

***AP Psychology – Learning Goals
Myers’ Psychology for AP: Unit XIV
Social Psychology***

Identify what social psychologists study, and discuss how we tend to explain others’ behavior and our own (particularly, describe fundamental attribution error and actor-observer effects).
Explain whether what we think affects what we do, and whether what we do affects what we think. Use the theory of cognitive dissonance to explain related phenomena.
Describe automatic mimicry , and explain how conformity experiments reveal the power of social influence.
Describe what we learned about the power of social influence from Milgram’s obedience experiments.
Describe how our behavior is affected by the presence of others (e.g., deindividuation , social loafing , and bystander effects).
Explain group polarization and groupthink , and discuss the power of the individual.
Describe how behavior is influenced by cultural norms .
Define prejudice , and identify its social and emotional roots.
Identify the cognitive roots of prejudice.
Explain how psychology’s definition of aggression differs from everyday usage, and identify the biological factors that make us prone to hurt one another.
Outline psychological and social-cultural triggers of aggression.
Explain why we befriend or fall in love with some people but not others.
Describe how romantic love typically changes as time passes.
Identify the times when people are most--and least--likely to help.
Discuss how social exchange theory and social norms (e.g., reciprocity & social responsibility) explain helping behavior.
Explain how social traps and mirror-image perceptions fuel social conflict.
Discuss how we can transform feelings of prejudice, aggression, and conflict into attitudes that promote peace.

Key People (be able to describe their contributions in Social Psychology):

- Solomon Asch
- Leon Festinger

- Stanley Milgram
- Philip Zimbardo
- Muzafer Sherif