OVERVIEW OF SOCIAL PSYCHOLOGY

I. What is Social Psychology?
   A. Formal Definition of Social Psychology
   B. Social Psychology as a Science
   C. Social Psychology vs. Individual (Personality) Psychology vs. Sociology
   D. Influences on Social Behavior
      1. Behavior of Others
      2. Characteristics of Others
      3. Social Cognition
      4. Environmental Variables
      5. Sociocultural Factors
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   E. Is Social Psychology Really "Common Sense"?

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I. Overview of Research Methods

II. Criteria For Assessing Research

A. Reliability

B. Validity
   1. Statistical Conclusion Validity
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   3. Random Assignment
   4. Independent Variables
   5. Dependent Variables
   6. Extraneous or Confounding Variables
      a. Placebo Effect
      b. Experimenter Expectancy -- Double-Blind Studies
      c. Demand Characteristics
   7. Experimental Realism vs. Mundane Realism

B. Field Experiments

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D. Observational Studies
   1. Unobtrusiveness

E. Archival Research

F. Survey Research
   1. Representativeness of Sample

IV. Drawing Conclusions From Research

A. Correlations
   1. Positive Correlations
   2. Negative Correlations
   3. Zero Correlations
   4. Correlation vs. Causation

B. Inferential Statistics
   1. The Null Hypothesis
   2. Statistical Significance
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A. Dimensions in Impressions
   1. Evaluation
   2. Potency
   3. Activity

B. Primacy Effect

C. Halo Effect; Negative Halo Effect

D. Physical Appearance

E. Character Traits
   1. Central Traits
      a. Gordon Allport's Research
      b. Harold Kelley's Study

F. Theories of Impression Formation
   1. Averaging Model
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   3. Weighted Average Model
   4. Gestalt Model
   5. Evaluation of the Models

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A. Implicit Personality Theories

B. Schemas

C. Prototypes

D. Hierarchies of Schemas
   1. Superordinate Categories
   2. Subordinate Categories

E. Scripts

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G. Usefulness of Schemas, Prototypes, and Stereotypes

H. Problems with Schemas, Prototypes, and Stereotypes
   1. Heuristics
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   2. Illusory Correlation Effect; Confirmation Bias
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A. Internal, Personal, Dispositional, or Actor Attributions

B. External, Situational, or Environmental Attributions

C. Covariation Model of Attributions -- Harold H. Kelley
   1. Types of Information
      a. Consensus
      b. Distinctiveness
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   2. Types of Attributions
      a. Person or Actor
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D. Causal Schema Model of Attributions -- Harold H. Kelley
   1. Multiple Sufficient Cause Model
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E. Correspondent Inference Theory -- Edward E. Jones and Keith Davis
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F. Comparison of the Kelley and Jones & Davis Models

G. Dimensions of Attributions -- Bernard Weiner
   1. Locus of Causality
   2. Controllability
   3. Stability
   4. Attributions in Achievement Settings
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B. Units of Language
   1. Phonemes
   2. Morphemes
   3. Syntax or Grammar
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II. Nonverbal Communication

A. Facial Expressions -- Paul Ekman
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   2. Universality of Expressions
   3. Display Rules

B. Gaze
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C. Gestures
   1. Illustrators
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D. Touch
   1. Meanings of Touch
   2. Sex Differences in Touching
   3. Power and Status

E. Interpersonal Distance or Proxemics -- Edward Hall
   1. Intimate Distance
   2. Personal Distance
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G. Accuracy and Deception in Nonverbal vs. Verbal Communication

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A. Self-Fulfilling Prophesies

B. Robert Rosenthal and Lenore Jacobson's Study
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A. Situational Determination of Behavior
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II. Components of Attitudes
   A. Cognitive (Beliefs)
   B. Affective (Emotions)
   C. Behavioral (Behaviors or Behavioral Intentions)
   D. The Theory of Reasoned Action -- Martin Fishbein and Izek Ajzen
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   E. The Theory of Planned Behavior -- Izek Ajzen
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III. Functions of Attitudes
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   B. Need Satisfaction or Utilitarian
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   E. Peer Groups
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V. Processes of Attitude Formation
   A. Conditioning
      1. Classical Conditioning
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   D. Information Integration
      1. Integrative Complexity -- Philip Tetlock

VI. Predictive Utility of Attitudes
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A. Questionnaires and Surveys
   1. Sampling Techniques
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   2. Types of Questions and Scales
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         i. Attitudes Toward Women Scale -- Janet Spence and Robert Helmreich

