

Suggested Word List for Concept Maps (Post-Midterm Lectures)

Memory

7 +/- 2 Capacity

Acquisition- the process by which the frequency of a response is raised from its initial level to some final, steady rate

Attribution- judgments tying together causes with effects

Distraction task

Encoding Specificity- the finding that recall is better when retrieval takes place in similar conditions to encoding illustrating that our memory is affected by our internal and external environment.

False Memory-

Fluency- the ease with which an experiment is processed

Forgetting Curve- a curve describing the amount of information lost from memory over time. Indicates that the most forgetting occurs initially.

Implemented Memory

Increased time between Presentations

Levels of Processing- a memory model which states that the deeper a concept is processed, the better it is remembered.

Long Term Memory

Multi-Store Model- a theory of memory proposing that all incoming information enters the short term memory and must be rehearsed to enter long term memory.

Primacy Effect- the finding of increased recall for items at the beginning of an ordered list, likely due to an increased time to rehearse early items.

Recall- a memory retrieval task in which the subject must remember items from the encoding phase.

Recency Effect- the finding of increased recall for items at the end of an ordered list, most likely due to the presence of these items in short-term memory.

Recognition- a memory retrieval task in which the subject must remember the correct response based on a set of options.

Retrieval- a measure of the probability that an individual will achieve the same score on a test if the test is taken multiple times.

Serial Position Curve- a curve describing the recall of an ordered list of words, indicating that recall is worst for words placed in the middle.

Short Term Memory

Suggested Word List for Concept Maps (Post-Midterm Lectures)

Storage

Attention

Attenuation-

Automatic Processing -An automatic process is something that is triggered by some involuntary external event and "captures your attention". It operates fast and is more efficient. Ex-you are driving and someone randomly runs across the street in front of your car. Your purpose was simply to drive to your location and you did not know that someone would run across the street in front of your car. So, it's something that automatically jumps out at you and you do not have control over it.

- Triggered involuntary by external events
- Trigger the capture of attention
- Fast, efficient
- Saliency- naturally pops out

Automatic Selection-is when a stimuli immediately triggers your attentions towards it. For ex: A person immediately darts away when seeing a spider.

Broadbent's Single Filter Model- a theory of attention stating that the intentional filter selects important information on the basis of physical characteristics and allows information to continue onto further processing.

Cocktail Party Effect- the finding that relevant information, such as our name, seems to break through into conscious perception even when the information is presented in previously ignored system

Cognitive Resources- A natural bodily response to compensate for some incoming substance and return the body to homeostasis.

Conjunction Search- when a subject is required to search for a target that is distinguished from the distracters on the basis of multiple features.

Conscious Selection- when you specifically select something to focus your attention on.

Controlled Processing- is voluntary and requires thinking and cognitive effort so it operates more slowly. Ex-you are driving and looking for a certain house number, so you would drive slower, turn the radio down, etc so you can focus your attention on finding the house (you are in control). This also demonstrates that controlled processes operate slowly because you cannot only focus your attention on finding the house but you must also still obey

Suggested Word List for Concept Maps (Post-Midterm Lectures)

traffic rules and be aware of your environment.

- Guide attention voluntary
- Conscious attention
- Slow, effortful
- Limited cognitive resources
- Ex. Driving a car

Feature Search- when a subject is required to search for a target that is distinguished from the distractions and only allows important information to be processed further.

Filter- a model that suggests attention acts like a filter which sifts away distractions and only allows important information to be processed further.

Learning Effects

Pop Out Effect- rapid visual search regardless of set size and is easily induced by colour

Saliency- be it an object, a person, a pixel, etc. – is its state or quality of standing out relative to neighboring items. Saliency detection is considered to be a key [attentional](#) mechanism that facilitates [learning](#) and survival by enabling organisms to focus their limited [perceptual](#) and [cognitive](#) resources on the most pertinent subset of the available [sensory data](#). Saliency typically arises from contrasts between items and their neighborhood, such as a red dot surrounded by white dots, a flickering message indicator of an answering machine, or a loud noise in an otherwise quiet environment. Saliency detection is often studied in the context of the [visual](#) system, but similar mechanisms operate in other sensory systems.

