

Know the following terms/concepts

1. Attitudes- Beliefs and feelings about objects, people and events that lead people to behave in certain ways.
2. four ways that attitudes develop
  - Conditioning
  - Observational Learning
  - Cognitive evaluation
  - Cognitive Anchors
3. Persuasion- Direct attempt to influence other people's attitudes
4. Methods of Persuasion (central and peripheral routes)
5. Ways persuasion is delivered (Two sided and emotional appeals)
6. Types of people that deliver persuasion (Experts, Trustworthy, Physically attractive, Similar to their audience)
7. Prejudice- A generalized attitude toward a specific group of people
8. Stereotype- Unchanging oversimplified, and usually distorted beliefs about groups of people
9. Two reasons why people stereotype (A way to organize information about their social world and they assume that those who are different are similar )
10. Discrimination- The unfair treatment of individual because they are different
11. What happens to people that are discriminated against? They may begin to see themselves as inferior.
12. Five causes of prejudice. (Exaggerating differences, Justifying economic status, Social learning, Victimizing, Scapegoating)
13. Who gives an example in the book about his earliest form of discrimination? (W.E.B.dubois)
14. What are three ways that prejudice can be overcome? (Increased contact among members of different groups, Speak up when others act out, Make a conscious effort to treat others courteously)
- 15 What is social perception? The ways which people perceive one another
16. What is the primacy effect in social perception? The tendency for people to form opinions of others on the basis of first impressions.
17. What is the recency effect in social perception? Occurs when people change their opinions of others on the basis of recent interactions.
18. What is the Attribution theory? People tend to explain the behavior of others in terms of either dispositional or personality
19. What is the actor observer bias? People who attribute the behavior of others to dispositional or external behaviors.
20. What is the fundamental attribution error? The tendency to overestimate the effect of dispositional causes for another persons behavior and to underestimate the effect of situational causes.

21. What is a self serving bias? The tendency to view one's successes as stemming from internal factors and one's failure as stemming from external factors