B. Behavioral Observation
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A. Elitist View of Public Opinion -- Philip Converse
   1. Use of Ideological Concepts
   2. Relationships Between Beliefs About Specific Issues
   3. Importance of Groups in Belief Systems
   4. Stability of Beliefs over Time
   5. Every Issue Has Its Own Public

B. Mass Politics View of Public Opinion -- Robert Lane and others
   1. Other Ideological Dimensions -- Populist Ideology
   2. Consistency Within Single Individuals
   3. Parties Rather Than Issues
   4. Importance of Local Issues
   5. Importance of Salient Issues

IX. Trends in American Attitudes and Public Opinions

A. Presidential Popularity
B. Salient National Issues
C. Ideological Conservatism vs. Operational Liberalism
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E. International Attitudes
   1. Attitudes Toward the Soviet Union
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2. Attention
3. Comprehension
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B. Factors in Persuasive Communication
1. The Elaboration Likelihood Model
   a. Central Route to Persuasion
   b. Peripheral Route to Persuasion
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   b. Attractiveness of the Communicator
   c. Similarity with the Communicator
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   b. Number or Arguments
   c. Fear Arousal
   d. One-Sided Messages vs. Two-Sided Messages
   e. Timing of the Message
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5. Audience or Recipient Factors
   a. Intelligence of Recipients
   b. Self-Esteem of Recipients
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   1. Anchor
   2. Latitude of Acceptance
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   4. Latitude of Noncommitment
   5. Ego Involvement
   6. Assimilation
   7. Contrast
   8. Message Discrepancy
B. Balance Theory -- Fritz Heider
   1. Liking Relationships
   2. Unit Relationships
   3. Balance and Imbalance in Dyadic Relationships
   4. Balance and Imbalance in Triadic Relationships
      a. Person (P)
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C. Cognitive-Affective Consistency

D. Cognitive Dissonance Theory --
   Leon Festinger, Elliot Aronson, J. Merrill Carlsmith
   1. Importance of Consistency
   2. Discomfort of Dissonance
   3. Attitude Change To Reflect Behavior
      a. Forced Compliance To A Counterattitudinal Behavior
         i. Barely Sufficient Incentives
         ii. Insufficient Justification
      b. Post-Decision Dissonance
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         ii. Choice
      c. Selective Exposure
      d. Applications of Cognitive Dissonance Theory
         i. "When Prophesy Fails"
         ii. Social Implications

E. Self-Perception Theory -- Daryl Bem
   1. Reinterpretation of Dissonance Theory

XII. Extreme Persuasion and Attitude Change -- Brainwashing
   A. Exposure To A Single Viewpoint
   B. Isolation
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I. Compliance
   A. Definition of Compliance
   B. Foot-In-The-Door Technique
      1. Research on the Foot-In-The-Door Technique --
         Jonathan Freedman and Scott Fraser's Studies
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      2. Reciprocal Concessions
      3. Self-Presentation Effect
   D. That's Not All Technique
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II. Bases of Social Power -- Jack French and Bert Raven
   A. Reward Power
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   C. Legitimate Power
   D. Referent Power
   E. Expert Power
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III. Conformity
   A. Definition of Conformity
   B. Solomon Asch's Study
      1. Group Size
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      3. Reasons for Conformity in Asch's Study
         a. Distortion of Perception
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   C. Psychological Reasons For Conformity
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IV. Obedience
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   B. Stanley Milgram's Study
      1. Extent of Obedience
      2. Importance of Experimenter-Subject and Subject-Victim
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   A. Definition of Loneliness
   B. Emotional Loneliness
   C. Social Loneliness
   D. Trait Loneliness
   E. State Loneliness
   F. Loneliness At College
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II. Affiliation
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   B. Social Comparison Theory
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III. Personal Attraction
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      1. Proximity or Propinquity
      2. Similarity
         a. Similarity vs. Complementarity
      3. Physical Attractiveness
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      5. Reciprocity
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   B. Theories Of Attraction
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IV. Love and Friendship
   A. Elements of Friendship
      1. Enjoyment
      2. Acceptance
      3. Trust
      4. Respect
      5. Confiding
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   B. Elements of Love
      1. Passion
         a. Fascination
         b. Exclusiveness
         c. Sexual Desire
      2. Caring
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   C. Measurement of Friendship and Love -- Zick Rubin
      1. Liking and Loving Scales
      2. Research Findings
IV. Love and Friendship, continued

