I. Attitudes
   A. Definition
   B. Structure
      1. Tripartite model
   C. Attitude measurement
      1. Explicit self-report measures
      2. Covert measures
         a) Behavioral measures
         b) Physiological measures
         c) Implicit measures
            (1) IAT
   D. Attitude Functions
      1. Utilitarian
      2. Knowledge
      3. Value-Expression
   E. Attitudes & behavior
      1. Attitudes Predict Behavior
         a) Old studies showed no relationship—Why?
         b) Specificity Principal
         c) Theory of planned behavior
         d) Attitude strength
      2. Behavior Predicts Attitudes
         a) Self-Perception
         b) Role Playing
         c) Cognitive Dissonance
            (1) Definition
            (2) Ways to reduce dissonance
               a) Add consonant cognitions
               b) Reduce importance of conflict
               c) Reduce perceived choice
               d) Change one thought (often an attitude)
            (3) Major dissonance paradigms
               a) Insufficient justification
               b) Effort justification paradigm
               c) Free choice paradigm
                  (i) Spreading of alternatives
            (4) Self-perception theory (Alternative to Dissonance)
               a) How does self-perception theory account for the results of dissonance studies?
               b) What are the key differences between the theories (e.g., role of arousal)
               c) How were these differences tested experimentally?
               d) When does dissonance theory work and when does self-perception theory work?
   F. Persuasion
      1. Definition
      2. Yale School approach
      3. Cognitive Response Theory
      4. Elaboration Likelihood Model (ELM)
         a) Elaboration
            (1) Definition
            (2) What determines elaboration?
               (a) Motivation & ability factors
               (b) Need for Cognition
         b) Central & Peripheral routes
            (1) Types of thought processes involved in each
            (2) Consequences of each (e.g., for attitude strength)
         c) Multiple Roles
            (1) Variables can serve multiple roles depending on other factors (e.g., source attractiveness serving as a cue or as an argument)
      5. Mood and Persuasion
         a) Affecting the amount of thought
         b) Fear appeals
            (1) Under what conditions are they effective?
      6. Resistance to Persuasion
         a) Types of resistance
         b) Reactance

II. Stereotyping & Prejudice
   A. Definitions
      1. Prejudice
      2. Discrimination
      3. Stereotypes
   B. Stereotype formation
      1. Categorization
      2. Outgroup homogeneity effect
   C. Processes affected by stereotypes
      1. Interpretation of behavior
         a) Especially ambiguous behaviors
      2. Memory processes
         a) Encoding/Retrieval
         b) Storage/Organization
      3. Perceptions
   D. Processes that maintain stereotypes (in addition to those above)
      1. Biased attributions
         a) Role of the FAE
      2. Subtyping
      3. Self-fulfilling prophecies
E. Underlying processes

1. Definitions
   a) Activation
   b) Application
   c) Cognitive load
   d) Automatic processes
   e) Controlled processes
   f) Modern Racism

2. Dissociation Model (Devine 1989)
   a) All are aware of stereotypes
   b) Stereotypes are automatically applied to targets
   c) Only those motivated and able can people control prejudiced responses

3. Devine’s aftermath
   a) Gilbert & Hixon, 1991
      Load reduces automatic activation, but increases automatic application
   b) Spencer et al., 1998
      When motivated to restore self-esteem, automatic activation occurs even under load
   c) Sinclair & Kunda, 1999
      Our motivations can determine which stereotypes are activated and which ones are inhibited

F. Stereotype Threat

1. Definition

2. Example studies (e.g., Steele & Aronson, 1995; Spencer et al., 1997)

G. Prejudice

1. Origins
   a) Categorization/evolution
   b) Realistic Conflict Theory
      (1) Robbers cave (summer camp) study
   c) Social identity theory
      (1) Self-esteem implications
      (2) Minimal group paradigm

2. Modern Prejudices
   a) Old-Fashioned Racism
   b) Modern Racism
   c) Ambivalent Sexism
      (1) Hostile v. Benevolent sexism

3. Reducing prejudice
   a) Direct attitude change attempts (unsuccessful)
   b) Contact
      (1) Interdependence
      (2) Superordinate goals
   c) Common in-group identity model

III. Social Influence

A. Conformity

1. Informational Social Influence
   a) Definition & Consequences
   b) Sherif Study

2. Normative Social Influence
   a) Definition & Consequences
   b) Asch Study

3. Factors that influence people’s likelihood to conform

B. Obedience

1. Definition

2. Milgrim study
   a) Basic procedure & results
   b) Variations & their consequences on obedience

C. Compliance

1. Definition

2. Fixed Action patterns

3. Cialdini’s norms of compliance
   a) Reciprocity
      (1) Pro-giving
      (2) Door-in-the-face
      (3) That’s not all
   b) Social Proof
   c) Consistency
      (1) Four-walls technique
      (2) Foot-in-the-door
      (3) Bait-and-switch
      (4) Low-ball technique
   d) Liking
      (1) Factors causing liking
      (2) Nonconscious mimicry
   e) Authority
   f) Scarcity
      (1) Reactance Theory

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8: Normative Social Influence in Everyday Life
8: Minority Influence
8: Injunctive and Descriptive Norms