objects, issues, or persons that are based on affective, behavioral, and cognitive information. _____(**Attitudes**)
21. The _____ theory of leadership argues that certain personal or unique characteristics predispose some individuals to be leaders._____ (**Great person**)
22. Working in brainstorming groups was especially harmful to the performance of individuals who are high in _____ and uncomfortable in group interactions._____ (**Social anxiety**)
23. _____ explains why a person who is alone is more likely to be helpful than is a person who is surrounded by other people. _____**Diffusion of responsibility**
24. Three important elements of social structure are _____, social roles, and social status. _____**Social norms**
25. Social psychologists use which of the following research methods when they have to study the cause and effect relationship? _____**Experimental method**
26. When each member of a population has an equally likely chance of being selected, this is called what? _____-• **An equal probability selection method**
27. In general, psychologists try to explain behaviour by studying its: _____**Causes**
28. Which part of brain is known as "thinking" center? _____• **Cerebral cortex**
29. Who is the major contributor in the understanding of self? ___**George Mead Social**

30. MRI is an abbreviation of which of the following brain imaging techniques? _____ • _____**Magnetic Resonance Imaging**

31. Which of the following psychologists are keenly interested in how people think about, influences, and relate to one another? _____**Social**

32. The set of beliefs we hold about who we are is known as what? ____**Self-concept**

33. If one's actual self is discrepant from an important other person ideal for them they feel what? • _____**Ashamed**

34. According to Festinger, _____ occurs when people use others as a standards of comparison against which to evaluate their own opinions, abilities and attributions._____ • _____**Social comparison**

35. Which one of the followings is based on the belief that authorities have the right to make requests? _____ • **Obedience**

36. Which of the following is the ability to express one's self without violating the rights of others? _____ • **Assertiveness**

37. According to Berkowitz, the presence of which of the following in the environment can act as triggers for hostile outbursts by making aggressive thoughts more accessible? _____ • **Aggression-associated cues**

38. Which of the following conditions can reduce the effectiveness of punishment for reducing aggression? _____ • **Temporary**

39. Fawad always help others through thick and thin, if he is attending someone one with love and care, gives courage to go ahead with confidence, he is involved in which kind of helping? _____**Emotional help**

40. Which of the following states that we should help when others are in need and dependent on us? _____**Norm of social responsibility**

41. Which of the following states that people are inhibited from helping for fear of negative evaluation by others if they intervene and the situation is not an emergency? _____• **The audience inhibition effect**

42. Which of the following is right? _____ • **Presence of othersÆ DistractionÆ Attention conflict**

43. Which of the following is an example of social loafing? _____ _____**Ahmed is in a group, works less and cannot be evaluated**

44. Which of the following is an extreme form of group polarization? ___• **Group think**

45. When conformity is due to the desire to gain rewards, or avoid punishment from the group, then it is termed as what of the followings? _____• **Normative influence**

46. Obedience contains which of the following characteristic that makes it different from other types of influences? _____ • **Overt**

47. Which of the following suggests that aggressive thoughts are linked together in an associative network in memory, so that thinking about one aggressive act should prime other aggressive thoughts?_____ • **Cognitive neo-association theory**

48. Which of the following is the focus view of social learning theory? _____• **An environmental factor makes one aggressive**

49. Which of the following conditions can reduce the effectiveness of punishment for reducing aggression? _____ • **Temporary**

50. In incompatible response strategy which of the following is followed? _____ _____ ___ • **Two simultaneous emotions are evoked**

51. Kin selection provides an explanation for which of the followings?_ • **Gene survival**

52. Which of the following states that we should help when others are in need and dependent on us? • Norm of social justice _____ • **Norm of social responsibility**

53. According to which model, helping, witnessing an emergency is emotionally arousing and is generally experienced as an uncomfortable tension that bystanders seek to decrease. _____ • **Arousal cost-reward model**

54. The belief that the presence of other people in a situation makes one less personally responsible for events that occur in that situation refers to which of the followings? _____ • **Diffusion of responsibility**
55. The _____theory of leadership maintains that some people are born to lead and others are born to follow. _____ **(Great person theory)**
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64. Three important elements of social structure are _____, social roles, and social status._____ **Social norms**
65. Leonard Berkowitz explains how _____ is often triggered by circumstances that arouse negative feelings._____ **Hostile aggression**
66. The most common treatment is punishment; ultimate punishment is_____. **Death**
67. _____ is a form of helping in which the ultimate goal of the helper is to increase one's own welfare._____ ____**Egoistic helping**
68. _____debriefing with the participants indicated that some participants who did not intervene claimed that they were either unsure of what had occurred or did not think that the situation was very serious.___ _____**Post experimental**
69. Two or more people, who interact with one another, share common goals, are somehow interdependent, and recognize that they belong to a _____. **Group**
70. _____in individual output when performers' efforts are pooled and so cannot be individually judged._____ _____**Group-induced reduction**
71. Christina Demetriou and Andrew Silke established a _____to determine whether people who visited to gain access to legal material will also try to gain access to illegal and pornographic material. _____**Web site**
72. Diener indicates that the crucial cognitive factor in deindividuation is a lack of _____. **Self awareness**
73. The _____ stipulates that people should help only when they believe that others deserve assistance._____ _____**Norm of social justice**
74. _____theory suggests that aggressive thoughts are linked together in an associative network in memory._____ **Cognitive neo-association**
75. How can society stereotyping and discrimination" is an example of:_____Prejudice
76. Which of the following is the scientific study of how people think, influence,and relate to one another?_____ _____**Social Psychology**
77. In which of the following settings social psychologist mostly works in Pakistan?___ _____**Universities and NGOs**
78. Which of the following is not a part of a Research article?_ _____**SPSS**
79. Which Gesture commonly attributes/shows happiness?_____**Smile**

80. Which of the following has a central focus on individual and his/her interactions in society?__ _____**Social psychology**

81. Which of the following differentiates psychology from other sciences?____ ___**Psychology studies things that cannot be directly observed, or measured**

82. Which of the following statistics merely summarize and describe the behavior or characteristics of a particular sample?____ _____**Descriptive statistics**

83. IQ is an abbreviation of……_____**Intelligence quotient**

84. To determine whether changing one variable (like education)will produces in another (like income)we need to conduct which type of research method?__ _____**Correlational Research**

85. A set of procedures used to gather, analyze and interpret information in a___ _____**Scientific research**

86. Which of the following is defined as a kind of mental model that people hold?__ _____**Schema**

87. ----------is voluntary participation with full understanding of the possible risk factors involved in any research__ _____**Informed consent**

88. How can society reduce stereotyping and discrimination" is an example of__ _____**Prejudice**

89. Which one is not a characteristic of empirical research?___ _____**Not well planned**

90. Which of the following independent variable federman (1994-1998) used in this research?_____ _____**TV Violence**

91. ----------is depiction of physical force, or the credible threat of such force,intended to harm an animate _____**Violence**

92. Well-planned, internally consistent and replicable are characteristics of which of the following?_____ _____**Empirical Research**

