Attitudes:

- Attitude – A fairly stable evaluation of something as good or bad that makes a person think, feel, or behave positively or negatively about some person, group, or social issue
- Central Route to Persuasion – Process involved in attitude change when someone carefully evaluates the evidence and the arguments
- Peripheral Route to Persuasion – Process involved in attitude change when someone relies on superficial factors, such as the appearance or charisma of the person presenting the argument
- Cognitive Dissonance – An uncomfortable inconsistency among one’s actions, beliefs, attitudes, or feelings
  - People attempt to reduce it by making their actions, beliefs, attitudes or feelings more consistent with one another
- Self-Perception Theory – The theory that we know our own attitudes and feelings only be observing our own behaviors and deciding what probably caused them, just as we do when trying to understand others

Conformity:

- Conformity – A change in behavior due to explicit or implicit social pressures
- Informational Influence – A reason for conformity based on people’s desire to be correct
- Social Referencing – Process of children being unsure of a scenario and looking at their caretakers’ faces for a clue
- Normative Influence – A reason for conformity based on people’s desire to be liked
- Unanimity matters with conformity
- Solomon Asch Experiment – People were told to decide obvious answers to questions (line length comparison) but when others (even just one person) deviated from the subject’s opinion, he or she tried to conform with that false projection
  - 75% of people conformed

Obedience:

- Obedience – A change in behavior in response to an instruction or command from another person
- Motivated Social Cognition – Thinking about the social world in ways that serve an emotional need, such as when people hold beliefs that help them feel less anxious
- Milgram’s Experiment – 65% of subjects gave “students” the believed full shock value for getting incorrect answers because they were told to do so
- Dehumanization of the Victim – Thinking about a potential victim in ways that make him seem inhuman
  - This makes aggression toward the victim more likely and less troubling to the aggressor

Compliance:

- Compliance – A change in behavior in response to a request
- Norm of Reciprocity – The social standard that suggests that a favor must be repaid
- That’s-Not-All-Technique – A sales method that starts with a modest offer and then improves it

Group Dynamics:

- Mere Presence Effect – Changes in a person’s behavior due to another person’s presence
- Social Facilitation – The tendency to perform simple or well-practiced tasks better in the presence of others than alone
- Social Inhibition – The tendency to perform complex or difficult tasks more poorly in the presence of others
- Social Loafing – A pattern in which people working together on a task generate less total effort than they would have if they had each worked alone
- Deindividualization – A state in which an individual in a group experiences a weakened sense of personal identity and diminished self-awareness
- Stanford Prison Experiment – Zimbardo’s study of the effect of roles of behavior
  - Participants were randomly assigned to play either prisoners or guards in a mock prison
    - The study was ended early because of the “guards” role-induced cruelty
- Group Polarization – A pattern in group discussions in which each member’s attitudes become more extreme, even though the discussion draws attention to arguments that could have moderated their views
- Risky Shift – A pattern in which a group appears more willing to take chances or to take an extreme stance than any individual members would have been on their own
- Groupthink – A pattern of thinking that occurs when a cohesive group minimizes or ignores members’ differences of opinion