1. According to Claude Steele's research, what happens when highly intelligent minority students believe a test is measuring their intellectual abilities? 
   their performance declines greatly below that of their “majority” counterparts

2. What is social cognition? 
   The process by which people make sense of others, themselves, social interactions, and relationships

3. What are first impressions? 
   Initial perceptions of another person that affect future beliefs about that person

4. If you are going to meet someone important to you for the first time, what are you attempting to control by cleaning and cutting your nails, getting a haircut, and dressing nicely? 
   You are trying to control first impressions

5. Why are first impressions important? 
   Because initial impressions create a frame of reference to interpret everything else about a person

6. Who was the premiere researcher in the area of first impressions? 
   Soloman Asch

7. Which type of people are likely to experience the halo effect? 
   Physically attractive people

8. What is the halo effect, according to your book? 
   The tendency to assume that positive qualities cluster together

9. The authors of your textbook relate the halo effect to what? 
   An increase in the number of people getting elective plastic surgery

10. According to the textbook, when is the halo effect most powerful? 
    When people have minimal information about each other

11. What does research indicates about how we perceive physically attractive people? 
    We tend to perceive them as possessing greater sociability and social competence than those who are not.

12. First impressions best fit which model used by those advocating social cognition? 
    The schema model

13. What are schemas?
The patterns of thought hypothesized to organize human experience

14. What are some truths about schemas?
   Without them, we would not know how to behave; they allow us to predict some of what will happen in particular situations; they facilitate the processing of information (recognize what isn’t true)

15. What are stereotypes?
   Characteristics that are attributed to people based on their membership in a specific group, and that are often over-generalized, inaccurate, and resistant to new information

16. What is an example of stereotype?
   I met someone who declares that he is a Republican. I automatically assume that the person is against abortion and against gun control.

17. What is prejudice?
   Judging people based on negative stereotypes

18. I meet someone and find them attractive and quite pleasant. As soon as I hear that they are a member of the Green Party, I start thinking that this person really is not all that great and kind of a flake. Which best applies to this?
   Prejudice

19. What is discrimination?
   The behavioral component of negative attitudes toward particular groups

20. What are some examples of prejudice against the obese?
   Normal weight individuals are evaluated more negatively when shown in close proximity to an obese person; even 3 year olds express derogatory attitudes towards overweight people; obese people are perceived to be lazier and less intelligent than average weight people.

21. According to the psychodynamic view, what is prejudice is most likely to be caused by?
   Authoritarian personality

22. Which event led Theodore Adorno to propose the notion of authoritarian personality?
   Nazi persecution

23. According to Theodore Adorno, how does authoritarian personality develop?
   As a result of sadistic fathers and submissive mothers

24. What is an example of subtle sexism?
   My neighbor insists that he is not sexist at all and has a great deal of respect for women. However, he refers to his wife as “the little woman” and rarely follows her
suggestions.

25. My neighbor is a strong believer in the Protestant Work Ethic. He insists that hard work is the key to being a success. According to his standards, people who are not successful simply haven’t tried hard enough. My neighbor’s unwillingness to admit that not everyone starts out with the same opportunities is an example of what?
   **Subtle racism**

26. Neuroimaging studies have suggested that attitudes about race involve what part of the brain?
   **The amygdala**

27. When are people are most likely to rely on stereotypes and implicit attitudes?
   **When experiencing emotional arousal**

28. With regard to children from India and children from the United States, when does prejudice occur?
   **It occurs by the age of 5 in both countries**

29. Who said that prejudiced attitudes preserve the interests of the dominant class?
   **Karl Marx**

30. How do members of the ingroup tend to perceive members of the outgroup?
   **As similar to each other**

31. How is stereotyping enhanced?
   **By the fact that most perceive outgroup members as homogenous and ingroup members as heterogeneous.**

32. What is social identity theory?
   **The idea that people derive part of their identity from groups to which they belong**

33. What is an example of social identity theory?
   **Increased patriotism after the terrorist attacks of September 11th**