93. Which of the following conditions is/are responsible for making Palestine and Yugoslavians more aggressive and____ __**Evolutionary and cultural factors both**

94. When scientist's preconceived ideas about what they are studying affect the nature of their observation, this is known as:_____--**Observer Biase**

95. Which of the following is not a source for literature?_____**Surveys**

96. Which of the following is defined as a kind of mental model that people hold?_ _____ ___**Schema**

97. primarily for the basis of their availability and willingness to respond?_____ _____**Accidental sample**

98. To determine whether changing one variable (like education) will produce changing in another (like income) we need to conduct which type of research method? _____**Correlational research**

99. What was the violence rate in Canada in 1980?_____**1.9%**

100. Which of the following research's aim is to simply increase knowledge about social behavior knowledge for knowledge's sake?_____ _____**Basic Research**

101. Which of the following is defined as -transient states of arousal that direct our behavior?_____ _____**Emotions**

102. Which of the following is defined as, it comprises on the cognitive information?__ _____**Believes**

103. ----------is depiction of physical Force, the credible threat of such Force, intended to harm an animate being/group.____ _____**Violence**

104. Which of the following is not a data collection technique?_ _____**Reliability**

105. Which one is not a characteristic of Empirical research?_____**Not well planned**

106. Which of the following is defined as a group of people consist of all the members of an identifiable group from which a sample is drawn?_____ __**Population**

107. Which of the following statistic Merely summarize and describe the behavior or characteristic of a particular sample?_____ _____**Descriptive statistics**

108. Which of the following is not common type of observational methods?__ __ _____**Unrealistic**

109. The variable which is being measured in an experiment is known as what?___ _____**Dependent**

110. In which of the following sampling technique the investigator selects the elements to be included in the sample on the basis of their special characteristics?_ _____**Purposive sampling**

111. A set of procedures used to gather, analyze and interpret information in a way that reduces error and Leads to dependable generalization is called---------- _____ _____**Scientific Research**

112. ----------downplays the role of individual and focuses on societal variables._____ _____**Sociology**

113. Which of the following differentiate Psychology from other Sciences?_____ ___**Psychology studies things that cannot be directly observed or measured**

114. Which of the following are stable dispositions can you play and sing broad domains of human behavior?_____ _____**Personality traits**

115. "How do we know that someone is lying or telling truth" is an example of:_____ _____**Person perception**

116. The process of selecting a subset of a population for a survey is known as what?____ _____**Sampling**

117. Which of the following can be directly absorbed by using only observational method?_____ _____**Behavior**

118. Which of the following is justified when each and every element has an equal chance of being included?___ _____**Probability sample**

119. Court record, newspaper, census and government documents are example of:___ _____**Archival information**

120. Which of the following is not a necessary component of survey research?__ _____**Literature review**

121. Which of the following is a variable controlled by researcher is an experiment?_ _____**Independent variable**

122. Why we have romantic feelings for one and not for others is an example of:__ _____**Interpersonal attraction**

FINAL TERM CURRENT 2021

1. Prejudice and Descrimination scenario (1+2)

Prejudice and discrimination

- Prejudice is a negative attitude towards the members of specific social groups. Attitude is general type of feeling. Prejudice is specific form of feeling.
- Discrimination is a negative behaviour directed toward members of social groups who are the object of prejudice.
- Stereotypes: Beliefs about the personal attributes shared by people in a particular group or social category.

2. Reducing prejudice and desrimination by Allport (5)

Contact between members of different social groups, under appropriate conditions, can lead to reductions in intergroup bias

- Status is another form of prejudice. Intergroup contact does not always breed goodwill. For example, when it occurs between privileged and minority classes, it can in fact increase stereotypes and tension. According to Allport, equal status majority, and equal status minority should have contacts within their own groups. It implies that the groups interacting must be roughly equal in social status
- If the minority group has contact with the majority group as a subordinate then this is likely to perpetuate negative stereotypes of inferiority
- Teachers in schools and supervisors at work conditions should avoid creating unequal status groups

3 facter affcting of social influence

Factors that influence conformity

- Group size
- Group cohesiveness
- Social support

Group size

Conformity increases with group size, but only up to 3 people... When Asch increased the number of unanimous confederates from 1 to 15, conformity increased but it was on its peak between 3-4 points, and then actually tapered off.

Group cohesiveness (Hogg, 1992)

- Cohesiveness refers to a condition of the

group when members are highly attracted to one another.

- With strong sense of togetherness they will be intolerant of those who hold differing opinions.
- In general cohesive groups engender more conformity than noncohesive groups (Christensen et al., 2004).
- In Schachter's experiments, when the group was highly cohesive it exerted its greatest pressure on deviates.

Social support (Hogg, 1992)

- In Asch's studies if just one confederate agreed with the participant then conformity drops dramatically (Asch, 1956).
- The same occurs even if one confederate disagreed with everyone's opinions (Asch; Allen & Levine, 1971).
- Thus any breaking of social consensus is enough to reduce conformity
- But - must be consistent, when a confederate who initially agrees with the participant then switches to the majority, conformity returns to normal (Asch, 1955). Thus to promote nonconformity, one should voice dissent, and do so early and consistently.

2:Audience inhibition

People are inhibited from helping for fear of negative evaluation by others if they intervene and the situation is not an emergency

Write 3 disadvantage to use Catharsis technique in aggression

- It is often believed that catharsis reduces aggression. However, the research literature indicates that once verbal aggression begins, it is difficult to keep it within manageable bounds.
- People who are given the opportunity to aggress directly against someone who has frustrated them often become more aggressive. In contrast, households that engage in little or no verbal aggression rarely ever experience physical violence (less than half of 1 percent; Buss, 1966; Gecn, 1968).
- Despite the lack of research support for catharsis, the popular media and many mental health professionals continue to advocate its use.
- Sociologist Murray Straus's research indicates that this sort of escalation of aggression is a common pattern in domestic violence.
- Family conflicts often begin with verbal quarreling, which then escalates to screaming and yelling, and finally to physical aggression (Straus & Gelles, 1990).

Identify and explain 2 ways in which Human infants give attachment response within minutes of birth

Human infants have an infant attachment response observable within minutes of birth by:

1. The rooting instinct (sucking mother's breast)
2. The Moro reflex (ability to grasp and hold)

What are Social cognition in problem behaviors ? name and explain briefly 5

Negative cognitions can be related to host of problems as mentioned below:

- Social cognition and depression
- Social cognition and loneliness
- Social cognition and anxiety

Social cognition and depression

As we all know from experience, depressed people are negative thinkers. They view life through dark-colored glasses. With seriously depressed people—those who are feeling worthless, lethargic, uninterested in friends and family, and unable to sleep or eat normally—the negative thinking becomes self-defeating. Their intensely pessimistic outlook leads them to magnify bad experiences and minimize good ones.

Social cognition and loneliness

If depression is the common cold of psychological disorders, then loneliness is the headache. Loneliness, whether chronic or temporary, is a painful awareness that our social relationships are less numerous or meaningful than we desire. Jenny de Jong-Gierveld (1987) observed in her study of Dutch adults that un-married and unattached people are more likely to feel lonely.

