Contents – mental materials processes on which operations are performed
Visual, auditor, symbolic, semantic behavioural

Products – information is stored, processed and used by person to make associations or connections
Units, classes, relation, systems, transformation, implication

Vermon – hierarchical approach
Group factors between g+s
Highest intelligence g
Two major group factors verbal/educational and spatial/mechanical

Naturalist – nature, metallurgy, biology
Existentialist – one’s surroundings, linked to spiritual thinking

Social learning theory, individual strives to maintain positive self-image.
Personal identity (personal characteristic and attitudes)
Social identity (sense of who we are and derived from groups we belong to)
Reducing prejudice and discrimination
Allport contact hypothesis
In particular equal status contact and pursuit of common goals

- when segregated more likely autistic hostility (ignorance of others)
Mirror-image phenomenon increase contact opportunity to disconfirm stereotype reduction in illusion of outgroup homogeneity
Familiarity

Conformity and group influence
Allport: an attempt to understand and explain how the thoughts, feelings and behaviours of individuals are influenced by actual, imagined or implied presence of others
Inhibiting our behaviour – bystander effect
Conformity – yielding to group pressures significant other and forming – group membership

Values and admires = reference groups

Festingers – social comparison theory
Evaluate ideas and attitudes correct
Neccarcy to reach group goals – group locomotion
Interalistion private belief consistent with public
Compliance – answer given publicly but not privately believed

False dichotomy – opposite forms of influence
Can operate together
Distinction between NSI and ISI called dual process model of social influence

Group decisions risker than individuals (the risking shift phenomena)
Group polarisation – tendency groups make more extreme decisions than individual's initial positions

Group think – group decisions may become very extreme

Obedience
Norm of reciprocity – we should treat others way they want to treat us
Liking, social validation, scarcity and foot in the door

Diffusion of responsibility – agentic state
Opposite autonomous state

Social representation
Facilitate communication between individual + establish social reality
  ➢ Provide framework to make sense of world
Principle of coherence
Makes all traits fit together into a well integrated portrait.