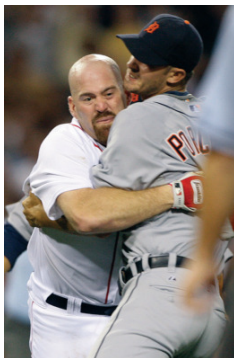


Actor/observer bias

The tendency to focus on situations rather than personality traits when interpreting our own behavior.
(page 468)

Aggression



Any behavior that involves the intention to harm someone else.
(page 490)

Altruism

Willingness to provide help when it is needed, with no apparent reward for doing so.
(page 493)

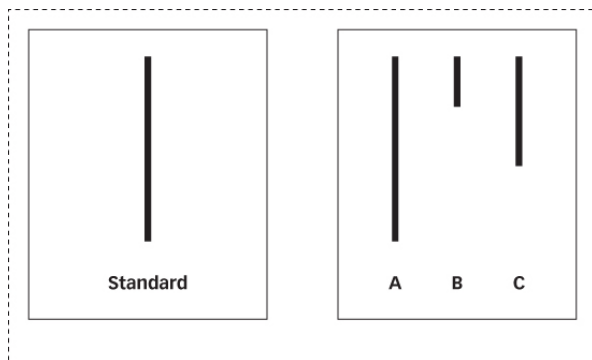
<p>Attitude Accessibility</p>	<p>Ease or difficulty of retrieving an attitude from memory. (page 476)</p>
<p>Attitudes</p>	<p>Feelings and beliefs about objects, events, and ideas. (page 476)</p>
<p>Bystander effect</p>	<p>The failure to offer help by those who observe someone in need. (page 493)</p>

<p>Central route</p>	<p>A method of persuasion that uses high elaboration' that is, you pay attention to the arguments and consider all the information in the message. This method usual results in development of stronger attitudes that last over time and that you actively defend. (page 481)</p>
<p>Cognitive dissonance</p>	<p>An uncomfortable mental state due to a contradiction between two attitudes or between an attitude and a behavior. (page 479)</p>
<p>Companionate love</p>	<p>A strong commitment to supporting and caring for a partner. (page 496(</p>

Compliance

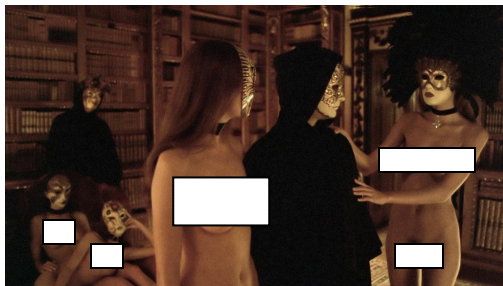
The tendency to agree to do things requested by others.
(page 486)

Conformity



The act of altering your own behaviors and opinions to match those of other people or to match other people's expectations.
(page 484)

Deindividuation



A state of reduced individuality, reduced self-awareness, and reduced attention to personal standards; it may occur when people belong to a group.
(page 483)

<p>Discrimination</p>	<p>The inappropriate and unjustified treatment of people based on the group they belong to. (page 472)</p>
<p>Dispositional Attributions</p>	<p>Explanations for why events or actions occur based on people's internal characteristics, such as abilities, traits, moods, or efforts. (page 468)</p>
<p>Explicit attitudes</p>	<p>Attitudes that you are consciously aware of and can report. (page 477)</p>

<p>Frustration-aggression hypothesis</p>	<p>The idea that the more frustrated you feel, the more likely you are to act aggressively. (page 491)</p>
<p>Fundamental attribution error</p>	<p>The tendency to overemphasize personality traits and underestimate situations when attempting to explain other people's behavior. (page 468)</p>
<p>Implicit attitudes</p>	<p>An attitude that influences your feelings and behavior at an unconscious level and is often revealed indirectly through behavior. (page 478)</p>

<p>Ingroup favoritism</p>	<p>The tendency for people to evaluate favorably and privilege members of the ingroup more than members of the outgroup.</p> <p>(This term is in your book, but not listed as a key term)</p>
<p>Mere exposure effect</p>	<p>The increase in liking due to repeated exposure.</p> <p>(page 477)</p>
<p>Obedience</p>	<p>The act of following the orders of a person of authority.</p> <p>(page 487)</p>

<p>Outgroup homogeneity effect</p>	<p>The tendency to perceiving members of the ingroup as diverse, while perceiving members of the outgroup as similar to one another.</p> <p>(This term is in your book, but not listed as a key term)</p>
<p>Passionate love</p>	<p>A state of intense longing and sexual desire.</p> <p>(page 496)</p>
<p>Peripheral route</p>	<p>A method of persuasion that uses low elaboration; that is you minimally process the message. This method usually results in development of weaker attitudes that are more likely to change over time.</p> <p>(page 481)</p>

<p>Persuasion</p>	<p>The active and conscious effort to change an attitude by sending a message. (page 480)</p>
<p>Prejudice</p>	<p>Negative feelings, opinions, and beliefs associated with a stereotype about people in a particular group. (page 472)</p>
<p>Prosocial</p>	<p>Acting in ways that tend to benefit others. (page 493)</p>

Self-fulfilling prophecy

People's tendency to behave in ways that confirm their own expectations or other people's expectations.
(page 470)

Situational attributions

Explanations for why events or actions occur based on external factors, such as the weather, luck, accidents, or other people's actions.
(page 468)

Social facilitation

(a)



FIGURE 12.15

Gabriel Boyce/REUTERS/Corbis Image
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An effect that occurs when the mere presence of others improves performance.
(page 482)

<p>Social loafing</p>	<p>An effect that occurs when people tend to work less hard in a group than they do when they work alone. (page 482)</p>
<p>Social norms</p>	<p>Expected standards of conduct that influence behavior. (page 486)</p>
<p>Stereotype threat</p>	<p>Apprehension about confirming negative stereotypes related to a person's own group. (page 470)</p>



Warning: not all of the key ideas
are on this list of key terms