Social cognition and anxiety

Shyness is a form of social anxiety characterized by self-consciousness and worry about what others think. Compared to unshy people, shy, self-conscious people (whose numbers include many adolescents) see incidental events as somehow relevant to themselves. Shown someone they think is interviewing them live (actually a videotaped interviewer), they perceive the interviewer as less accepting and interested in them (Pozo & others, 1991).

Social cognition and illness

- Reactions to illness

- Noticing symptoms
- Explaining symptoms: Am I sick?
- Do I need treatment?
- Socially constructed disorders (Small & others, 1991).

3. Define: Passion,Intimacy ,Commitment..

- **Passion** is the hot point of love indicating intense feeling, arousal, physical attraction, satisfying other drives and needs

- **Intimacy** is the warm point of love characterized by close, connected, bonded feelings, helping, being happy with, respecting, mutually understanding, sharing, and supporting behavior.

- **Commitment** is the cool point of love. It is deliberate choice about loving someone, maintaining long term commitment and short time decisions about being in love.

Subtypes of Transformational leadership

- **Charismatic/idealised influence:**

role model, respect, trust

- **Inspirational motivation**

Provide meaning, team's spirit, commitment to goals

- **Intellectual stimulation**

To be innovative and creative, no critique of mistakes

- **Individual consideration**

coach/mentor, two-way communication

4. Diff. B/w Aggression and assertiveness. (3)

1. Assertiveness is the art of conveying the information to arrive at an amicable result keeping the self-respect of others and personal self intact. While aggressive behavior is conveying the information to arrive at a result without even considering other's thoughts and opinions.
2. Assertive behavior establishes the act of valuing self and others equally whereas Aggressive behavior values only self and not others.
3. Assertive behavior never hurts anyone. However, aggressive behavior hurts others during the action.
4. Assertive people are observed participating in the group during any discussion. Aggressive people control the group and have the habit of only talking.
5. The tone while talking also differs, the assertive person will have a conversational tone while the aggressive person seems to speak a lot loud in the act of controlling others.

- Any form of behaviour that is intended to harm or injure some person, oneself, or an object
- Aggression may be *antisocial, sanctioned* (e.g., self-defense), or *prosocial* (e.g., law enforcement)
- Aggression is a behavior and should be distinguished from feelings of *anger*
- Different from *assertiveness*, designed not to hurt others. Assertiveness is the ability to express yourself and your rights without violating the rights of others.

Teaching social skills for reducing aggression

- The art of apologizing is just one skill in a large repertoire of interpersonal skills learned through the process of socializing
- Children of low IQ are less likely to learn, hence have more of a combative interpersonal style that invites aggression and further interferes with their intellectual development
- As children mature, their impulsive aggressive reactions to anger are replaced by more socially acceptable aggressive responses, such as negotiations, compromise, and cooperative problem solving
- Social skills training can take many forms: role-playing of non aggressive behaviors, modeling the prosocial actions of others, or generating non aggressive alternative solutions to conflict

- In one 12-session intervention program, both male and female delinquents not only showed increased skills in solving social problems, but also exhibited a decrease in their aggressive beliefs and actions (Guerra & Slaby, 1990)

Cognitive dissonance

- When attitudes are not in line with behaviour this causes an unpleasant internal state.
- People are motivated to avoid this dissonance.

- So, people are likely to change their attitudes to be in line with behaviour.

It follows that laws which prevent discriminatory behaviour can therefore eventually lead to changes in attitudes

Types of Helping which one we use more in daily life 3marks

- Casual help, e.g., giving directions
- Substantial help, e.g., lending money
- Emotional help, e.g., listening
- Emergency help, e.g., saving someone, helping in crisis

Normative influence 3marks

Normative influence refers to the fact that people sometimes change their behavior, thoughts, or values to be liked and accepted by others. This results in conformity, in the form of individuals altering their utterances or demeanor to be more like what they perceive to be the norm. At the individual level, pivotal factors leading to normative influence are the desire to form a good impression and the fear of embarrassment. Normative influence is strongest when someone cares about the group exerting the influence and when behavior is performed in front of members of that group. It is one of social psychology's paradigmatic phenomena because it epitomizes the impact of the social world on an individual's thoughts and actions.

5. Factors effecting on Eye witness (5)

Factors affecting eyewitness testimony

Stress and Arousal

- Stress increases memory for the event itself but decreases memory for what preceded and followed the incident.

Weapon Focus Effect

- People tend to keep their eye on weapons because of their danger and novelty.
- This distracts their attention from the robbers.

Own-Race Bias

People are more accurate in identifying members of their own race.

Retention Interval

Accuracy drops with time rapidly at first, then levels off.

Enlist 3 phase of (robber's cave) experiments 3 marks

What happens if you randomly place people into one of two groups and manipulate circumstances to promote intergroup competition? The central theme of minimal group categorization surrounds a classic study. Sherif et al. conducted study at a specially created 200-acre camp at Robber's Cave State Park, 150 miles southeast of Oklahoma City of USA.

Three phases:

1) **Creating ingroups**
2) **Instilling intergroup competitions**
3) **Encouraging intergroup cooperation**

Enlist 3 Theories of leadership 3 marks

1. The great-person theory
2. The situational perspective
3. The contingency theory

1:Leader is related to different traits. 5 number

the success of a leader is related to different traits:

1. Intelligent
2. Need for achievement & being perceptive about others' needs
3. Strong interpersonal skills
4. Confident
5. Optimistic
6. takes initiative in social situations

Explain Fear ,humor and repetition who are the most important and why? 5 number

Does fear appeal persuasion?

"There are two levers for moving man – interest and fear" (Napoleon Bonaparte, French General and Emperor in 18th century.)

- Advertisements, organizations and people often try to invoke fear in order to persuade. For example, antismoke ads state, 'nicotine habits will shorten life expectancy'. Insurance agents use fear element by suggesting to people, 'your family will be thrown out of home after your death' or try to create apprehensions about daughter's marriage, or make 'own home appeals'. Similarly, George W.Bush created fear in American nation by indicating that the country will be attacked again by the terrorists. However, too much fear can sometime be debilitating which can be counterproductive

- Can be explained by the Protection motivation theory (Rogers et al., 1997) which states that fear induces motivation to protect the self..

Does Humour increase attention to a message?

- About 40% of all advertisements employ humour (Unger, 1996)
- Public relation consultants recommend punching up speeches with humorous anecdotes (Weinberger & Campbell, 1991). They also believe that humour is an effective persuader that is why they regularly recommend it.
- Increases people's attention than serious-sounding communication (Duncan & Nelson, 1985) as people are more likely to listen to someone who is trying to make them laugh or smile.
- Such persuaders tend to enhance their likability (Gruner, 1985)
- Humour must be relevant to the content in order not to be disruptive. Sometimes the joke may be so funny that people may remember it and not the actual message. It is generally believed that: Relevant humour ----> central route, while irrelevant humour ----> peripheral route (Smith et al., 1994)

Does Repetition increases persuasion power?