Selected Input

Semantic Analysis- has meaning

Sensory Information

Set Size- the number of items to search through

Set Size Effect- increase in difficulty as the set size increases

Spatial Cueing Paradigm

Spot Light Model- a model of attention describing a spotlight that enhanced processing of objects under our focus

Stroop Task- participants are presented with a colourful word and are asked to name the ink colour in which the word is presented.

The Stroop Effect is a demonstration of the reaction time of a task. In the word/color situation, the response is much faster for

Suggested Word List for Concept Maps (Post-Midterm Lectures)

congruent words (spelling matches color).

I'm pretty sure that the slower the response, or if more responses are incorrect, then higher the Stroop Effect.

According to the lecture, there is an increased Stroop Effect if there are about 75% congruent words, and 25% incongruent words. In this situation, word reading makes color naming easy. This results in an increased stroop effect because one is more likely to give an incorrect answer/take longer for incongruent (non-matching) words.

On the other hand, if 25% of the words match their color, and 75% don't... there is a DECREASED stroop effect, because one is less likely to rely on word reading.

- Congruent- matching a word & colour dimensions. Faster
- Incongruent- mismatching word and colour dimensions

Triesman's Dual Filter Model- the early filter uses physical cues to weight the importance of incoming stimuli and passes the information onto the semantic filter, which considers the early filter's weighting as well as the deeper meaning when choosing what stimulus to attend to.

Visual Search

Personality

5 Factor Model

- Openness, conscientiousness, extraversion, agreeableness, neuroticism
- Have been replicated in man different samples, cultures, and languages.
 - *Openness*- reflects a desire for new, exciting and adventurous experiences instead of constantly repeating the same experiences
 - *Conscientiousness*- is associated with a well-ordered life. Individuals high on this create plans, set goals and keep their surroundings neat and organized.
 - *Extraversion*- is associated with a desire and ease to engage in social interactions especially in large groups of people.
 - *Agreeableness*- these individuals are warm, compassionate, polite, and caring people. These people prefer cooperation, they are trusting and helpful, caregiver role
 - *Neuroticism*- are not socially desirable. They

Suggested Word List for Concept Maps (Post-Midterm Lectures)

experience a lot of psychological distress related to but not limited fears and depression. They require a lot of emotional support and are hypersensitive. They are prone to anxiety, self-consciousness and insecurities.
Ex. Me.

Anal Stage

- 1st- 3 years
- primary focus of gratification is the anal area
- first part of stage- the child gets the most pleasure from giving up feces through bowel movements. Then parents introduce toilet training
- child gets pleasures of holding onto feces

Anima archetype & complex

Archetype:

- Every male's instinctive image of femaleness

Complex:

- Feelings and thoughts rejected from consciousness because they are feminine

Animus archetype & complex

Archetype:

- Every woman's instinctive image of maleness

Complex:

- Feelings and thoughts rejected from consciousness because they are masculine

Behaviours = Personality

Cognitive Behavioural Therapy- a successful therapy for a number of psychological disorders that combines the cognitive and behavioural approaches. It focuses on identifying and changing inappropriate thought patterns and the behaviours that reinforce them

Collective Unconscious- in Jung's theory, an ancient part of the human mind that contains our archetypes. The collective unconscious is shared by all humans yet cannot enter individual human consciousness.

Conscientiousness- is the [trait](#) of being painstaking and [careful](#), or the quality of acting according to the dictates of one's [conscience](#).

Defense Mechanisms- are unconscious psychological strategies brought into play by various entities to cope with reality and to maintain [self-image](#).

Suggested Word List for Concept Maps (Post-Midterm Lectures)

Denial

- One of Freud's defense mechanisms, in which any memory of an id impulse previously acted upon.
- Conscious ego engaged in an activity, but the unconscious ego prevents any memory of the event
- Repression: impulse starts in the unconscious and never becomes conscious
- Denial: impulse starts in the conscious and is blocked out

Displacement

- One of Freud's defense mechanisms, in which forbidden id impulses are socially acceptable targets.
- The unconscious ego redirects the forbidden impulse away from its original target to a consciously acceptable target, so that the conscious ego doesn't feel any anxiety.
- Ex. You do not like your manager, but you can't yell at them so you yell at your friend instead