34. What was the Robber Cave study conducted by Sherif designed to investigate?
   **Ingroup/outgroup relations**

35. What are some important factors to fix conflict between groups?
   **The two groups have shared goals they are trying to achieve; the two groups have relatively equal status; the two groups have opportunities to interact, at least at a superficial level**

36. What are superordinate goals?
Goals requiring groups to cooperate for the benefit of all

37. What is attribution?
   The process of inferring the causes of one's own and others' mental states and behaviors

38. Who relies on intuitive theories, frames hypotheses, collects data about themselves and others, and draws conclusions as best they can based on the pattern of data they have observed?
   Intuitive scientists

39. I am fairly sure that the reason that some students will come see me and others will not is that when my class meets in the afternoon, my students are more chatty and willing to come see me. It has nothing to do with their personality. What kind of attribution am I making?
   External attributions for behavior

40. I am fairly sure that the reason that some students will come see me and others will not is that some students are intimidated by me, whereas others are more social and willing to approach their professor. It has nothing to do with the situation. What type of attribution am I making?
   Internal attributions for behavior

41. What is consensus?
   How most people respond in a situation.

42. What is consistency?
   The extent to which a person always responds in the same way to the same stimulus

43. What is an every day example of consistency?
   Every day, as soon as I arrive at the office, I turn on my computer, make coffee, greet those there, and check my email. I do this flawlessly each day and in that order.

44. When making attributions to a person or situation, to what does the distinctiveness of a person's actions refer?
   An individual's likelihood of responding in the same way to different stimuli

45. What are discounting and augmentation?
   The two processes involved in adjusting the strength of situational demands

46. What is discounting?
   Downplaying the role of one variable because others may be contributing to the behavior in question
47. A friend of mine got married, and is trying to sell her old house and is having huge problems with the plumbing in her new house. She gets a bit snippy but I know it is due to stress from the houses and being newly married. Which of the following best applies to my behavior?
   **Discounting**

48. To what does attributional style refer?
   **To a person's habitual manner of assigning causes to behaviors or events**

49. What cultures make more external attributions for other's behaviors?
   **People in collectivistic cultures make more than people in individualistic cultures**

50. Why do people in collectivistic cultures make more external attributions for others' behaviors than do people from individualistic cultures?
   **Because they take more time before assigning causes to people or events**

51. What is correspondence bias?
   **The tendency to assume that other people’s behavior corresponds to their internal states rather than external situations**

52. A student consistently does poorly on my exams. I assume that the student is not motivated to learn. Unbeknownst to me, the student has been dealing with some very significant events taking place with regard to his family. Which of the following best applies to my error?
   **Correspondence bias**

53. If my sister forgets to call me on my birthday, I assume that she is angry with me. I completely ignore the fact that she is traveling and does not have good cell phone service where she is. Which of the following best applies to my error?
   **Correspondence bias**

54. Based on the findings presented in the textbook, which culture is more likely to display correspondence bias?
   **European-American**

55. What is a pervasive bias in social cognition?
   **The self-serving bias, which is the tendency of people to see themselves in a more flattering light than others see them**

56. How do we tend to explain our own behavior?
   **We are far more likely to explain our behavior in a positive way**

57. What is self-serving bias?
   **People who tend to see themselves in a more positive light than others see them**
58. A study of MBA students involved them ranking their own performance and the performance of their peers. Psychologists also ranked the performance of each participant. The correlation between peer and psychologist rankings demonstrated what? That participants were fairly objective in ranking their peers’ performance.

59. A study of MBA students involved them ranking their own performance and the performance of their peers. Psychologists also ranked the performance of each participant. The correlation between self and psychologist rankings demonstrated what? That participants were fairly likely to overestimate their own performance.

60. Cognitive bias in social cognition is thought to be the result of what? Heuristics that can lead people awry; schemas and attributions being influenced by wishes, needs, and desires; people frequently lacking the time to make accurate attributions.