- Mere exposure effect
- Repetition has the opposite effect on the stimuli that are initially perceived as negative (Cacioppo & Petty, 1989). Repetition seems to increase liking for stimuli that are initially perceived as neutral but has the opposite effect on the stimuli that are initially perceived as negative.
- Repetition increases liking only up to a point.
- Repetition with variation can overcome wear-out effect (Pratkanis & Aronson, 1992).

Factors affecting dissonance 3 marks

- **Justification**; e.g., Doomsday cult group (as referred in previous lectures) transformed the bad experience into a good one to reduce dissonance
- **Freedom of choice:** e.g., if we are forced to do something this explains why we did it in contravention of our attitudes, so it does not create dissonance.

- **Investment**: e.g., supporting a political party even when evidence of incompetence, immorality, etc. escalates (refuse to accept evidence of impropriety because of all the time invested in believing the party's ideals)

Describe experimental design or experimental method? 3

Experimental methods are research designs to examine cause-effect relationships. The variable that is manipulated is called the independent variable, while the variable whose changes are considered to be the effect of the manipulated changes in the independent variable is called the dependent variable (e.g., varying lighting conditions and performance of students) Experimental and control groups are two main groups used in experimental methods.

Experimental Method: Description because correlational studies cannot definitively tell us why variables are related to one another, social psychologists use experimental methods to examine cause effect relationships. In an experiment, the scientist manipulates one variable by exposing research participants to it at contrasting levels (for example, high, medium, low, no exposure), and then observes what effect this manipulation has on the other variable that has not been manipulated.

How mimicry effect the impression formation? 3

In a follow-up experiment to their face rubbing/foot-shaking study, Chartrand and Bargh (1999) found evidence that mimicry increases liking for the imitator. The researchers instructed confederates to subtly imitate the mannerisms of people they were interacting with in a "get acquainted" session (for example, rubbing their face or tapping their foot when their partner did so). Their findings indicated that people whose gestures had been mimicked liked the confederates more than those who had not been mimicked. Prosocial behavior these studies suggest that mimicry triggers _ positive reactions in people that lead to benefits to those who are present.

Define attribution? And write its dispositional attributions? 3

Attribution: Attribution is the process by which people use information to make inferences about the causes of behavior and events.

Dispositional attribution: We are especially likely to make dispositional attributions when events are negative or unexpected and this usually happens under following three conditions: Social desirability: an internal, dispositional attribution more likely when socially undesirable behaviors are observed Choice: an internal, dispositional attribution is more likely when the actor has freely chosen the given behavior(Jones & Harris, 1967) Non-common effects: an internal, dispositional attribution is more likely when the outcome of a behavior has a unique (or non-common) effect.

What is social cognition? Also tell social cognition strategy? 2+3

Social cognition:

Researchers who are working on social cognition can ask the following question in their investigation: "How does jury decide guilt or innocence".

Social cognition is the way we analyses, remember, and use information about the social world (Berkowitz & Devine, 1995)

Social cognition strategy:

Dual-Process models of social cognition: strategies Explicit cognition: Deliberate judgments or decisions of which we are consciously aware Implicit cognition: Judgments or decisions that are under the control of automatically activated evaluations.

What are prons and crons? Write details in the just-world hypothesis? 2+5

The Just-World Hypothesis (Lerner, 1980)

A belief system in which the world is perceived to be a fair and equitable place, with people getting what they deserve provides an illusion of control ‘if we are good people good things will happen to us’.

Advantages: Related to good psychological adjustment (Ormel & Schaufeli, 1991), improves relationships (Lipkus & Bissonnette), 1996 and reduces stress (Lipkus et al., 1996).

Disadvantages Defensive attribution (Shaver, 1970) Blame victims for their own misfortune to retain the belief that bad things only happen to bad people (and so a similar tragedy will not befall us!) qualified by similarity (Burger, 1981) What happens when people believing in a JW encounter contradictory outcomes? Like Earthquakes or 9/11. If the event was truly without personal fault, people with BJW often respond with revenge (Kaiser et al., 2004).

How do expectations shape our social thinking? 3

False consensus

Confirmation bias

Self-fulfilling prophecy

Just world belief

Learned helplessness

Ali tested himself on TOTE, analyses the results and found himself not meeting the standard of self-test. What will be the emotional consequences Ali can face as a result? 3

Self-discrepancy is the distance between our self-concept and ideal self, or how we believe/others think we should be (ought self);

What is meant by impression formation? How do you make impression in your life?

Impression formation is the process by which observers integrate various sources of information about others' self-presentations into a unified and consistent judgment (Hamilton & Sherman, 1996; Ickes, 2003).

Impression formation is often based on rapid assessments of salient and observable qualities and behaviors in others. These judgments are obtained by attending to nonverbal cues, such as facial expressions and body posture, as well as incorporating more detailed and descriptive characteristics, such as traits, into an overall impression. If you talk to anyone who was there at the same time as him, I don't think you'll find anyone at the paper who questioned his ethics at all. Impression formation is usually just the first step of person perception. Often, we also want to understand what causes people to act in a particular manner. This attribution process goes beyond discerning people's current moods and feelings and attempts instead to use their past actions to predict future behavior

The tendency to develop more positive feelings towards objects and individuals; the more we are exposed to them is known as mere exposure, which play an important role in attitude formation. Explain with the help of researches?

A positive or negative evaluation of an object (Schuman, 1995), where an attitude object is a person, thing, event, or issue Earliest use of the term attitude came from theatre, described it as a body posture; dates back to the 1800s; later referred to as a “posture of mind” than of body. According to Allport, attitude is the most indispensable concept of social psychology. He maintained that “Attitudes determine for each individual what he will see and hear, what he will think and what he will do. To borrow a phrase from Willliam James, “they engender meaning upon the world” (Allport, 1935, p. 806).

Attitude formation: In the following, different theories about how attitudes are formed have been explained. 1) Mere exposure (Robert Zajonc, 1968) the tendency to develop more positive feelings toward objects and individuals the more we are exposed to them No action or beliefs about the object required Familiarity does not breed contempt!

How would you operationally define the term Reinforcement and punishment?

Reinforcement: the model being given candy and soft drinks along with words of praise for a superb performance.

Punishment: Another adult shaking a menacing finger at the aggressive model and saying, "Hey, you big bully. You quit picking on that clown. I won't tolerate it." Relationship between concept, hypothesis, and operational definition Table 1 illustrates the relationship between theory, hypothesis and operational

How punishment can be used to reduce aggression, what do you think is punishment truly effective?

Describe various methods to reduce aggression: punishment, inducing incompatible responses, reducing frustration, and teaching of non-aggressive responses.

Is punishment truly effective?

