

What is an action component?

The action component is the part of an attitude consisting of how one tends to act toward the object of the attitude.

What is actor-observer bias?

Actor-observer bias is the tendency to attribute the behavior of others to internal causes while attributing one's own behavior to external causes.

What is aggression?

Aggression is any action carried out with the intent of harming another person.

What are aggression cues?

Aggression cues are the stimuli or signals that are associated with aggression and tend to elicit it.

What is an ascribed role?

An ascribed role is a role that is assigned to a person; a role one has no choice about playing.

What is assertiveness training?

Assertiveness training is instruction in how to be self-assertive.

What is attitude?

Attitudes are learned tendencies to respond to people, objects, or institutions in a positive or negative way.

What is an attitude scale?

An attitude scale is a collection of attitude statements with which respondents indicate agreement or disagreement.

What is attribution?

Attribution is the process of assigning perceived arousal to a particular source.

What is the authoritarian personality?

An authoritarian personality is a personality pattern characterized by rigidity, inhibition, prejudice, and an excessive concern with power, authority, and obedience.

What is brainwashing?

Brainwashing is the engineered or forced attitude change involving a captive audience.

What is cognitive dissonance?

Cognitive dissonance is an uncomfortable clash between self-image, thoughts, beliefs, attitudes, or perceptions and one's behavior.

What is compliance?

Compliance is bending to the requests of a person who has little or no authority or other form of social power.

What is conformity?

Conformity is bringing one's behavior into agreement or harmony with norms or with the behavior of others in a group.

What is consensus?

Consensus is the degree to which people respond alike.

What is context?

Context is the information surrounding a stimulus that gives meaning to the stimulus.

What is a cult?

A cult is a group that professes great devotion to some person, idea, or thing and whose members often lose perspective as a result.

What is deviant communication?

Deviant communication is the set of patterns of communication that cause guilt, anxiety, confusion, anger, conflict, and emotional turmoil.

What is discrimination?

Discrimination is treating members of various social groups differently in circumstances where their rights or treatment should be identical.

What is disinhibition?

Disinhibition is the removal of inhibition, resulting in the acting out of behavior that normally would be restrained.

What is distinctiveness?

Distinctiveness is noticing that a behavior occurs only under a specific (distinct) set of circumstances.

What is the door-in-the-face effect?

Door-in-the-face effect is the tendency for a person who has refused a major request to subsequently be more likely to comply with a minor request.

What does equal-status contact mean?

Equal-status contacts are social interactions that occur on an equal footing, without obvious differences in power or status.

What is ethnocentrism?

Ethnocentrism is placing one's own group or race at the center—that is, tending to reject all other groups but one's own.

What is the foot-in-the-door effect?

The Foot-in-the-door effect is the tendency for a person who has first complied with a small request to be more likely later to fulfill a larger request.

What is the frustration-aggression hypothesis?

The Frustration-aggression hypothesis states that frustration tends to lead to aggression.

What is the fundamental attributional error?

The fundamental attributional error is the tendency to attribute the behavior of others to internal causes like personality, likes, and so forth.

What is group cohesiveness?

Group cohesiveness is the degree of attraction among group members or their degree of commitment to remaining in the group.

What is group prejudice?

Group prejudice exists out of conformity to group views.

What are group sanctions?

Group sanctions are rewards and punishments administered by groups to enforce a degree of conformity among members.

What is groupthink?

Groupthink is a compulsion by members of decision-making groups to maintain agreement, even at the cost of critical thinking.

What is the Hawthorn effect?

The Hawthorn Effect is a form of reactivity whereby subjects improve an aspect of their behavior in response to the fact that they're being studied.

Who was Henry Landsberger and what did he say?

The term Hawthorn Effect was coined by Henry A. Landsberger in 1955.

What does individuating information mean?

Individuating information helps define a person as an individual rather than as a member of a group or social category.

What is interpersonal attraction?

Interpersonal attraction is social attraction to another person.

Who was Jane Elliot and what did she do?

Jane Elliott is an American teacher and anti-racism activist who created the Brown Eyes Blue Eyes Exercise.

What is the jigsaw classroom?

The Jigsaw classroom is a method of reducing prejudice where each student receives a part of a body of information needed to complete a project or prepare for a test and shares it with others.

Who was Jim Jones and what did he do?

Jim Jones was the founder of the Peoples Temple, which is best known for the death of over 900 Temple members in Jonestown, Guyana in 1978.

What is the just-world belief?

The Just-world beliefs says that people generally get what they deserve.