D. Categories of Love
   1. Ellen Berscheid and Elaine Hatfield Walster
      a. Passionate Love
      b. Companionate Love
   2. "The Colors of Love" -- John Alan Lee
      a. Eros -- Passionate Love
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      c. Storge -- Friendship Love
      d. Mania -- Possessive Love
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   3. Sex Differences in Love Types
   4. Changes In Love During A Relationship

E. Triangular Theory of Love -- Robert J. Sternberg
   1. Intimacy
   2. Passion
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   4. Properties of Intimacy, Passion, and Commitment
   5. Types of Relationships
      a. Nonlove
      b. Liking
      c. Infatuation
      d. Empty Love
      e. Romantic Love
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   6. Love Triangles in Relationships

F. The Evaluation of Relationships
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G. Breakups -- Charles Hill, Zick Rubin, and Anne Peplau
   1. Love Scores
   2. Sex and Cohabitation
   3. Similarity
   4. Need For Power
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   6. Initiators of Breakup
      a. Sex of Initiator
      b. Self-Serving Bias in Perceptions of Breakup
      c. Involvement in the Relationship
         i. Sex Differences
   7. Friendship After Breakup
   8. 15-Year Follow-Up Study
      a. Basic Findings
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10. Emotional Consequences
11. Reasons For Sex Differences
   a. Simple Economics
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I. Overview of Sex and Gender
   A. Sex vs. Gender
   B. Physiological Determinants of Sex
   C. Gender Identity

II. Patterns of Sexual Behavior
   A. Surveys By Alfred Kinsey, Morton Hunt, NORC Group
   B. Sexuality In Children
   C. Masturbation
      1. Frequency of Masturbation
      2. Historical Attitudes Toward Masturbation
         a. The "Cereal Barons"
   D. Petting
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         a. The Sexual Double Standard
         b. The Boston Couples Study -- Anne Peplau, Zick Rubin, Charles Hill
            i. Traditional Pattern
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            iv. Importance of the Woman in Determining Activity
      3. Types of Premarital Sexual Experience
         a. Inexperienced Virgins
         b. Adamant Virgins
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         d. Engaged Nonvirgins
         e. Liberated Nonvirgins
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   F. Nonmarital Cohabitation
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      2. Characteristics of Cohabiting Couples
   G. Extramarital Sex
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   H. Homosexuality
      1. Incidence of Homosexuality
      2. Homosexual Lifestyles
         a. Close Couples
         b. Open Couples
         c. Functionals
         d. Dysfunctional
         e. Asexuals
      3. Psychological Adjustment of Homosexuals
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A. Gender Stereotypes
   1. Men are Instrumental or Agentic
   2. Women are Expressive or Communal
   3. Sex Differences in Gender Traits --
      Eleanor Maccoby and Carol Jacklin
      a. Size and Origins of Sex Differences
      b. Aggression in Boys
      c. Visual/Spatial Abilities in Boys
      d. Mathematical Abilities in Boys
      e. Verbal Abilities in Girls
   4. Breadwinners and Homemakers
   5. Sexist Practices
   6. Evaluation Bias

B. Stereotypes and Negative Impacts on Women --
   Jean Lipman-Blumen's Nine "Control Myths"

C. Differential Impacts on Men and Women

D. Themes In The Male Gender Role -- Robert Brannon, James A. Doyle
   1. No Sissy Stuff; The Antifeminine Element
   2. The Big Wheel; The Success Element
   3. The Sturdy Oak; The Self-Reliant Element
   4. Give 'Em Hell; The Aggressive Element
   5. The Sexual Element
   6. Evaluation of the Male Gender Role

E. Negative Impacts on Men -- Joseph Pleck
   1. The Male Sex Role Identity (MSRI) Paradigm (11 propositions)
   2. The Sex Role Strain (SRS) Paradigm (10 propositions)

F. Gender Stereotypes in Psychotherapy -- The Broverman Study

G. Androgyny -- Sandra Bem
   1. Incidence of Sex-Typing and Androgyny
   2. Advantages of Androgyny
   3. Criticisms of Androgyny

H. Gender Roles In The Work Setting
   1. The Sex Role Spillover Model -- Barbara Gutek

I. Gender Roles in Intimate Relationships
   1. Courtship
   2. The "Norm of Male Superiority"
   3. Marriage
      a. Traditional
      b. Modern
         i. Patterns of Employment and Household Labor
      c. Egalitarian
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I. Aggression

