

## CH 10

### self-concept

- introspection
- self-awareness theory

### action → feeling (not vice versa)

- foot-in-the-door technique
- forced compliance
- justification of effort
- cognitive dissonance

attitude – stable set of mental views and assessments about some idea object or person  
questionnaires (deficiencies?)

### explicit vs. implicit attitudes

- Implicit Association Test

### above-average effect

- self-serving bias

### impression management

- self-handicapping

### schemas – implicit theories of personality

- stereotypes
- illusory correlations

## COMPARE HOW WE USE SOCIAL SCHEMAS TO HOW WE USE COGNITIVE HEURISTICS

### attribution

- situational vs. dispositional
- fundamental attribution error
- actor-observer difference

### conformity

- yielding (when is yielding more likely to take place?)

central route to persuasion vs. peripheral route to persuasion

COMPARE THESE TWO ROUTES WITH THE SITUATIONAL vs. DISPOSITIONAL TENDENCIES IN ATTRIBUTION.

obedience (situational or dispositional?)

Milgram

Zimbardo

cognitive re-interpretations

social impact theory

social loafing

social facilitation

social inhibition

great person theory (again, is this is a dispositional or situational theory?)

group polarization

risky shift

groupthink

deindividuation (situational? conformity? yielding?)

DESCRIBE DEINDIVIDUATION IN TERMS OF SOCIAL IMPACT THEORY

collectivist

individualist

in-groups

out-groups

WHICH ATTRIBUTES GO WITH WHICH KIND OF CULTURE? (e.g. above-average effect)

## CH 14

### statistics

frequency distribution (normal curve)  
mean, median, correlation coefficient  
predictive validity

### intelligence tests

stanford binet  
SAT

Q: what are some of the shortcomings of intelligence tests? what is their predictive validity?

multiple intelligences (creative, practical, IQ)  
savants

### psychometric approach

factor analysis  
Spearman's  $g$

fluid vs. crystallized intelligence

## NATURE VS. NURTURE

what is the debate?

Q: frame in terms of situational vs. dispositional

twin studies show ?

heritability ratio

phenotype vs. genotype (social effects of phenotype produce environmental effects  
(nurture) while genotype specifies nature)  
individual variability

Q: compare intelligence tests with personality tests. shortcomings? validity? same kinds of factors?

intelligence might be considered just that which is not situationally dependent, but an inherent characteristic of the self.