Aggressor punisher may serve as an aggressive model according to social learning theory That is exactly the process underlying the continuing cycle of family violence (Hanson et al., 1997) Although punishment may reduce aggressive behavior, it does not teach the aggressor new prosocial forms of behavior Fear of punishment or retaliation reduces aggression only in the immediate situation. Generates anger, sparks counter-aggression: Cognitive neo-associationist model would suggest that it may even provoke intense anger in the aggressor-turned-victim (if aggressors are extremely angry, threats of punishment will not work) Even if they worked, this is too expensive to be a wide-spread solution.

Differentiate between classical and statistical prediction?

Clinical versus statistical prediction Given these hindsight- and diagnosis-confirming tendencies, it will come as no surprise that most clinicians and interviewers express more confidence in their intuitive assessments than in statistical data (such as using past grades and aptitude scores to predict success in graduate or professional college). Yet when researchers pit statistical prediction against intuitive prediction, the statistics usually win. Statistical predictions are indeed unreliable, but human intuition— even expert intuition— is even more unreliable. Three decades after demonstrating the superiority of statistical over intuitive prediction, Paul Meehl (1986) found the evidence stronger than ever.

What is heat hypothesis? Write a brief note on it.

Laboratory experiments demonstrate that hot temperatures increase hostile thoughts and feelings Archival studies suggest that the urban riots that erupted in many American cities in the 1960s were most likely to occur on hot days and then to diminish in intensity as the weather cooled (Carlsmith & Anderson, 1979). This effect also occurs for such aggressive behaviors as murder, assault, rape, and spousal abuse (Anderson & Anderson, 1984, 1996); Pakistan: general observation that people are impatient and irritable during hot summer days.

Practical implications Frequency of hostile outbursts could be reduced in temperature-controlled environments Second, the heat hypothesis has obvious implications for global warming By the middle of the twenty-first century, we can expect global temperatures to increase by two to eight degrees, which means there will be many more hot days in the summer months (U.S. House of Representatives, 1994). Craig Anderson (2001) estimates that such temperature increases could increase annual serious and deadly assaults by more than 24,000 incidents in the US.

What is social psychology and write its main questions of interest?

Social psychology is the scientific study of how individuals think. Feel, and behave toward other people and how individual’s thoughts, feelings, & behaviors are affected by other people (Brehm, Kassin, & Fein, 2002, p. 5)

The main questions/ topics of interest in social psychology are as given below: Thinking about the self and others Evaluating persons and relationships interacting with others.

What are the symptoms of group think? Enlist any three symptoms and explain.

Overestimation of the competence of the in group: Illusion of invulnerability and an unquestioned belief in the in-group's own morality. American president and his colleagues thought that USA will crush armed oppositions and will win the hearts and minds of Iraqi. Same is true for USA's observation for Afghanistan.

Close-mindedness: •Bush and his administration did not examine the evidence that would have confirmed the existence of weapons. Members of close-minded group rationalize the correctness of their decisions.

Increased conformity: Members reject those who raise doubts about the group's assumptions and decisions, and they censor their own misgivings. With all this conformity pressure, members develop an illusion that everyone is in agreement. Groupthink is more when there is a lot of loyalty, and not much intellectual diversity within a decision making body.

Discuss aggressive cues as" triggers" of aggression? 5

Berkowitz believes that the presence of aggression-associated cues in the environment can' act as triggers for hostile outbursts by making aggressive thoughts more accessible. An aggression-associated cue is anything that is associated with either violence or unpleasantness, such as guns, knives, and clubs. The most obvious aggressive cues are weapons, while less obvious cues are negative attitudes and unpleasant physical characteristics. Numerous studies indicate that the presence of aggression-associated cues does indeed trigger aggression.

"Kin selection" while helping provides an explanation for gene survival? 5

"Kin selection" provides an explanation for gene survival: There is a preference for helping blood relatives because this will increase the chances for the helper's genes to pass on to successive generations. Because your blood relatives share many of your same genes, by promoting their survival you can also preserve your genes even if you don't survive the helpful act. This principle of kin selection states that you will exhibit preferences for helping blood relatives because this will increase the odds that your genes will be transmitted to subsequent generations. Animals help others more who are genetically related. But People also help non-relatives. How this becomes possible? This is explained by Trivers (1983) in the next perspective on prosocial behavior explanations.

Define relationship between attitude and behavior?

During the 1970s a crisis of "confidence" in the attitude concept developed as a result of weak relationship between attitude and behaviour. Psychologists started questioning whether attitudes still should be considered a central concept of social psychology. Difficulty was first demonstrated by LaPierre in 1934; in the US in the 30's there was widespread prejudice again Asians. LaPierre went with a young Chinese couple across the U.S for 3 months. The question under consideration was 'Would restaurant/hotel managers refuse to serve the couple?' Only 1 out of 66 hotels turned them away, 1 out of 250 restaurants refused service Later a letter sent asking if they would serve Chinese of the 128 replies 90% said they would refuse to serve Chinese people.

What is self-complexity? What is the difference between self-schema and self- complexity.

Self-complexity: some people think of themselves along only one or two dimensions. Children may react extremely to failure because they have relatively simple self-schemas that include only a "good me" and a "bad me".

Self-schemas: A schema is a set of beliefs that provides an organizing framework for understanding a topic, an event, or a person. A schema for physiques, for example, might help us to tell the difference between being "fat and being muscular.

Define cause and effect relationship in naturally occurring phenomena?

Cause and effect is the relationship between two things when one thing makes something else happen. For example, if we eat too much food and do not exercise, we **gain weight**. Eating food

without exercising is the “cause;” weight gain is the “effect.” There may be multiple causes and multiple effects. Looking for the reason why things happen (cause/effect) is a basic human drive. So, understanding the cause/effect text structure is essential in learning the basic ways the world works. Writers use this text structure to show order, inform, speculate, and change behavior. This text structure uses the process of identifying potential causes of a problem or issue in an orderly way. It is often used to teach social studies and science concepts.

The definitions suggest a cause and effect equation – people influencing individual’s thoughts, feelings

And behavior.

What is effect of private self-awareness? Describe in your own words.

Private self-awareness: It is temporary state of being aware of private, hidden self-aspects. We are aware of our private self when we looking ourselves in mirror, or become aware of our stomach cramps.

Today our youth is more indulged in substance abuse and being eating. What is the reason behind this?

Binge eating; substance abuse; two most serious problems of youth today (Wechseler et al., 2000). The purpose is usually to reduce awareness of some distressing events. For example, in binge eating attention is redirected on chewing, tasting and swallowing, temporary relief from depression. According to Hull et al. (1986) UGs high in self-consciousness are more likely to indulge in substance use after academic failures.

Briefly explain false consensus effect?

False Consensus Effect The attributers draw less dispositional inferences about their own behaviour than about another person's behavior, because their own behaviours is less visually salient and because they believe that their own choices are more prevalent than they are, or at least more prevalent than they are viewed by other people who choose differently. False consensus occurs because our own behaviours are relatively easy to imagine, because we usually interact with "our own kind," and because it makes us feel good about ourselves.

What is meant by impression formation?