Ego

- One of Freud's three psychic structures.
- The ego is aware of reality and tries to balance the desires of the id and demands superego, while ensuring that it's realistically possible to do so
- Aware of outside reality

Erik Erikson's Psychosocial Stages

- **Stage 1:** Trust vs. mistrust
- **Stage 2** - Autonomy vs. Shame and Doubt
- **Stage 3** - Initiative vs. Guilt
- **Stage 4** - Industry vs. Inferiority
- **Stage 5** - Identity vs. Confusion
- **Stage 6** - Intimacy vs. Isolation

Extraversion

Freud's Psychosexual Stages

- Five stages of developments that covers from birth to the final stage at puberty, when the fundamental features of our personality have been shaped and remain the same throughout out adult lives.
- What distinguishes one psychosexual stage from the others is the erogenous zone from which the child gets the most sexual and aggressive gratification.
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Freud's Tripartite Model- the model consists of three personality structures: the Id, ego and superego. The struggle among

Suggested Word List for Concept Maps (Post-Midterm Lectures)

conscious and unconscious influences representing these three levels is the major motivating forces in humans.

Genital Stage

- Puberty marks the beginning of the genital stage of sexuality
- The surge of hormones produces a new wave of libido.
- The specific direction our sexual interests and urges take depends very much on where libido was directed as we passed through the stages of childhood sexuality

Goal-Oriented

Humanistic Approach- an approach to personality that focuses on human interests, virtues, and strengths and emphasizes the uniqueness of every individual

Id

- One of Freud's three psychic structures
- Main focus is to find an experience pleasure and to avoid pain = "pleasure principle"
- Source of basic instincts and your motivational energy that Freud names your libido.
- Very impatient

Identification- a Freudian process where a boy in the phallic stage becomes psychologically like his father, taking on his father's beliefs and values to form the basis of his superego.

Jung's Personality Theory

- The persona, the Animus and Anima, the Shadow and the Self.
- The theme of each of these complexes is an underlying archetype. While the archetype gives us the instinctive drive and the energy for a certain theme, the complexes are the personal experiences that we gather on the same theme.

Latency Stage

- The child now enters a period of relative sexual quiescence.
- It begins at 6 and ends at puberty.
- During this stage the libido appears to be channeled into behaviors that are not yet overly sexual.

Libido- in its common usage means [sexual](#) desire; however more technical definitions, such as those found in the work of [Carl Jung](#), are more general, referring to libido as the free creative—or psychic—energy an individual has to put toward personal development or [individuation](#). Within the category of sexual behavior, libido would fall under the appetitive phase wherein an

Suggested Word List for Concept Maps (Post-Midterm Lectures)

individual will usually undergo certain behaviors in order to gain access to a mate

Maslow's Hierarchy of Needs

- Hierarchy of steps that you must satisfy in order to develop a healthy ideal personality. In total there are five steps and needs: physiological, safety, love, belongingness, esteem, and self-actualization
 - Physiological- what your body needs for survival most notably food, water, and air. If not obtained, your main focus is to find them
 - Safety- attention focuses on safety (living place/conditions) and security (steady income for stability)
 - Belongingness and love- this level represents our need for social relationships and our need to feel connected to other people. It is satisfied by forming close relationships and romantic relationships
 - Esteem- two forms of esteem. The first is self-esteem, which is feelings of self-worth and respect you have for yourself. The second type of esteem needs is to have the esteem of others expressed via social status and recognition.
 - Self-actualization- motivation focuses on maximizing personal abilities and strengths. Most people do not reach this pinnacle stage.

Mediator- the ego

Neuroticism

Oedipus Complex

- A Freudian conflict that takes place in boys during the phallic stage (3-6 years).
- Boys want to possess mother, but see father as an insurmountable obstacle, leading to identification with father.
- The complex begins when the ego invests sexual libido to his mother.
- Although the boy's motive is sexual gratification, it isn't sexual intercourse
- Primary goal is having mother to himself without competition.

