

Unit 9: Social Psychology
8-10% AP Exam Weighting

In this final unit, psychological concepts and theoretical perspectives are pulled together from throughout the course. Social psychology is the study of how other people and groups influence behavior and mental processes as well as how behavior and mental processes influence our experiences in social situations. Social psychology also involves the study of how our perceptions of social situations impact how we interact with others and how others interact with us. Social psychologists may focus on one aspect of social situations or interactions and may do so from a variety of theoretical perspectives, including other integrative perspectives.

Essential Questions:

- How do others change your behavior?

Unit Outline and Learning Targets

9.1 Attribution Theory and Person Perception- *Skill: Apply theories and perspectives in authentic contexts.*

- A. Apply attribution theory to explain motives.
- B. Articulate the impact of social and cultural categories on self-concept and relations with others.
- C. Anticipate the impact of self-fulfilling prophecy on behavior.

9.2 Attitude Formation and Attitude Change- *Skill: Analyze psychological research studies.*

- D. Identify important figures and research in the areas of attitude formation and change.
- E. Discuss attitude formation and change, including persuasion strategies and cognitive dissonance.

9.3 Conformity, Compliance and Obedience- *Skill: Analyze psychological research studies.*

- F. Identify the contributions of key researchers in the areas of conformity, compliance, and obedience.
- G. Explain how individuals respond to expectations of others, including conformity and obedience to authority.

9.4 Group Influences on Behavior and Mental Processes- *Skill: Explain behavior in authentic context.*

- H. Describe the structure and function of different kinds of group behavior.
- I. Predict the impact of the presence of others on individual behavior.

9.5 Bias, Prejudice and Discrimination- *Skill: Explain behavior in authentic context.*

- J. Describe processes that contribute to differential treatment of group members.

9.6 Altruism and Aggression- *Skill: Explain behavior in authentic context.*

- K. Describe the variables that contribute to altruism and aggression.

9.7 Interpersonal Attraction- *Skill: Explain behavior in authentic context.*

- L. Describe the variables that contribute to attraction.

Vocabulary to Master: (you should be able to define each of these terms by test day)

Social Psychology*
Social Cognition
Social Influence

9.1 Attribution Theory and Person Perception

Attribution*
Fundamental Attribution Error*
 External Attribution
 Internal Attribution
 Actor-Observer Bias
Self-Serving Bias
Just-World Hypothesis
False Consensus Effect
Self-fulfilling prophecy
Self-Schemas
Gender
Race
Ethnicity

9.2 Attitude Formation and Attitude Change

Attitude*
Elaboration likelihood model
 Central Route to Persuasion*
 Peripheral Route to Persuasion*
Foot-in-the-Door Approach*
Door-in-the-Face Approach*
Cognitive Dissonance*

9.3 Conformity, Compliance and Obedience

Norms*
Conformity*
Normative Social Influence *
Informational Social Influence*
Compliance*

9.4 Group Influences on Behavior and Mental Processes

Social Facilitation*
Social Inhibition
Social Loafing*
Deindividuation*
Group Polarization*
Groupthink*
Bystander Effect*
 Diffusion of Responsibility
Social Exchange Theory*
Reciprocity Norm*
Social Traps*
 Prisoner's Dilemma
Superordinate Goals*

9.5 Bias, Prejudice and Discrimination

Prejudice*
Stereotyping *
Discrimination*
Ethnocentrism
Ingroup*
Outgroup*
Out-group homogeneity bias
Scapegoat Theory *
Ultimate Attribution Error

9.6 Altruism and Aggression

Aggression*
Frustration-Aggression Hypothesis*
Social Learning
Altruism*
Prosocial Behavior

9.7 Interpersonal Attraction

Halo Effect
Mere Exposure Effect*
Consummate Love
Companionate Love*
Fatuous Love
Romantic Love

Key People to Know: (you should recognize these names and be able to list their contributions to psychology by test day)

Leon Festinger
Solomon Asch
Stanley Milgram .
Philip Zimbardo