Impression formation is the process by which observers integrate various sources of information about others' self-presentations into a unified and consistent judgment (Hamilton & Sherman, 1996; Ickes, 2003).

What is fundamental attribution error? Explain with the help of experiment.

Explanations for the fundamental attribution error the fundamental attribution error may occur because people make dispositional attributions automatically we only later use situational information to discount it. Predictability Need: It gives us greater confidence that we can accurately predict behaviour Perceptual salience – The person being observed is the most perceptually salient aspect of the situation (i.e., moving, talking, etc.) and so an internal (person) attribution becomes much more accessible. Taylor and Fiske (1975) tested this hypothesis by varying the seats of 6 people who observed 2 actors engaged in carefully arranged 5-minute conversation. Observers were seated so that faced actor A, B or both. Then they were asked whom they thought had the most impact on the conversation. Results: whichever actor they faced was perceived as the most important of the dyad.

State correspondent inference theory and who proposed this theory?

Correspondent Inference Theory (Jones & Davis, 1965) the theory of correspondent inferences describes how we use certain rules of thumb to infer dispositional (stable and internal) causes of behaviour. The main characteristics are as under: People try to infer a correspondent inference that the action of an actor corresponds to, or is indicative of, a stable personality characteristic People prefer dispositional attributions because this type of knowledge is more valuable with regard to

making predictions about people's behaviour However, social behaviour is ambiguous so as a guide people use several heuristics to assess whether correspondence between behaviour and personality is high.

Weiner joined in attribution theory. Describe the following.

a) Stability and controllability:
Weiner (1982, 1986) added another to attribution- stability vs. instability of causes. Stable vs. unstable causes: permanent and lasting vs. temporary and fluctuating Although stability and instability of dimension is independent of internal and stable dimension (dispositional), stability of causes can also be explained in combination with locus of causality. For example causes may be internal and stable, internal but unstable, external and stable, external and unstable.

b) Controllable and uncontrollable causes:
Weiner also talked about another dimension of making attribution- controllability and uncontrollability. They also are independent of locus of causality or stability of causes but can also be explained in connection with them. These three dimensions appear to be the main way people explain events, e.g., stigmatizing AIDS and cancer (Meyer & Koebl, 1982) and are equally applicable in individualist and collectivist countries (Hau & Salili, 1991)

Enlist primary emotions?

Anger, disgust, fear, happiness, surprise, contempt, and sadness other emotions that are considered basic by some theorists are shame and guilt.

How can we do direct asses?

Usually three methods are employed to measure attitudes directly: 1. Likert (Summated Ratings) scales: What is your opinion about co-education at college level? -4 -3 -2 -1 0 +1 +2 +3 +4 Very much opposed Very much in favor 2. Semantic Differential Scales: Do you feel about the taste of this (any brand) coffee? Unpleasant _____ Pleasant 3. Latitude of Acceptance -4 -3 -2 -1 0 +1 +2 +3 +4 All options acceptable to the respondent are encircled, while those not acceptable are encircled.

Survey and its types with brief explanation. 5

SURVEYS although studying the relationships among variables can be done by directly observing behavior or examining archived information, it is often accomplished by asking people carefully constructed questions. Surveys are structured sets of questions or statements given to a group of people to measure their attitudes, beliefs, values, or behavioral tendencies (Lavaca's, 1993; Schuman, 2002). The four major survey techniques are face-to-face surveys, written surveys, phone surveys, and computer surveys. The face-to-face format provides highly detailed information and allows researchers the best opportunity to clarify any unclear questions. However, it is costly and there is always the possibility that people's responses might be influenced by the interviewer's presence. Written, phone, and computer surveys eliminate such interviewer bias and are much less expensive. An important consideration in constructing surveys involves how questions are asked. Survey questions usually are either open-ended or closed-ended. An open-ended question requires a response that must have more than just a yes or no answer— research participants provide a narrative response. A closed-ended question, in contrast, is answered with a yes or no, or by choosing a single response from several alternatives. Closed-ended questions are the quickest and easiest to score. In contrast, open-ended questions may provide information from respondents that might be missed with closed-ended questions. However, open-ended responses require coding by carefully trained judges and this is a time-consuming process. One of the most important considerations in conducting surveys—as well as when using other methods—is getting responses from people who represent the population as a whole. This representative sample is often obtained through random selection, which is a procedure in which everyone in the population has an equal chance of being selected for the sample. As long as a sample is selected randomly, you are reasonably assured that the data will represent the overall population. However, when samples are not randomly selected, drawing conclusions from the data can lead to serious errors. Finally, one last problem in conducting survey research is social desirability bias, which occurs when people respond to survey questions by trying to portray them in a favorable light rather than responding in an accurate and truthful manner

Surveys are structured sets of questions or statements given to a group of people to measure their attitudes, beliefs, values, or behavioral tendencies.
Types of surveys:
Face-to-face surveys
Written surveys
Phone surveys
Computer surveys.

Negative event in your life and its causes. Discuss approach whether optimistic or pessimistic?

Pessimistic vs. optimistic explanatory styles: habitual ways to attribute negative/positive events to internal, stable, global /external, unstable, specific causes (Nolen-Hoeksma, 1992; Sweeney et al., 1986) The optimist sees the rose and not its thorns; the pessimist stares at the thorns, oblivious to the rose (Khail Gibran, Lebanese poet, 1883-1931) Archival study about college graduates describing their wartime experience classifying their pessimistic style in 1946; not at that time but by the age of 45, when life became more variable, those having pessimistic explanatory style in their youth showed more health related problems (Peterson et al., 1988) Archival study showed positive correlation b/w pessimistic style and health problems (Peterson et al., 1988) Optimists have better immune system Use of Cognitive therapy to change self-attributions: keeping a diary of success and failures, and identifying how you contributed to your successes and failures; train to engage in self-serving bias.

Cultural effects on non-verbal cues?

Nonverbal behavior plays in impression formation and often consciously employs nonverbal cues in their self-presentation strategies.

Sources of literature?

Sources of Literature: Books Research Articles Electronic databases, e.g., PsycINFO, etc. Unpublished material.

How does mimicking effect on impression formation?

In a follow-up experiment to their facerubbing/foot-shaking study, Chartrand and Bargh (1999) found evidence that mimicry increases liking for the imitator. The researchers instructed confederates to subtly imitate the mannerisms of people they were interacting with in a "get acquainted" session (for example, rubbing their face or tapping their foot when their partner did so). Their findings indicated that people whose gestures had been mimicked liked the confederates more than those who had not been mimicked. Prosocial behavior these studies suggest that mimicry triggers _ positive reactions in people that lead to benefits to those who are present.

Biases in attribution?

Kelley’s model is idealized to explain causes of behaviour, but we really are naive scientists. Although people follow these rules and deduce causality logically in some circumstances, a number of attribution biases and ‘errors’ often occur Considerable research suggests that there are several prominent biases in the ways we make causal attributions The process of making causal attributions entails several "biases." First, attributers seem too ready to assume that another person's traits correspond with his or her words and deeds. This "correspondence bias" occurs because people overlook situational constraints, have unrealistic expectations for what other people are willing and able to do, overemphasize the link between the person and his or her behavior, and adjust their initial attributions inaccurately when they are "cognitively busy." The fundamental attribution error is the correspondence bias.

