Psychology 101

Social Psychology:

· Describe the fundamental attribution error.
  o It explains other people’s behavior, and the tendency to overemphasize personality traits and underestimate situational factors.

· Explain the differences between persuasion and conformity.
  o Persuasion is the active and conscious effort to change an attitude through the transmission of a message, and conformity is the altering of one’s own behaviors and opinions to match other people’s expectations.

· Define the mere exposure effect
  o It is the increase of liking due to repeated exposure.

· Define cognitive dissonance
  o An uncomfortable mental state due to a contradiction between two attitudes or an attitude and a behavior.

· The differences between social loafing and social facilitation
  o Social loafing is when people tends to work less hard in a group than when they work alone, and social facilitation is when the mere presence of others enhances performances.

• Hamilton’s Rule: 
  \[ C \text{(Cost)} < R \text{(Relationship)} \times B \text{(Benefits)} \]