Electra Complex

- Parallel process in girls
- Girl thought she once had penis, but mother rid of it, and then girl experiences a strong desire to regain a penis: this

Suggested Word List for Concept Maps (Post-Midterm Lectures)

- penis envy leads her to direct sexual desires towards dad
- She wants to rid of mom, but realizes mom is too strong to eliminate, so identifies herself with mom
- The girl's superego is formed from mother's own beliefs and values

Oral Stage

- Birth- 1st year
- Discover the mouth and pleasures of sucking and swallowing, and later biting and chewing.
- Bottle, breast, thumb

Persona Archetype and Complex

Archetype:

- Our instinct for social conformity; our instinctual need to be with others and to please them

Complex:

- Our public self; those feelings, thoughts and impulses that we present to others because we think they will be approved.

Persona Unconscious- in Jung's theory, the repository of all repressed thoughts, memories, and emotions. Contains our complexes.

Phallic Stage- third stage of psychosexual development, which begins at about 3 and lasts until 6. During this stage the child discovers the pleasures of stimulating the phallic area

Projection

- One of Freud's defense mechanisms, in which anxiety-producing thoughts are attributed to someone else.

Rationalization

- One of Freud's defense mechanisms. In which an id impulse is justified in a non-threatening way.
- Unconscious ego justifies some conscious action
- The conscious ego had done something dangerous or immoral, so the unconscious ego floods consciousness with plausible, non-threatening reasons for the behavior.
- No anxiety is experienced

Reaction Formation

- One of Freud's defense mechanisms, in which conscious Ego is flooded with images opposite to an id impulse
- The conscious ego is protected from anxiety by being filled with ideas and feelings that are opposite to the actual

Suggested Word List for Concept Maps (Post-Midterm Lectures)

impulse

- Ex. Liking someone who does not share same feelings, you will then dislike person

Repression

- One of Freud's defense mechanisms, in which id impulses are blocked from reaching consciousness, yet can sometimes slip through.
- Ego blocks id impulse from reaching consciousness
- Information can sometimes sneak through (Freudian slips, or symbolically disguised as dream images)

Self-Actualization- the highest level of personality development in both Maslow's and Jung's theories.

- Jung- is the unification of all complexes
- Maslow- is the maximization of one's potential

Shadow- a special archetype/complex in Jung's theory.

- As an archetype, it is our most basic and primitive set of instincts for sexuality and aggression as well as a source of energy, vitality, creativity and intuition.
- As a complex, it is all things about ourselves, including emotions and impulses, that we reject as not being ourselves.

Superego

- One of Freud's three psychic structures.
- The superego is focused on upholding moral principles and forms the basis of one's moral standards and conscience.
- Sole goal is to remain morally perfect
- Comes into play around 5/6
- Conscience stems from your superego

Psychopathology

Abnormal Neurotransmitters

Abnormality

Antisocial PD- a personality disorder also known as psychopathy. Patients show a history of erratic behaviour and often irresponsible, selfish, and manipulative.

Anxiety Disorders- suffer from intense, prolonged feelings of fright and distress that often interferes with their relationships and

Suggested Word List for Concept Maps (Post-Midterm Lectures)

may sometimes even interfere with their ability to work and perform daily tasks.

Anxious and Fearful Cluster- have symptoms similar to anxiety disorders

Beck's Depressogenic Schemata- under stress, people with these tendencies develop unrealistically negative and demeaning interpretations of those events, leading to very negative views of himself, the world and his future.

Behaviourist model-disordered behaviours and emotions are not symptoms of anything inside the person.

Biological model- also known as medical or disease model, assumes that a psychological disorder result from malfunction in the brain. May malfunction because it is physically damaged, or because there is abnormal activity of chemicals

Bipolar Disorder- a mood disorder in which patients cycle between episodes of unipolar depression and mania. During mania a person experienced heightened self-esteem activity, and energy and sleep very little.

Borderline PD- a personality disorder in which patients display erratic and highly unstable emotions and behaviour

Catatonic Behaviors- one of the symptoms of schizophrenia. Includes rigidity, waxy flexibility, or stereotypes motor movements. These behaviours are unrelated to stimuli from the outside world. Catatonia may involve a dramatic reduction in movement, sometimes to the point of ceasing to move at all and may stay in the same position for a long period of time.

Catatonic Subtype- a subtype of schizophrenia predominantly defined by psychomotor symptoms such as catatonic rigidity, catatonic excitement, or waxy flexibility.