Attitude formation?

In the following, different theories about how attitudes are formed have been explained.

1) Mere exposure (Robert Zajonc, 1968)
2) 2) Classical conditioning
3) Operant conditioning
4) Self-perception theory (Bem, 1965)
5) . Functional

What is social psychology?

Social psychology is the scientific study of how individuals think. Feel, and behave toward other people and how individual’s thoughts, feelings, & behaviours are affected by other people (Brehm, Kassin, & Fein, 2002, p. 5).

Enlist social techniques in data collection?

In the previous lecture relationship between population and sample was described. Regarding different sampling strategies, probability sampling, where each and every member of the population has an equal chance of being included, was discussed. Hence, this lecture will start from Nonprobability sampling techniques, which cannot guarantee the representativeness of the sample of its base population.

Discus self-awareness?

Self-awareness is **the ability to tune in to your feelings, thoughts, and actions**. Being self-aware also means being able to recognize how other people see you. People who are self-aware recognize their strengths and their challenges. Self-awareness is **about learning to better understand why you feel what you feel and why you behave in a particular way**. Once you begin to understand this concept you then have the opportunity and freedom to change things about yourself enabling you to create a life that you want.

- Examples: Identifying your emotions and what you're feeling. ...
- Recognizing your primary coping mechanisms. ...
- Defining your own beliefs without being influenced by others. ...
- Prioritizing what gives you joy. ..

Name of three important research designs?

1. Descriptive investigations
2. Designs based on differences between groups
3. Designs based on association between variables

What do you think why people lying successful?

Perceivers have a truthfulness bias (Zuckerman et al., 1981). Most behaviour is accepted uncritically at face value to doubt a target person’s authority often runs the risk of hurting the perceiver’s own feelings

Names of three nonverbal cues?

such as facial expressions and body posture, as well as incorporating more detailed and descriptive characteristics, such as traits, into an overall impression

Differentiate between nonverbal cues with two examples according to individualistic and collectivistic culture?

Visible and No visible channels Visible Facial expressions, gestures, posture, appearance, Eye Contact [not made in some cultures] Indicates interest (friendship or threat) Paralinguistic: These are not related with variation in the content of speech but in the variation of tone and quality of speech. For example, Pitch, amplitude, rate, voice quality of speech Studies have indicated that: An attractive voice is resonant, articulate, and has a range; not shrill, high-pitched or monotonous (Zuckerman & Miyake, 1993) Attractive voiced are perceived as more strong and interpersonally warm (Berry, 1992)

Who worked to understand self-concepts?

Twenty Statement Test (TST) by Kuhn & McPartland (1954) have been used to have an idea about one’s self-concept.

Baby faced people in jobs. What positive and negative outcomes they get?

It becomes very difficult to be objective in case of very attractive characteristics of people with whom we interact. Similarly for certain people, we feel more sympathetic for example we feel sympathy toward handicapped. The perception of baby faced people is most tricky. We tend to treat baby faced as babies, which are considered dependent and fragile. Young of many species can look after themselves after weeks of their birth, but a human child is dependent for years. Human beings are prepared by their Evolutionary history to treat baby-faced in the same way as they do with children.

Baby faced are unanimously explained as having large eyes, a small chin, thin eyebrows, and a small nose.

Ali always talks on phone and he doesn't care if others disturbed by him, which kind of self he has?

Public awareness: Public is being aware of public-self aspects. We become aware of our public self, when, e.g., we are being watched by others, or our photograph is taken.

Types of experimental research?

FIELD EXPERIMENTS

LABORATORY EXPERIMENTS

Self-discrepancies?

Self-discrepancy is the distance between our self-concept and ideal self, or how we believe/others think we should be (ought self); Discrepancy produces strong emotions (Higgins, 1987): Dejection-related emotions: Dejection: frustration, depression; with ideal self, e.g., I wish I was more physically attractive Agitation related emotions are anxiety, guilt which arise as a result of discrepancy with ought self, e.g., I should help my family with more money but I can't

Virtual environmental technology?

Recently, some social psychologists believe they have found a possible remedy to the dilemma of choosing between greater control and greater realism in experiments (Blascovich, 2003). They recommend using virtual environment technology, in which they create a virtual research environment using a computer. Virtual environment technology creates a virtual research environment using a computer.

Self-perception theory?

(Bem, 1965) We infer our attitudes from observing our own behaviours (i.e., behaviours can cause attitudes) Attributional processes - we attribute our own behaviour as being indicative of certain attitudes Bem argued we are more likely to make attitude inferences when our behaviour is freely chosen

Chaiken & Baldwin's Study (1981) the researchers conducted an Interesting empirical demonstration of self-perception theory of attitude formation. They first separated participants into 2 groups: strong and weak proenvironment. Then they induced them to endorse either relatively pro or anti statements on a questionnaire. The results showed that the participants who were induced into reporting proenvironment behavior reported more positive attitude for environment. However, this only occurred if their initial proenvironment attitude was weak.

Differentiate between authoritarian and permissive parents?

In contrast, parents who impose many rules and expect strict obedience (authoritation parents) and those who make few demands and submit to their children's desires (permisive parents) tend to raise children who are less confident in their abilities and have lower self-esteem (Baumrind, 1996)

Differentiate between fundamental attribution error and self-serving biases?

Fundamental attribution error:

Ichheiser (1940) maintained long time ago that "In everyday life interpreting individual behaviour in the light of personal factors rather than in the light of situational factors must be considered the fundamental source of misunderstanding personality in our time". More than 30 years later, Ross (1977) renamed this tendency to make internal rather than external attributions for peoples' behaviour. He maintained that the fundamental attribution error is the tendency to overestimate the impact of dispositional causes and underestimate the impact of situational causes on other person's

behaviour. Ross and his colleagues devised a simulated TV quiz game in which students were randomly assigned to serve as either quizmaster or contestants. The quizmasters would ask 10 challenging but fair questions from the contestants. The results showed that observers and contestants both rated the quizmasters as more knowledgeable despite the process of random selection for serving as either contestant or quizmaster. Figure 1 illustrates this experiment.

The Self-Serving Attribution Bias (SSAB) We are not coldly rational informational processors of information. When our performance results in either success or failure, we tend to take credit for our successes but deny blame for our failures. Self-serving biases include attributing our own (but not other people) successes to internalstable factors and our own (but not other people) failures to external-unstable factors, taking more credit than is due for desirable outcomes, and unrealistic (but useful) optimism about our life prospects. Where we will assign the locus of causality?: IQ, effort vs. unreasonable professor or luck? According to Olson & Ross (1988), we make internal attributions for our successes (e.g., I'm intelligent) and external attributions for failures (e.g., it was a particularly hard exam)

One feature of high self-esteem and one feature of low self-esteem?