A. Definition of Aggression

B. Theories of Aggression
   1. Sociobiology
   2. Freud
   3. Learning Theory
      a. Operant Conditioning or Instrumental Learning
      b. Observational Learning or Modeling
         i. Albert Bandura's Research
      ii. Catharsis vs. Modeling
      iii. Aggression on TV and in the Movies
      iv. Pornography

C. Factors Which Promote Aggression
   1. Frustration
   2. Discriminative Stimuli
   3. Attack
   4. Alcohol
   5. Temperature
   6. Deindividuation
   7. Arousal-Labeling Theory

D. Situations Where Aggression Occurs
   1. Families
   2. Crowds
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II. Bystander Apathy and Bystander Intervention

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B. Conditions For Bystander Intervention
   1. Notice Emergency
   2. Define Situation As An Emergency
   3. Taking Responsibility
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A. Definition of Prosocial Behavior

B. Definition of Altruism

C. Does Altruism Really Exist?

D. Theories of Prosocial Behavior
   1. Sociobiology
   2. Freud
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E. Norms For Prosocial Behavior
   1. Norm of Reciprocity
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I. Definition of Groups

II. Group Socialization
   A. Processes in Group Socialization
      1. Evaluation
      2. Commitment
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   B. Stages of Group Socialization -- Richard Moreland and John Levine
      1. Investigation
      2. Entry
      3. Socialization
      4. Acceptance
      5. Maintenance
      6. Divergence
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   A. Definition of Leadership
   B. Dimensions of Leadership
      1. Initiation
      2. Membership
      3. Representation
      4. Integration
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      8. Recognition
      9. Production
   C. Basic Types of Leadership
      1. Initiating Structure, Task Leadership, or Instrumental Leadership
      2. Consideration, Socioemotional Leadership, or Expressive Leadership
   D. Contingency Model of Leadership -- Fred Fiedler
      1. Situation Factors
         a. Leader-Member Relations
         b. Task Structure
            i. Goal Clarity
            ii. Solution Specificity
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      2. Situational Control and Leader Effectiveness
      3. Criticisms of Fiedler's Theory
         a. Operational Definition of Situational Control
         b. Least Preferred Co-Worker (LPC) Scale
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E. Decision Making by Leaders -- Victor Vroom and Phillip Yetton
   1. Autocratic I (AI)
   2. Autocratic II (AII)
   3. Consultation I (CI)
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F. Bases of Social Power -- John French and Bertram Raven
   1. Rewards
   2. Coercion
   3. Legitimate Authority
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   5. Expertise
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G. Communication Networks
   1. Types of Networks
      a. Wheel
      b. Chain
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   2. Network Patterns and Leadership
   3. Group Members' Satisfaction and Morale
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H. Models of Societal Leadership
   1. The "Great Person" Theory
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IV. Group Processes

A. Effects of The Mere Presence of Others
   1. Social Facilitation
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B. Group Polarization
   1. The Risky Shift Phenomenon
   2. Reasons for Group Polarization
      a. Social Comparison
      b. Informational Influence; Persuasive Arguments
      c. Group Identification or Social Influence

C. Deindividuation
   1. Crowd Behavior
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A. Size of Group Differences

B. Causes of Group Differences

C. Ingroups and Outgroups

D. Orientations Toward Scarce Resources
   1. Competitive
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   3. Individualistic
   4. Reward Structures

E. Ethnocentrism

F. Prejudice
   1. Definition of Prejudice
   2. Stereotypes
   3. Reasons For Prejudice
      a. Conflict or Competition Over Scarce Resources
      b. Historical Factors
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      e. Authoritarian Personality -- Theodor W. Adorno
         i. Nature of Authoritarian Personality
         ii. The F-Scale
         iii. Findings on Authoritarianism
         iv. Criticisms of Authoritarianism Research
            a. Based on Psychoanalytic Theory
            b. Assumption of Stable Personality Traits
            c. Response Bias on F-Scale

G. Eliminating Prejudice and Group Conflict
   1. Equal Status Inter-Group Contact
   2. The "Robber's Cave" Study -- Muzaffer Sherif
      a. Cooperation To Achieve Superordinate Goals
   3. Jigsaw Classrooms -- Elliot Aronson
      a. The Jigsaw Technique
      b. Results of Research on Jigsaw Classrooms
         i. Liking of Classmates
         ii. Self-Esteem
         iii. Cooperation
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   4. Eliminating International Conflict -- Graduated and Reciprocal Initiatives in Tension Reduction (GRIT) -- Charles Osgood
VI. Group Decision Making