Cognitive Model- suggests that mental disorder result from maladaptive or inappropriate ways of selecting and interpreting information from the environment. We are anxious or depressed not because of what is happening around us, but rather because of the way we interpret those events.

Conversion Disorder- a category of somatoform disorder defined by a specific sensory or motor deficit, causing the individual to

Suggested Word List for Concept Maps (Post-Midterm Lectures)

display physical symptoms, like pain, without physiological causes. Usually develop during a stressful situation

Danger-a characteristic of psychology abnormality in which the individual is a danger to themselves or others.

Deviance- a characteristic of psychological abnormality whereby the individual has thoughts of emotions that fall outside what is considered typical

Diathesis-Stress Model- a hypothesis regarding the cause of schizophrenia that suggests some genetic predisposition may be present that is triggered by an environmental stress

Disorganized Subtype- a subtype of schizophrenia predominantly defined by incoherent speech, disorganized behaviour, inappropriate affect, and symptoms of both paranoid and catatonic schizophrenia. Most severe of all types. Thought and speech are markedly incoherent, with very loose associations and disorganized behaviour.

Dissociative Disorder- includes symptoms that distance the individual, either physically or psychologically, from anxiety-producing events or memories.

Dissociative Identity Disorder- a dissociative disorder formerly known as multiple identity disorder. Patients exhibit a number of different personalities, known as alters, and are unaware of their existence.

Distress- a characteristic of psychological abnormality in which the individual experiences intense negative feelings due to their behaviour such as anxiety, sadness or despair this may be indicative of a psychological disorders.

Dramatic and Erratic Cluster

DSM- the Diagnostic and Statistical Manual. The official guidelines for the diagnosis of psychological disorders. Has two main functions. Firstly it categorizes and describes mental disorders so that clinicians will have a common set of criteria for applying a diagnostic label to the symptoms of their patients. Second. DSM also allows researchers to talk to each other about mental disorders using a common language.

The Axes:

- Axis I- clinical syndromes
- Axis II- developmental disorders and personality disorders

Suggested Word List for Concept Maps (Post-Midterm Lectures)

- Axis III- physical conditions
- Axis IV- severity of psychosocial stressors
- Axis V- highest level of functioning.
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Dysfunction- a characteristic of psychological abnormality in which a person's behaviour interferes with their ability to function in daily life. Behaviours that are dysfunctional are often described as being "maladaptive" because they prevent an individual adapting well to their environment.

Dysthymia- a mood disorder in which patients display a similar less severe set of unipolar depression's symptoms. Because they rarely return to normal levels of functioning, they are mildly depressed all the time.

Freudian Theory

Generalized Anxiety Disorder- a psychological disorder defined by constant, severe and inescapable anxiety and worry caused by various trivial situations. Worried about minor things like normal events and routine activities. They always feel tense, and this can lead to dizziness, sleep problems, muscle tension, headaches, fatigue, sometimes nausea, difficulty concentrating and can feel irritable.

Histornic PD- a personality in which patients show overly dramatic and attention seeking behaviour, often needed to be the center of attention

Hypochondriasis- a somatoform disorder in which a person feels persistent fear of physical illness, and experience symptoms when none are present.

Learned Helplessness- a behavioural model of depression. Defined by experiments in which dogs were first given inescapable shocks and later failed to act in an escapable situation.

Maladaptive Thinking

Mood Disorders

Narcissistic PD- a personality disorder in which patients show a reoccupation with themselves, and a negative attitude towards others.

Negative Symptoms- generally point to a decrease in the individual's engagements with the outside world.

Obsessive Compulsive Disorder- an anxiety disorder defined by obsessions and compulsions. Obsessions are pervasive thoughts

Suggested Word List for Concept Maps (Post-Midterm Lectures)

and anxiety, and compulsions are the ritualized behaviours that temporarily relieve the anxiety. They symptoms are recurring obsessions (idea or thought) or compulsions (behavioural ritual) that disturb the person or interfere with day-to-day life.

Odd and Eccentric Cluster

Paranoid Subtype- a subtype of schizophrenia predominately defined by delusions and hallucinations, thought, affect and motor behaviour are normal.

