

- VI. What are the defining features of observational studies and their main advantages and disadvantages?
- A. What are some specific types of observational studies?
- B. What is interjudge reliability and why is it important in observational studies?
- VII. What are the defining features of correlational studies and their main advantages and disadvantages?
- A. What are the 3 possible causal relations that can occur when 2 variables are related? (Be sure you can interpret a correlation & draw the appropriate conclusions -- you might want to quiz yourself with the "Try It" exercise on pages 46-47)
- VIII. What are the defining features of experimental studies and their main advantages and disadvantages?
1. What are independent and dependent variables
- IX. How does one evaluate the quality of an experiment?
- A. What is internal validity and what 2 factors can increase it?

- B. What is external validity?
1. What factors can increase ability to generalize to other situations?
 2. How can you assess ability to generalize to other people?
 3. What are field experiments and what is their relation to external validity?
- X. What is the process for ensuring that the experiments we conduct are ethical? What procedures must be followed in an experiment?
- XI. What is the distinction between basic and applied research?
- THE SELF
- XII. What is the self-concept? What are schematic dimensions?
- XIII. How does the self-concept affect your perceptions of other people and your processing of other information (know what the self-referencing demo was that we did in class)?
- XIV. What is a possible self? What are 2 specific kinds of possible selves?

A. When do we make comparisons to our possible selves and what consequences can that have (be sure you know the different effects depending on what aspect of the possible self is being compared to)?

XV. What is self-esteem?

A. What are 2 lay theories of self-esteem that have been investigated by social psychologists? What do these studies show? What are their implications?

XVI. Know the difference sources of information about the self

A. How much does Introspection contribute? How accurate is introspection?

B. What is the role of socialization?

1. What are collectivist and individualistic societies? What cultural differences in self-concept are they associated with?

2. What broad gender differences may occur through socialization?

C. What is self-perception theory?

1. What is the over-justification effect and how does it relate to self-perception theory? Be sure you know the concepts of intrinsic and extrinsic motivation.

D. What is the general idea of social comparison? What are the 3 different forms of social-comparisons and the goals of each?

XVII. Impression formation strategies. How does one manage impressions by....

A. Following social norms?

B. Using ingratiation?

C. Using self-promotion?

D. Using modesty?

E. Basking in reflected glory?

F. Self-handicapping?

SELF-JUSTIFICATION – INFLUENCES OF THE SELF-CONCEPT ON OUR BEHAVIOR
(note that the discrepancies between actual self and ideal or ought self is talking about in this chapter under the heading of self-discrepancy theory).

XVIII. What is dissonance and what 3 ways can it be reduced?

A. How does the permanence of a decision affect dissonance?

- B. What is the impact of negative self-beliefs on dissonance and dissonance reducing behaviors? (P. 226)
 - C. What is known about cultural differences and dissonance?
- XIX. What is counter-attitudinal advocacy and how is it related to dissonance?
- A. How does the experiment where Yale students were given money to write essays in favor of the police demonstrate counter-attitudinal advocacy and dissonance reduction?
 - B. How has counter-attitudinal advocacy been applied to improve race relations and to increase safe-sex behaviors?
- XX. What is post-decisional dissonance and how can it be resolved?
- XXI. What is the 3rd major form of dissonance -- the justification of effort? What does the study on joining a meeting discussing sex demonstrate (p. 200)?
- XXII. What is self-evaluation maintenance theory? What situations does it apply to and what effects does it predict?

A. Why is it considered an application of dissonance theory?

XXIII. What is self-affirmation theory? (P. 224)