61. What is confirmation bias? The tendency of people to seek out information that supports their hypotheses.

62. What is an attitude? The association between an act or object and an evaluation.

63. What is the term for the durability and impact of an attitude? Attitude strength.

64. What is attitude importance? The personal relevance of an attitude and the psychological significance of that attitude for an individual.

65. If someone’s opinion about an issue comes to mind easily, what does this show? That their attitude strength is high.

66. Based on the information presented in the textbook, what group does not have low cognitive complexity associated with it? Females.

67. What do the authors say about the cognitive complexity associated with males? They do not have high cognitive complexity.

68. What does attitudinal ambivalence reflect? The extent to which a given attitude object is associated with conflicting evaluative responses.

69. What is an example of attitudinal ambivalence? I am confused about my father because he came from nothing and became a doctor,
yet he was absent from my life as a parent.

70. What is attitudinal coherence?
    **The extent to which an attitude is internally consistent**

71. What is persuasion?
    **Deliberate efforts to change an attitude**

72. Interest in persuasion can be traced back to who?
    **Aristotle**

73. Aristotle referred to this as the ability to convince people of something
    **Rhetoric**

74. What would Aristotle say about a speaker that can move the audience?
    **That they possess pathos**

75. What did Aristotle mean when he said someone has logos?
    **Someone who can convince others using logic and language**

76. According to research, when is a speaker considered to be more persuasive?
    **When they are good looking, powerful, and credible**

77. Why are people more likely to curse at a telemarketer on the phone than at a salesperson at the door?
    **Because of the channel through which the message is being delivered**

78. What are the components of persuasion?
    **Channel, message, and source**

79. Soft, soothing music in a store gets people to walk slower, which gets them to browse more. This can lead to the likelihood of a purchase. What is at play here?
    **The context**

80. What is attitude inoculation?
    **It involves building up the receiver's resistance to an appeal by presenting weak arguments for it or forewarning against it**

81. What are the two routes proposed by the ELM of persuasion?
    **Central and peripheral routes**

82. What is involved in the central route of the ELM model?
    **It involves inducing the recipient of a message to think carefully and weigh the arguments**
83. In the ELM model, how does persuasion occur?
   Through logic, contemplation, and emotion

84. According to the textbook, under normal, everyday circumstances, what do people use to make decisions?
   Heuristics

85. Why does repetition work to change someone’s attitude about something?
   It produces familiarity; repetition produces liking; the same information presented repeatedly results in an increase in credibility

86. According to Leon Festinger, what does cognitive dissonance lead directly to?
   Psychological tension

87. If you decide to stop talking to an ex altogether, but then reply to a text several months later, what might you experience?
   Post-decision regret

88. Self-perception theory was proposed in direct response to what?
   Motivation as it relates to cognitive dissonance

89. The self-perception theory was derived from what theory?
   Behaviorism

90. What do some cognitive theorists propose is the self-concept?
   It is a schema that guides the way we think and remember information relevant to others and us

91. What is self-esteem?
   The degree to which a person likes and respects the self

92. A study of college students showed what about how people rate themselves?
   People tend to rate themselves as better than others

93. Why do people typically use downward social comparisons?
   To maintain positive views of their own traits and abilities

94. What is an example of self-handicapping?
   A student parties instead of studying for an exam. When the grade of “F” comes back, he says it was due to partying and that he could have passed if he just stayed home.

95. Depressed people prefer to interact with what kind of people?
   Those that have a negative view of them
96. What are some behavioral examples of impression management?
   looking your best for a first date; glaring and getting in the face of someone who just hit on your girlfriend; wearing clothes that match

97. What types of people are high self-monitors?
   People who are particularly concerned with managing the impressions others have of them, and seem to vary how they present themselves depending on the situation in which they find themselves

98. To what does the actual self refer?
   To the view of people as they truly are

99. What is included in the ideal self?
   The hopes, aspirations, and wishes that define the way the person would like to be

100. The “ought self” includes what?
    The duties, obligations and responsibilities that define the way the person should be.