Quiz 2 Study Guide

Please note that this study guide is a **summary** of the material we covered in chapters 3 and 4. This should be used as a **general guide** to review information. When studying, you should study from the slides and textbook, as not all information in the quiz is covered here.

Chapter 3 Summary

- Self: our sense of personal identity and of who we are as individuals
    - Still one of the most important and most researched topics in social psychology
    - Conceptualize the self through by looking at person-situation interaction and ABCs of social psychology
- Self-concept: knowledge of ourselves, including our beliefs about our personality traits, physical characteristics, abilities, values, and roles, as well as the knowledge that we exist as individuals.
- Self-schemas: a variety of different cognitive aspects of the self
    - Can have self-schemas about progress in school, appearance, skill at sports
    - Self-schemas direct and inform processing of self-relevant information
    - Information related to self-schema better remembered than information unrelated to it
    - Information related to self can also be processed very quickly
- Twenty Statements Test (TST): self-report measure that can reveal a lot about a person. Designed to measure most accessible (and thus the most important) parts of a person's self-concept.
- Physical characteristics are an important component of the self-concept
- Personality traits: specific and stable personality characteristics that describe an individual
- Remainder of self-concept reflects its more external, social components
    - Memberships in the social groups that we belong to and care about
- Social identity: sense of our self that involves our memberships in social groups
- People from individualistic cultures often describe selves using internal characteristics that emphasize uniqueness
- People from collectivistic backgrounds tend to stress shared social group memberships and roles
- Self-complexity: extent to which individuals have many different and relatively independent ways of thinking about themselves
- High self-complexity → various aspects of self are separate
    - Positive and negative thoughts about particular self-aspect do not spill over into thoughts about other aspects
- If higher in self-complexity tend to experience more positive outcomes:
- Self-concept clarity: extent to which an individual's self-concept is clearly and consistently defined
    - Self-concept clarity generally higher in individuals from individualistic cultures
    - Members of more collectivistic cultures tend to have lower self-concept clarity
- Self-awareness: extent to which are currently fixing our attention on our own self-concept
- Self-consciousness: when our self-concept becomes highly accessible because of concerns about being observed and potentially judged by others.
- Deindividuation: the loss of individual self-awareness and individual accountability in groups

- Social identity model of deindividuation effects (SIDE model): being in deindividuated state can reinforce group salience and conformity to specific group norms in current situation
- Private self-consciousness: tendency to introspect about our inner thoughts and feelings
- Public self-consciousness: tendency to focus on our outer public image and be particularly aware of extent to which are meeting standards set by others
- Self-awareness theory: when focus our attention on ourselves, tend to compare our current behavior against our internal standards
    - When self-awareness leads us to comparisons where feel are being congruent with our standards, then self-awareness produces positive affect
- Self-discrepancy theory: when we perceive a discrepancy between our actual and ideal selves, this is distressing to us
- Cognitive dissonance: discomfort that occurs when we respond in ways that we see as inconsistent
- May realign our current state to be closer to our ideals or shift our ideals to be closer to our current state
    - Both will help reduce dissonance
- Another potential response: reduce state of self-awareness that gave rise to feelings by focusing on other things
- Self-affirmation theory: try to reduce the threat to self-concept posed by feelings of self-discrepancy by focusing on and affirming worth in another domain, often unrelated to issue at hand
- Illusion of transparency: illusion that our concealed emotions leak out and can be easily read by others.
- Self-esteem: feelings (positive or negative) that we have about ourselves
- Narcissism: personality trait characterized by overly-high self-esteem, self-admiration, and self-centredness.
- Narcissism is partly about having an excess of self-esteem (more valued in individualistic cultures)
- Narcissistic traits are higher, on average, in people from individualistic versus collectivistic cultures
- Programs designed to boost self-esteem should be used only in limited way and should not be only approach taken
- Looking-glass self: part of how we see ourselves comes from our perceptions of how others see us
- Labeling bias: when we are labeled, and others' views and expectations of us are affected by that labeling
- Self-labeling: when we adopt others' labels of us into our self-concept
- Internalized prejudice: when we turn prejudice directed towards us by others onto ourselves
- Social comparison: when we learn about our abilities and skills, about appropriateness and validity of our opinions, and about relative social status by comparing own attitudes, beliefs, and behaviours with those of others
    - Social comparison occurs primarily on dimensions on which there are no correct answers or objective benchmarks
- Downward social comparison: when attempt to create positive image of ourselves through favorable comparisons with others who are worse off than we are
    - Leads to higher self-esteem

