

EXAM 3 – REVIEW SHEET (Chapters 7-10)  
CONCEPTS/IDEAS/THEORIES FROM LECTURES

Definition of attitude

Tricomponent model of attitudes

Attitude measurement

Self-report

Behavioral measures

Covert measures

Attitude-related tasks

Bogus pipeline

Facial emg

Attitude functions

Knowledge

Social adjustive

Ego defensive

Value expressive

Utilitarian

Attitude formation

Classical conditioning

Operant conditioning

Social learning

Mere exposure

Systematic vs Heuristic processing

What they are

Factors necessary for them to occur

Benefits of systematic processing

Types of heuristics

Evidence for both processes

Positive mood and processing

Explanations

Resistance to attitude change

Cognitive dissonance theory

Definition

Properties

4 necessary steps

insufficient justification

effort justification

decisional dissonance

Self-perception theory

Attitude-behavior relationship

How attitudes guide behavior

Theory of reasoned action

Theory of planned behavior

When do attitude guide behavior

Social norm

- Conformity -- private vs public conformity
  - Informational vs normative influence
  - Sherif study
  - Asch study
  - Conditions increasing conformity
  - What if you don't conform?
- Group polarization
  - Reasons for group polarization
- Groupthink
  - Contributing processes
  - Symptoms
  - Reducing groupthink
- Minority influence
  - Factors increasing minority influence
- Foot-in-the-door technique
  - Reasons it works
- Door-in-the-face technique
  - Reasons it works
- Low-ball technique
  - Reasons it works
- Norm of obedience to authority
  - Milgram experiments
  - Factors increasing obedience