

- 1.) Explain the concept of “diffusion of responsibility” as it applies to helping behavior and then design a study to test this concept. You can use the studies discussed in class or in the book as a guide. Be sure to explain your hypothesis, independent variable(s), dependent variable(s), control variable(s), and explain how subjects will be selected and assigned to conditions in your experiment. This should be a realistic experiment that could actually be conducted.
 - Clearly explains diffusion of responsibility (5pts)
 - Designs feasible study (5pts)
 - Discusses hypothesis, D.V., I.V., Control Variables and Random Assignment (15pts)
- 2.) Compared to logical or rational appeals, how effective are persuasive communications that arouse a high level of fear? Under what conditions are fear-arousing messages most effective in influencing behavior? Under what conditions might they be less effective? Be sure to support your answer with examples of relevant research.
 - Clearly differentiates between fact-based and fear-based persuasion (15pts)
 - Discusses conditions under which fear-based persuasion is more/less effective (5pts)
 - Cites relevant research (5pts)
- 3.) Human beings tend to conform more often than not. In the right context this is not necessarily a negative trait. However, under the certain conditions, conformity can lead to atrocious consequences. In class we examined a number of situations where conformity led to unfortunate outcomes. Please discuss at least two such cases and highlight the common elements evident across the cases. That is, what factors help us understand the conditions under which conformity can lead to negative outcomes? Cite relevant studies from the textbook where necessary.
 - Discusses at least two cases of negative conformity (15pts)
 - Highlights common elements across cases (5pts)
 - Cites relevant research (5pts)
- 4.) How, and to what extent, does the mass media influence the public’s attitudes and behaviors? Do television shows and newscasts, for example, simply reflect what is happening in the world or do they carry the potential to actually cause real-life events? Apart from advertising, do you believe the members of the media engage in deliberate attempts to persuade people to adopt certain opinions and attitudes? Be sure to cite examples of extant research to clarify your positions.
 - Makes clear argument regarding media’s influence (5pts)
 - Provides clear examples of media reporting and/or persuasion (15pts)
 - Cites relevant research (5pts)

