



## METHODS OF SOCIAL PSYCHOLOGY

- V. What are the steps involved in science?
  
- VI. What are theories and hypotheses?
  
- VII. What are the defining features of observational studies and their main advantages and disadvantages?
  
- VIII. 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 42)
  
- IX. What are the defining features of experimental studies and their main advantages and disadvantages?
  - A. What are independent and dependent variables
  
- X. What is a cover story?
  
- XI. What is a confederate?

- XII. How does one evaluate the quality of an experiment?
- A. What is internal validity?
  - B. What is random assignment and why is it important for internal validity?
  - C. What does it mean to hold other factors constant and why is this important for internal validity?
  - D. What is a confound?
  - E. What is external validity?
  - F. What are mundane and psychological realism? How do they relate to external validity?
  - G. Must mundane and psychological realism both be high for external validity to be high?
  - H. What are field experiments and what is their relation to external validity?
- XIII. What are the reasons why we need to conduct multiple experiments on the same topic area? (We talked about a number of them.)

XIV. What is the process for ensuring that the experiments we conduct are ethical? What procedures must be followed in an experiment?

A. Are studies involving deception every allowed? Under what circumstances?

XV. What is the distinction between basic and applied research?

#### THE SELF

XVI. What is the self-concept?

XVII. How does the self influence our interpretation of the world (know what the self-referencing demo was that we did in class)?

XVIII. What is self-esteem and why is it so important to understanding social psychology?

XIX. Impression management 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?
- XX. How is self-esteem affected by our comparisons to our ideal selves? (Note that we talked about this in class while talking about the self, but I think it is covered in chapter 6, p. 198).
- A. What is the difference between the ideal and ought selves?
  - B. How do our reactions to actual-ideal versus actual-ought discrepancies typically differ?
- XXI. Know the major sources of information about the self
- A. What is introspection and what role is it thought to play in the development of the self-concept?
    - 1. What does the beeper study tell us?
    - 2. How accurate are we when we introspect about things? What does the study about people's ability to predict their reactions after an election tell us?
    - 3. What are 2 reasons why are we not more accurate when we introspect?
      - a. What is automatic versus controlled thinking? Be sure you know how this relates to the topic of knowledge about the self, and more generally to how we process information about the social world.
  - B. What is the role of socialization?

1. What are collectivist and individualistic societies? What cultural differences in self-concept are they associated with?
- C. What is reflected appraisal?
- D. 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. Be sure you know and understand the study on preschoolers and amount of time spent drawing.
- E. What is the general idea of social comparison? What are the 3 different forms of social-comparisons and the goals of each?

#### SELF-JUSTIFICATION – INFLUENCES OF THE SELF-CONCEPT ON OUR BEHAVIOR

XXII. What is dissonance and the 3 ways can it be reduced?

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

XXIII. 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?

XXIV. What is post-decisional dissonance and how can it be resolved?

XXV. What is the 3<sup>rd</sup> major form of dissonance -- the justification of effort? What does the Aronson & Mills (1959) study on joining a meeting discussing sex demonstrate (p. 183)?

XXVI. What is self-evaluation maintenance theory? What situations does it apply to and what effects does it predict? How does this relate back to self-esteem and wanting to feel good about ourselves?

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