Personality Disorders- a category of disorders in the DSM placed on axis II. Personality disorders are categorized separately because they are pervasive, life-long and incurable personality problems and have no specific symptoms. The individual's basic personality leads to maladaptive or inflexible behaviours and thought processes.

Physical Causes

Positive Symptoms- symptoms with an increased presence in individuals with schizophrenia, including disorders of thought, delusions and hallucinations.

- Disorders of thought- are characterized by loose associations the individuals train of thought may consist of ideas that are often only loosely related to each other.
- Delusion- is a belief that is irrational or unsupported by external evidence. Common delusions involved the idea that the individual is being persecuted by others, or that events or objects have special significance for the individual
- Hallucinations- perceptions of things that are not really there.

Post-Traumatic Stress Disorder- an anxiety disorder triggered by a severely traumatic event. Sufferers feel intense anxiety associated with particular stimuli related to the incident, causing them to relive the traumatic event.

Psychoanalysis

Psychodynamic model-believes that mental disorders are rooted in an internal malfunction. It is the mind and processes not the physical brain. In this model a mental disorder is usually attributed to maladaptive attempts to deal with strong, unconscious conflicts. Freud believed that these conflicts stemmed from unresolved childhood issues.

Schizophrenia

Somatoform Disorders- a category of disorders in which psychological problems manifest in physical symptoms that, unlike psycho physiological disorders, cannot be explained by physiology.

Suggested Word List for Concept Maps (Post-Midterm Lectures)

Undifferentiated Subtype

Unipolar Depression- a mood disorder in the DSM. Defined by a number of symptoms including decreased mood, loss of motivation, loss of appetite, lack of energy, and thoughts of suicide. Depressed feelings come in recurrent episodes.

Forming Impressions

"Liking those who like us"- our impressions of others is how much they like us. Improves our self-esteem.

Actor/ Observer Effect- a proposed explanation of the fundamental attribution error based on the observation that we are more aware of our situational reasons for our own behavior.

Anticipated Interactions

Attribution Theories- the process of incorporating new information into existing schemas.

Availability Heuristics- our tendency to make decisions based on the information that is most quickly available to us.

Cognitive Heuristics-

Correspondent Interference Theory- an attribution theory proposed by Jones and Davis, stating that we make inferences based on degree of choice, expectation, and intended consequences of the behaviour

- **Degree of Choice-**to understand why a person is behaving in a particular way, it helps to know if they chose to act in that observed behaviour in question.
- **Expectation-**consider that uncommon behaviour gives us a lot more information than common behaviour. If someone behaves in a way typical to what you would expect from them, you do not have any reason to infer an underlying cause to their behaviour.
- **Intended Consequences**

Covariation Theory- an attribution theory proposed by Kelley that determines if a behaviour is situational or dispositional in origin based on three factors: consistency, distinctiveness and consensus.

- **Consistency-** is this behaviour consistent? If answer is yes, we can continue to seek an explanation for this behaviour
- **Consensus-** do others behave similarly in this situation? If answer is yes, then the behaviour is probably due to situational factors, because everyone's behaviour is similarly influenced in this situation. If answer is no, then the different behaviours observed in a given situation are likely due to

Suggested Word List for Concept Maps (Post-Midterm Lectures)

each individual's particular disposition.

- **Distinctiveness-** does the individual behave differently in different situations. If answer is yes, then the given behaviour is probably driven by the situation. If the answer is no, then the given behaviour is probably driven by his disposition.

Dispositional Factors

Familiarly- this effect describes your tendency to be more positive towards things that are familiar, even if you have only seen them once or twice in the past.

Fundamental Attribution Error- the finding that we overestimate dispositional causes for other's behaviour as compared to our own behaviour, while underestimating situational causes... assume behaviour of others primarily due to dispositional factors

Proximity- you are more likely to be attracted to or to become friends with those you live or work closely with. The importance of proximity, however lies in physical distance, but also functional distance: how often two individuals get to interact?

Physical Attractiveness- on the presumption that what is beautiful is also good. When compared with less physically attractive people, physically attractive people are often judged as kinder, warmer, intelligent as well as more sensitive and outgoing.

Representativeness Heuristics- our tendency to assume what we see is representative of a larger category, and to classify people based on how well their behaviour fits with a certain prototype.

