**Unit 12. Expanded Outline**

**Social Psychology:** Chapter 14

Helping Behavior vs Bystander Apathy

Population Density/Diffusion of Responsibility

Recognition of an emergency

Fear

Good mood in bystander

Empathy in bystander

Personality of bystander

Appearance of person in emergency

**Attitudes: Formation and Modification:** 529-534

Definition

ABC of attitudes

Learning:

Classical Conditioning

Operant Conditioning

Social Learning Theory

Changing Attitudes:

Message Source

Message – one sided or two sided

“Target” – intelligence, SES

**Prejudice and Overcoming Prejudice: 549-553**

**Negative attitude**

**ABC?**

**Formation**

**Effects on those against whom prejudice is directed**

**Reducing Prejudice**

**Cognitive Dissonance:** 532-533

**Liking and Loving:**555-559

Gender Role, Gender Identity

**Groupthink:** 542-543 confirmation bias

**Obedience to Authority:** 546-547

**The Stanford Prison Experiment:** 543-544: Conformity to Social

Roles

Situation, disposition

**Aggression:** 559-561, 564

1. Instinct
2. Reinforcement and vicarious reinforcement
3. Frustration Aggression Theory
4. Biology
5. Unit 11
6. Culture
7. Role of Peaceful conflict resolution
8. Anger Management 564

**Who is likely to be the most peaceful, least aggressive person?**

1. **Gender**
2. **Secure attachment**
3. **Parenting**
4. **Path to self-actualization**
5. **Hardy personality**
6. **Peaceful Conflict resolution**