This difference in evaluating the self has important consequences for people's lives. Individuate with low self-esteem are generally more unhappy and pessimistic (DeNeve & Cooper, 1998; Shepperd et al., 1996), less willing to take risks to benefit themselves (Josephs et al., 1992), more likely to encounter academic and financial problems (Crocker & Luhtancn, 2003), less likely to have successful careers (Judged Bono, 2001), and less likely to be physically healthy (Vingilis et al., 1998) than high self esteem individuals.

Which step of research process is important and why?

Regarding how the imagined presence of others might influence thoughts, feelings, and behaviour, think about past incidents when you were considering doing something that ran counter to your parents' wishes. Although they may not have been actually present, did their imagined presence influence your behaviour? For example, if your parents have prohibited you from smoking, and you start smoking in a party on peer pressure, does their imagined presence affect your behaviour? Imagined presence in certain cases can be quite strong, as indicated by Shaw (2003), "Imagined figures can guide our actions by shaping our interpretation of events just as surely as do those who are physically present". In a few conditions, imagined presence can also help us fight negative emotions. For example, McGowan (2002) pointed out that in anxiety imagined presence of others can serve as emotional security blanket. Similarly, daughter of one renowned social psychologist confided to her father that she wants to be as brave as two young wizards, Harmione & Harry in Harry Potter books.

Actor-observer bias and example?

The actor-observer bias People tend to attribute their own behaviour to external causes but that of others to internal Actors overestimate the importance of the situation in explaining their own behaviors: actors look at the situation, observers look at actors. This bias suggests that observers overestimate the importance of an actor's dispositions for causing the actor's behavior; Access to different information: actors have more background about themselves Actors overestimate the importance of the situation in explaining their own behaviors Perceptual: actors look at the situation, observers look at actors

Phenomena of deindividuation?

Deindividuation •Research indicates that groups can arouse us, and can lower evaluation apprehension. In such circumstances our normal inhibitions may diminish and we may engage in behaviors we normally avoid. •May occur in crowded, anonymous situations when people lose a sense of responsibility for their own actions and feel free to express aggressive and sexual impulses. •Prentice-Dunn and Rogers (1980) believe that accountability cues, such as anonymity, tell people how far they can go without being held responsible for their actions. •These cues loosen restraint

against deviant behavior by altering a person's cost-reward calculations, e.g., during a riot people often believe that they would not be caught.

Open ended and closed ended questions with example?

An open-ended question requires a response that must have more than just a yes or no answer—research participants provide a narrative response. A closed-ended question, in contrast, is answered with a yes or no, or by choosing a single response from several alternatives. Closed-ended questions are the quickest and easiest to score. In contrast, open-ended questions may provide information from respondents that might be missed with closed-ended questions. However, open-ended responses require coding by carefully trained judges and this is a time-consuming process.

Write 2 steps of compliance strategy?

Two-step Compliance strategies Foot-in-the-Door Technique. Meta- analysis by Cialdin & Trost (1998)) shows its effectiveness of First make a small request, then a large one. Door-in-the-Face Technique; usually adopted by charities and organizations. O First makes an unreasonably large request, then a smaller one. Low-Ball Technique (Cialdini et al., 1978) o First make a reasonable request; then reveal further costs That's-Not-All Technique; don't give the opportunity to reject: buy one get one free o First make a large request, then offer a bonus or discount Social impact theory (Latane, 1981): A theory that attempts to unify and explain the findings from conformity and obedience research: Physical presence of the authority figure is important 0 20 40 60 80 100 Baseline - males Baseline - females Run-down office building Ordinary person as experimenter Participant and victim in same room Participant required to touch victim Experimenter gives orders by phone Participant with fully obedient confederates Participant with openly rebellious confederates Percentage of participants who fully obeyed . Social impact theory can explain the 'leveling off' effect in Asch's (1956) conformity study - each successive individual adds less and less to the overall effect (one light bulb has more of an effect than the second, but adding the 15th bulb to 14 already lit would not make any noticeable difference). Latane states it is because the individual impact decreases with so many people. Social support means any effect of an influencing group is diffused. Persuasion: expertise and credibility of the authority are important. In Milgram's experiment, researcher/ scientist was obeyed more. The amount of social influence that others have depends on: o Number - the number of people in the group exerting power o Strength - status, power, expertise o Immediacy - how close the group exerting power is in time and space

3 strategies to reduce social loafing?

Reducing Social Loafing •Make each person's contribution identifiable •People were led to believe that their performance (shouting) was identifiable or never identifiable (Williams et al., 1981) •Provide them with a standard to evaluate their own or group's performance. •Provide rewards for high group productivity •Make task meaningful, complex, or interesting: On challenging tasks people may perceive their efforts as indispensable •Social ostracism: Lazy workers are socially rejected until they conform to the group productivity norm. •Gender differences have been reported by Williams & Sommer (1997): males coped by redirecting their interest to non-tasks in their surroundings, while females when were given a chance to get back into the good graces of the group, they worked hard to do so.

Obesity and attractive bias?

Obesity and attractiveness bias: People who are obese are stigmatized and face discrimination in the workplace. The negative view occurs because people are seen as responsible for their weight. Anti-fat prejudice is strongest in individualistic cultures (Crandall et al., 2001).

Can stereotype be monitored through recatorization?

Two types of Recategorization:

Combination Separate groups might be combined into one larger group for reducing prejudice, e.g., if Whites and Blacks marry each other, the children will be of brown colour. This is what has happened in America. Although racial discrimination has not totally abolished by this, it has helped at least in

reducing prejudice against the minorities. On similar lines, Zaat Beraadri intermarriages will help reduce discriminatory behaviour for other groups. Subtypes and individual uniqueness. We might try to break the existing categories into smaller subtypes, or to further divide the subtypes into units so small that each individual is regarded as unique.

Aggression and assertiveness?

Definition of Aggression Any form of behaviour that is intended to harm or injure some person, oneself, or an object Aggression may be antisocial, sanctioned (e.g., self-defense), or prosocial (e.g., law enforcement) Aggression is a behavior and should be distinguished from feelings of anger Different from assertiveness, designed not to hurt others. Assertiveness is the ability to express yourself and your rights without violating the rights of others.

Negative thinking is a cause of depression?

Negative thinking causes depressed mood Negative explanatory style contributes to depressive reactions. One study monitored university students every six weeks for two and a half years (Alloy & others, 1999). Only one percent of those who began college with optimistic thinking styles had a first depressive episode, but 17 percent of those with pessimistic thinking styles did. "A recipe for severe depression is preexisting pessimism encountering failure," notes Martin Seligman (1991, p. 78). Patients who end therapy no longer feeling depressed but retaining a negative explanatory style tend to relapse as bad events occur (Seligman, 1992). If those with a more optimistic explanatory style relapse, they often recover quickly Vicious cycle of depression makes one more vulnerable to depression.

Two ways in which human infant give attachment response within few minutes?

Human infants have an infant attachment response observable within minutes of birth by: The rooting instinct (sucking mother’s breast) The Moro reflex (ability to grasp and hold)