Self-Esteem

Situational Factors

Influence of Others

Appropriate Behaviours

Asch's Stimuli- found that on average 37% of all responses conformed to a clearly incorrect answer. Moreover, 75% of subjects conformed to an incorrect answer on at least one trial. This is because of normative and comparative functions.

Audience- in persuasion, the background of your audience is also important. For example, an academic audience is more likely to be persuaded by central appeals which use well-reasons, factual, and two-sided arguments. In this case the audience actively contributes to making a decision on their own. In a non-academic setting, the audience is more persuaded by peripheral appeals, which rely on quick decision making based on early heuristics, such as attractiveness.

Suggested Word List for Concept Maps (Post-Midterm Lectures)

Bystander Effect

Central Appeal- the appeal of a message that contains well rehearsed, factual, two-sided arguments and is most persuasive to intelligent audiences.

Co-Actors- another individual performing the same task, often increasing the performing of others through social facilitation.

Cognitive Dissonance- a psychologically uncomfortable state that occurs when attitudes and behaviour are inconsistent that must be resolved by changing one's attitudes.

Collective Ignorance- occurs in a bystander situation when each individual in a group concludes that a situation is not an emergency based on the inaction of others.

Communicator of the persuasive message. The most persuasive communicators are those with high credibility. Those who are perceived to be experts in a particular field are more persuasive than those who are not. Another aspect is **physical attractiveness**.

attractiveness.

Comparative Function- the role of others in providing information about an ambiguous situation

Conformity

Deindividuation- a state of mind in which an individual loses their sense of identity and responsibility in a group situation or while playing a role, leading to potentially dangerous or strange behaviours.

Diffusion of Responsibility-occurs in a bystander situation when each individual in a group concludes that someone else is better qualified to take action in an emergency.

Foot In the Door Effect-when individuals are more willing to comply with a large request after they have complied with a smaller request.

Group Dynamics-

Group Polarization- the finding that making decisions in a group of like-minded people tends to strengthen the original inclinations of individual group members.

Groupthink- a group decision making environment where group cohesiveness becomes so strong that dissenting opinions are rejected and a realistic appraisal of reality may become difficult

Low Ball Technique-a variant of the foot in the door effect that involves an escalation of the terms of agreement after someone has already agreed to a request or purchase. Despite the changes in the terms, people often continue to comply.

Milgram's Experiment- a famous experiment demonstrating obedience in a situation where delivering potentially harmful shocks is demanded by a seemingly legitimate authority figure.

Modeling

Normative Function- a function of a group in which individuals

Suggested Word List for Concept Maps (Post-Midterm Lectures)

conform to avoid social rejection or ridicule.

Obedience- listening to people and taking orders, even when they are not morally acceptable

One-Sided Message

Overjustification Effect- when performing a behaviour that is initially unrewarded, external justification leads to a decrease in responding.

Peripheral Appeal- the appeal of a message that is well presented and easy to understand, making it most persuasive to unintelligent audiences.

Persuasion- when you try to persuade someone to either change an attitude or perform some behaviour.

Risky Shift- the finding that a group of consensus for a risky decision tends to allow more risk than the original decision of an individual group member. Later expanded into the group polarization effect.

Muzafer Sherif- in the 1930's conducted a series of very clever experiments on conformity using a perceptual illusion called the auto kinetic effect. In a pitch-black room, starting at a small dot of light, as you stare, the light seems to move for a few seconds, however, the light does not actually move at all because it is an optical illusion.

Auto kinetic effect- a stationary light in a pitch-black room will appear to move about randomly.

Social Facilitation- the increased performance that occurs in the presence of co-actors or an audience.

Social Learning Theory- popularized by Bandura, a theory that suggests we learn appropriate behaviours by modeling and imitating the behaviours of others.

Social Loafing- a special case of diffusion of responsibility in which an individual exerts less effort because they are working in a group

Triplet- the Norman Triplet

- Co-actor- another individual performing the same task
- Audience- a group of people watching an individual perform a task
- Social facilitation- the increased performance that occurs in the presence of co-actors or an audience.

Two-Sided Message

Zajonc- presence of others increases arousal to improve

performance on simple tasks, and decrease performance on complex tasks.