Who was Kurt Lewin and what did he say?

Kurt Lewin is often recognized as the founder of social psychology.

Who was Leon Festinger and what did he say?

Leon Festinger a prominent social psychologist, responsible for the development of the theory of cognitive dissonance and social comparison theory.

What is the low-ball technique?

Low-ball technique is a strategy in which commitment is gained first to reasonable or desirable terms, which are then made less reasonable or desirable.

What is mass media?

Mass media consists of all media that reach very large audiences.

What is the mean world view?

The Mean world view says that the world and other people as dangerous and threatening.

What is multiculturalism?

Multiculturalism is giving equal status, recognition, and acceptance to different ethnic, racial, and cultural groups.

What is mutual interdependence?

Mutual interdependence is a condition in which two or more persons must depend on one another to meet each person's needs or goals.

What is the need to affiliate?

The desire to associate with other people is called the need to affiliate.

What is a Norm in the context of social psychology?

A social norm is an accepted but often unspoken standard of conduct for appropriate behavior.

What is obedience?

Obedience is conformity to the demands of an authority.

What is passive compliance?

Passive compliance is the subtle bending to unreasonable demands or circumstances.

What is personal prejudice?

Personal prejudices are attitudes held toward persons who are perceived as a direct threat to one's own interests.

What is persuasion?

Persuasion is any deliberate attempt to change attitudes or beliefs with information and arguments.

Who is Philip Zimbardo and what was his famous experiment?

Philip Zimbardo is an American psychologist best known for the Stanford Prison Scenario.

What is physical attractiveness?

Physical attractiveness is a person's degree of physical beauty, as defined by his or her culture.

What is prejudice?

Prejudice is the negative attitudes or prejudgments held against members of a particular group of people.

What is projection?

Projection is the attributing of one's own feelings, shortcomings, or unacceptable impulses to others.

What is prosocial behavior?

Prosocial behavior is any behavior toward others that is helpful, constructive, or altruistically.

What is racism?

Racism is racial prejudice that has become institutionalized and is enforced by the existing social power structure.

What is rationalization?

Rationalization is the justifying of one's own behavior by giving reasonable and "rational" but false reasons for it.

What is a reference group?

A reference group is any group that an individual identifies with and uses as a standard for social comparison.

What is refreezing?

In brainwashing, the process of rewarding and strengthening new attitudes and beliefs is called refreezing.

What is a role conflict?

Role conflicts are any upsetting condition that exists when a person tries to occupy two or more roles that make conflicting demands on behavior.

What is romantic love?

Romantic love is a combination of intimacy and passion that does not include much commitment.

What is self-assertion?

Self-assertion is the direct, honest expression of feelings and desires.

What is self-fulfilling prophecy?

Self-fulfilling prophecy is the prediction that prompts people to act in ways that make the prediction come true.

What is self-handicapping?

Self-handicapping is an arranging to perform under conditions that usually lower performance so as to have an excuse available for a poor showing.

What is the significance of similarity?

Similarity is the extent to which two people are alike in background, age, interests, attitudes, beliefs, and so forth.

What is social influence?

Social influences are the changes in a person's behavior induced by the presence or actions of others.

What is social learning theory?

Social learning theory is the approach that combines learning principles with cognitive processes as well as the effects of observational learning, to explain behavior.

What is social power?

Social power is the capacity to control, alter, or influence the behavior of another person.

What is social psychology?

Social psychology is the study of human behavior that is influenced by one's relationship with others.

What is a social role?

Social roles are expected behavior patterns associated with particular social positions.

What are social stereotypes?

Social stereotypes are the oversimplified images of the traits of individuals who belong to a particular social group.

What is socialization?

Socialization is the process of learning to live in a particular culture by adopting socially acceptable values and behavior.

Who was Solomon Asch and what was his famous experiment?

Solomon Asch became famous in the 1950s, following experiments which showed that social pressure can make a person say something that is obviously incorrect.

Who was Stanley Milgram and what was his famous experiment?

Stanley Milgram was a social psychologist who conducted the Milgram experiment on obedience to authority.

What is status?

Status is an individual's position in a group or social structure, especially with respect to power, privilege, importance, and so forth.

What are status inequalities?

Status inequalities are differences in the power, prestige, or privileges of two or more persons or groups.

What is a stereotype?

Stereotypes are inaccurate, rigid, and oversimplified image of members of a social group, especially an out-group.

What is unfreezing?

In brainwashing, a loosening of convictions about former values, attitudes, and beliefs is known as unfreezing.