self-concept
   introspection
   self-awareness theory

action \rightarrow feeling (not vice versa)
   foot-in-the-door technique
   forced compliance
   justification of effort
   cognitive dissonance

attitude – stable set of mental views and assessments about some idea object or person
   questionnaires (deficiencies?)

explicit vs. implicit attitudes
   Implicit Association Test

above-average effect
self-serving bias

impression management
self-handicapping

schemas – implicit theories of personality
   stereotypes
   illusory correlations

COMPARE HOW WE USE SOCIAL SCHEMAS TO HOW WE USE COGNITIVE HEURISTICS

attribution
   situational vs. dispositional
   fundamental attribution error
   actor-observer difference

conformity
   yielding (when is yielding more likely to take place?)

central route to persuasion vs. peripheral route to persuasion

COMPARE THESE TWO ROUTES WITH THE SITUATIONAL vs. DISPOSITIONAL TENDENCIES IN ATTRIBUTION.
obedience (situational or dispositional?)
  Milgram
  Zimbardo
  cognitive re-interpretations

social impact theory
  social loafing
  social facilitation
  social inhibition

great person theory (again, is this a dispositional or situational theory?)

group polarization
  risky shift
  groupthink
  deindividuation (situational? conformity? yielding?)

DESCRIBE DEINDIVIDUATION IN TERMS OF SOCIAL IMPACT THEORY

collectivist
individualist
  in-groups
  out-groups

WHICH ATTRIBUTES GO WITH WHICH KIND OF CULTURE? (e.g. above-average effect)
CH 14

statistics
  frequency distribution (normal curve)
  mean, median, correlation coefficient
  predictive validity

intelligence tests
  stanford binet
  SAT

Q: what are some of the shortcomings of intelligence tests? what is their predictive validity?

multiple intelligences (creative, practical, IQ)
savants

psychometric approach
factor analysis
Spearman’s $g$

fluid vs. crystallized intelligence

NATURE VS. NURTURE
  what is the debate?
Q: frame in terms of situational vs. dispositional

twin studies show?

  heritability ratio
  phenotype vs. genotype (social effects of phenotype produce environmental effects (nurture) while genotype specifies nature)
  individual variability

Q: compare intelligence tests with personality tests. shortcomings? validity? same kinds of factors?

intelligence might be considered just that which is not situationally dependent, but an inherent characteristic of the self.