Zimbardo' Prison Experiment- in the summer of 1971, he placed an ad seeking male participants for a psychology experiment lasting two weeks. The purpose of the study was to

Suggested Word List for Concept Maps (Post-Midterm Lectures)

study the behaviour of normal people under situations of authority. The 24 picked had to pass a background check. Half the people were picked as fake guards and others as fake prisoners. The experiment only last 6 days, as the guards became way too harsh.

Other key points

- **Confirmation Bias** is our tendency to seek out information that supports our hypothesis. (From our book) So for example: you're experimenting whether a store is busier on a Saturday as opposed to every other day of the week. So you would survey how many people entered the store on a Saturday, and to support your hypothesis you survey on another day of the week where you know it's going to be completely and utterly dead, like a Monday. You are just picking Monday because you know in the end your hypothesis is right, and you disregarded surveying any of the other days out of the whole week... like who knows maybe Fridays are busier than Saturdays. But according to your mock experiment, which is biased to you being right, Saturdays are the busiest.
- **Shadowing paradigm:** separate messages played at the same time in your ears. Results show that your ability to separate target sounds from background noise were based on physical characteristics of the voice i.e. Gender, pitch, speed.
- **Extinction:** when the conditioned stimulus no longer predicts the unconditioned stimulus, conditioned response doesn't happen any more. Example...you are excited (CR) to see your grandma (CS) because she brings you presents (US). She stops bringing presents so, conditioned stimulus no longer predicts unconditioned stimulus, your excited feeling (CR) is extinct.
- **Discrimination:** restricts the range of the conditioned stimulus that causes the conditioned response, less general CS. ex... your grandma is the only one who brings you presents. You get excited when you see other old grandmas that aren't yours. They don't bring you presents. You start only getting excited when you see your grandma because you can discriminate your grandma from others.
- **Attribution** is the judgment tying together causes with effects, and **Fluency** is the ease with which an experience is processed.

Suggested Word List for Concept Maps (Post-Midterm Lectures)

(Taken from the Glossary at the back of the courseware)

- **Worded Differently:** An attribution is made in trying to process an experience, and Fluency is the ease with which an experience is processed (or an attribution is made)
- **Degree of choice:** if a person is acting in a certain way because it is truly their personality (high degree of choice) or if they are acting that way because they are being told to, like an actor on tv (low degree of choice). You can get more information about a person's character if they chose to act the way they did.
- **Expectation:** you get more information about a person if their behaviour is unexpected or uncommon. if a person does something that is unexpected or unusual you see more about their personality. Example...someone get up and leaves class. This is expected if the class is over- cant get much info about their personality. But if it is while someone is talking (unexpected) you may judge them as rude..
- **Intended consequences:** why did the person do what they did, what did they want to happen in result of their behaviour? ex.. they get up and leave the class in the middle and you judge them as rude but if you knew they left because they are sick and intend to go to the bathroom, you would analyze their behaviour differently.
- So, Chris is having trouble getting his computer to work so he is frustrated and angry because his computer isn't working. Just think is the problem due to Chris or the computer itself?
- **Consistency:** Refers to the frequency of an observed behaviour between an individual and the same stimuli. Does the **individual usually behave this way** in this situation? EX: Is Chris usually unable to get his computer to work? If yes, this behaviour is consistent.
- **Distinctiveness:** Refers to how the actor responds to different stimuli. Does the **individual behave differently** in different situations? EX: Does Chris only have trouble with just his computer or does he have problems working other computers as well. If he only has trouble with that particular computer it is considered situational because he has no problems with the other computers so then most likely there is a problem with that certain computer. But if Chris has trouble working on other computers it is considered dispositional, so there must be a problem with Chris
- **Consensus:** Refers to how other people behave toward the same stimuli. Do **others behave similarly** in this situation?? EX: Does everyone who tries to work Chris' computer having trouble? If the answer is yes then it is situational because everyone behaved the same when they had trouble working the computer and it is most likely there is a problem with his

Suggested Word List for Concept Maps (Post-Midterm Lectures)

computer. If the answer is no and everyone who tried to work Chris' computer had reacted with a different behaviour then it is dispositional.

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