I. Introduction
   A. Definition of social psychology
      1. The scientific study of the way in which people’s feelings, behaviors, and thoughts are influenced by the real or imagined presence of other people.
   B. ABCs of Social Psychology
      1. Affect – Feelings
      2. Behavior
      3. Cognition – Thoughts
   C. Strong vs. Weak Social Situations
   D. What Social Psychology Isn’t
      1. Personality Psychology
      2. Sociology
      3. Psychology (general psychology)

II. Research Methods
   A. Variables
      1. Independent variable
      2. Dependent variable
   B. Scientific Method: HOMER
      1. Hypothesize
      2. Operationalize
         a) Operational vs. conceptual variables and hypotheses
      3. Measure
         a) Main Study designs
            (1) Observational
            (2) Correlational
               (a) Correlation coefficient
               (b) Third-variable problem
            (3) Experimental
               (a) Manipulation of IV
               (b) Random assignment
               (c) Everything else the same
         b) Advantages/Weaknesses of each
      4. Evaluation
         a) Types of validity
            (1) Construct
            (2) Internal
            (3) External
            (4) Statistical
      5. Revise/Replicate
   C. Ethics in Research

III. Social Cognition
   A. Definition - how we perceive, remember, and interpret information about ourselves and others
      1. Why social cognition is unique (differences between perceiving people & objects)
      2. Where we get information
      3. Object of perception affects what is perceived
   B. Schemas - Mental frameworks that bundle knowledge together in an organized way
      1. Types of schemas
      2. Functions of schemas
         a) Guide attention
         b) Guide recall
         c) Fill in missing information
      3. Advantages & disadvantages of schemas
   C. Self-fulfilling prophecies
      1. What they are
      2. How they work
   D. Heuristics
      1. What they are
      2. Examples
         a) Representativeness
         b) Availability
            (1) Vividness
   E. Priming
      1. Accessibility
      2. Spreading Activation
      3. Methods
      4. Effects
         a) Judgment
            (1) e.g., Donald
         b) Behavior
            (1) e.g., Elderly walking
   F. Automaticity vs. Control
      1. Definition of each
      2. Can automatic processes be controlled?
      3. Ironic Process Model (Wegner)
         a) Role of automatic & controlled processes
         b) Ironic rebound effect
IV. Attribution
   A. Definitions
      1. Attribution
      2. Attribution theory
   B. Fritz Heider (1958)
      1. Dispositional vs. Situational distinction
   C. Correspondent Inference Theory (Jones & Davis)
      1. Free choice
      2. Expectedness
      3. Consequences of behavior
   D. Kelley’s Covariation Theory
      1. Consistency
      2. Consensus
      3. Distinctiveness
   E. Attributional Biases
      1. Fundamental Attribution Error
      2. Actor-Observer effect
   F. Gilbert’s 3-Stage model
      1. Behavioral identification (categorization)
      2. Dispositional attribution (characterization)
      3. Situational correction (correction)
      4. Automaticity vs. control
      5. Explanation of Fundamental Attribution Error

V. The Self-Concept
   A. What is it?/function
   B. Development of self-concept
      1. Socially constructed
      2. Cultural impact/self-construal
         a) Independent
         b) Interdependent
   C. Sources of self-knowledge
      1. Introspection
      2. Self-perception
      3. 2-factor theory of emotion identification
      4. Facial/bodily feedback
      5. Social Comparison Theory
         a) Festinger’s original formulation
            (1) Desire accurate selfinfo
            (2) Use objective standard if available, otherwise, use comparison
            (3) Similar others provide better comparison information
   D. Motives related to the self
      1. Self-Enhancement
      2. Consistency
      3. Accuracy
   E. Consistency
      1. Self-verification theory (Swann)
   F. Self-esteem
      1. Definition
      2. Measurement
   G. Self-regulation
      1. Self-discrepancy Theory (Higgins)
         a) Actual self
         b) Ideal self
         c) Ought self
         d) Consequences of discrepancies
      2. Self-Awareness Theory
         a) Consequences of self-awareness
         b) Manipulation of self-awareness (mirror)
   H. Self-Enhancement (boosting self-esteem)
      1. Seek positive information
      2. Avoid self-awareness
      3. Self-serving cognitions
         a) Self-serving attributions
         b) False consensus
         c) Better than average effect
      4. Self-handicapping
         a) Definition
         b) Problems
      5. Social Comparison Theory (part II)
         a) Downward social comparisons
         b) Tessar’s self-evaluation maintenance model
            (1) Balancing self-enhancement and consistency
            (2) Basking in Reflected Glory (Upward Social Comparisons)

Other Interesting Material From Your Textbook
3: Anchoring and Adjustment Heuristic
3: Counterfactual Thinking
4: Nonverbal Behavior
4: Implicit Personality Theories
5: Functions of the Self
5: Gender & Self-Definition
5: Introspecting About Reasons
5: Overjustification Effect