

What follows is a list of key terms that will help guide you as you continue to prepare for the Soc 401 midterm. The exam itself will be structured in the following manner: 50 multiple-choice questions (1pt each) and 2 essay questions (25pts each). (You will have three essay questions from which you must answer two.) In general, the exam will focus on guiding principles discussed in class and the readings (i.e., “conformity”, “social psychology”, “persuasion”, etc.) but there are also questions that refer to specific studies. I will not ask you to recall too many specific results of studies, but rather, general findings—e.g., teen suicide coverage on T.V. generally leads to a spike in teen suicides in the days that follow the coverage. Nonetheless, as you review the terms below, I recommend that you recognize one or two studies from the readings that relate directly to the term. This will help you prepare for the essay questions. In addition to this list, I highly recommend reviewing your quizzes and class notes (and Prezi slides).

*List of key terms:*

Social Psychology

Aronson’s First Law

Zimbardo Prison Study; Milgram Study

Independent/Dependent Variables

Control group vs. Experiment Group

Random Assignment

Correlations (Positive/Negative and Strong/Weak)

Causation vs. Correlation

Impact (in the context of experiments)

Experiments (how to design correctly, ethical issues involved)

Hindsight effect

Effects of Media (on suicides, violence, etc.)

The Role of Fear in Persuasion (in the context of media, cults, commercials, etc.)

Central Route vs. Peripheral Route

Role of Attractiveness in Persuasion (in the context of commercials, news, etc.)

Primacy Effect vs. Recency Effect

Inoculation Effect

Conformity (in the context of water conservation, jaywalking, cults, etc.)

Diffusion of Responsibility

Bystander effect