- Upward social comparison: when compare ourselves with others who are better off than we are
    - May lower self-esteem by reminding us that are not as well off as others
- Social identity theory: we draw part of our sense of identity and self-esteem from social groups that we belong to
- Basking in reflected glory: when use and advertise our ingroups' positive achievements to boost our self-esteem
- Self-evaluation maintenance theory: self-esteem can be threatened when someone else outperforms us
    - Particularly if that person is close to us and performance domain is central to our self-concept

Chapter 4 Summary

- Attitude: Our relatively enduring evaluation of something, where the "something" is the attitude object
- Attitude object can be person, product, or social group
- Attitudes made up of cognitive, affective, and behavioral components
- Attitude strength: importance of an attitude, as assessed by how quickly it comes to mind
- Strong attitudes more cognitively accessible
- Come to mind quickly, regularly, and easily
- Attitudes become stronger when have direct positive or negative experiences with attitude object
- Particularly if those experiences were in strong positive or negative contexts
- Principle of attitude consistency: when affective, behavioural, and cognitive components of attitudes are aligned
    - Predicts that our attitudes are likely to guide behavior.
- Theory of Planned Behavior: attitudes, subjective norms, and perceived behavioural control affect the attitude-behaviour relationship
- Research discovered that attitudes predict behaviors well only under certain conditions and for some people
    - When same components of attitude (either affect or cognition) are accessible when attitude is assessed and when behavior is performed
    - When attitude and behavior both occur in similar social situations
    - When attitudes measured at specific, rather than general, level
    - For low self-monitors (rather than for high self-monitors)
- Self-monitoring: individual differences in tendency to attend to social cues and to adjust one's behavior to one's social environment
    - High self-monitors: tend to attempt to blend into social situation to be liked
    - Low self-monitors: less likely to do so
- Attractive communicators frequently more effective persuaders unattractive communicators
    - Create positive association with product and put us in good mood
    - Makes us more likely to accept their messages
- More likely to respond to communicators who offer us something personally beneficial
- More persuaded by people who are similar to us in terms of opinions and values than by those who are different. We also tend to trust people that we like

- Expert communicators may sometimes be perceived as trustworthy because know a lot about product they are selling
- Communicators who speak confidently, quickly, and in straightforward way seen as more expert than those who speak in more hesitating and slower manner
- Speaking faster makes you more persuasive
- If you argue in own self-interest (e.g., celebrity paid to endorse product) may be ineffective because may discount their communications
- May be seen as biased if present only one side of issue while completely ignoring potential problems or counterarguments to message
- Sleeper effect: delayed impact of message that occurs when initially discounted message becomes effective, such as we remember message but forget reason for discounting it
- Spontaneous (peripheral/heuristic) message processing: focus on whatever is most obvious or enjoyable, without much attention to message itself
- Spontaneous approach to persuasion particularly effective when people are happy
    - Process information less carefully when are in good mood
- Fearful message are persuasive
    - Emotional aspects of ads make them salient and lead us to attend to and remember them
- Fear messages more effective when people feel they know how to rectify problem, have ability to actually do so, and take responsibility for change
- Thoughtful (central/systematic) message processing: occurs when think about how message relates to our own beliefs and goals and involves careful consideration of whether persuasion attempt is valid or invalid
- Forewarning: giving people chance to develop resistance to persuasion by reminding them that they might someday receive a persuasive message, and allowing them to practice how they will respond to influence attempts
- Inoculation: building up defenses against persuasion by mildly attacking the attitude position.
- Psychological reactance: strong emotional response we experience when feel that our freedom of choice is being taken away, when we expect that we should have choice.
- If engage in behavior (particularly one that we had not expected that we would have) our thoughts and feelings toward that behavior are likely to change
- Self-perception: When use own behaviour as guide to help us determine our own thoughts and feelings.
- Insufficient Justification: when social situation actually causes our behaviour, but we do not realise that it was the cause.
- Overjustification: when view our behavior as caused by situation, leading us to discount extent to which it was caused by our own interest in it
- Postdecisional dissonance: feeling of regret that may occur after we make an important decision.
- Foot-in-the door technique: a persuasion attempt in which we first get the target to accept a minor request, and then we ask for a larger request
- Lowball technique: people who agree to an initial request will often still comply when the requester ups the ante. People who receive only the costly request are less likely to comply.
- Door-in-the-face technique: persuasion attempt in which first make large request that we know will be turned down, and then make smaller request that we actually want to be granted.