A. Groupthink -- Irving Janis
   1. Historical Examples of Groupthink
   2. The Groupthink Phenomenon
      a. Antecedent Conditions
         i. Cohesive Decision-Making Group
         ii. Structural Faults of the Organization
         iii. Provocative Situational Context
      b. Concurrence-Seeking -- The Groupthink Tendency
      c. Observable Consequences
         i. Symptoms of Groupthink
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I. Overview of Organizations
   A. Definition of Organizations
   B. Units of Analysis
      1. Individuals
      2. Groups
      3. Tasks and Technology
      4. Organizational Design
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II. Organizations as Open Systems -- Daniel Katz and Robert Kahn
   A. Inputs
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   C. Throughput
   D. External Environment
   E. Cyclic Character of the Transformation
   F. Negative Entropy
   G. Information Control Mechanisms
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   L. Boundary of Systems
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IV. Generic Subsystems of Organizations -- Daniel Katz and Robert Kahn
   A. Productive or Technical Subsystem
   B. Supportive Subsystem
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V. Organizational Structure
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   3. Inter-Role Conflict
   4. Self-Role Conflict
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D. Advantages of Multiple Roles

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B. Pay
C. Promotional Opportunities
D. Supervision
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B. Ways To Improve Work Design
   1. Changes in the Work Itself -- Job Enrichment
   2. Job Rotation
   3. Flextime or Flexitime
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   5. Employee Participation in Work Design
ENVIRONMENTAL PSYCHOLOGY

I. Aspects of the Physical Environment Which Affect Social Behavior

A. Temperature

B. Noise

C. Seating Arrangements at a Table -- Robert Sommer
   1. Conversing
   2. Cooperating
   3. Co-acting
   4. Competing
   5. Leadership

D. Seating Arrangements in the Classroom

II. Personal Space

A. Intimate Distance
B. Personal Distance
C. Social Distance
D. Public Distance
E. Personal Space and Interpersonal Behavior
   1. Attraction and Liking
   2. Space Invaders
   3. Cultural Differences

III. Architecture

A. Proximity and Attraction

B. Housing Designs and Interaction Possibilities

C. Social Overload
   1. Studies of Dorm Design

D. Open-Space Schools and Offices
IV. Privacy

A. The Need For Privacy

B. Levels of Privacy in Different Environments
   1. Public Spaces
   2. Semipublic Spaces
   3. Semiprivate Spaces
   4. Private Spaces

V. Territoriality

A. Types of Territories -- Irwin Altman
   1. Primary Territories
   2. Secondary Territories
   3. Public Territories

B. Personalization of Territories
   1. Homes, Dorms, and Offices
   2. Public Places; Territorial Markers

VI. Crowding

A. John Calhoun's Rat Colony

B. Crowding and Stress

C. Crowding and Location
   1. Primary Environments
   2. Secondary Environments
   3. Opportunities for Privacy
I. Pure Science vs. Applied Research
   A. The Instructor's Experiences
   B. The History of Applied Social Psychology
      1. Action Research -- Kurt Lewin

II. Health Psychology or Behavioral Medicine
   A. Stress
      1. Stress vs. Strain
      2. Life Changes as Stress
      3. Chronic vs. Acute Stress
      4. Type A vs. Type B
   B. Psychology and Seriousness of Disease
      1. Commonness of the Disease
      2. Having the Disease Oneself

III. Energy Use
   A. Attributions and Solutions
   B. Factors Which Encourage Conservation
      1. Information
      2. Feedback
      3. Commitment
      4. Cognitive Dissonance
      5. Reward
      6. Amount of Conservation Desired
   C. Social Dilemmas or Social Traps

IV. Psychology and the Legal System
   A. Jury Selection
      1. Demographics
      2. Capital Punishment
   B. The Trial Process
      1. Opening Statements
         a. Extensive vs. Brief
         b. Primacy Effect
         c. Following Through During the Trial
      2. Eyewitness Testimony

V. Social Change
   A. Strategies For Change
      1. Empirical-Rational Strategy
      2. Normative-Reeducative Strategy
      3. Power-Coercive Strategy
   B. Level Of Change
      1. Individual
      2. Group
      3. Society

VI. Program Evaluation Research