Physical Attraction: The level of attractiveness from the other person. Physical attraction comes after proximity in what most affects our first impression. Also predicts how often people date and how popular they feel. Affects initial impressions of people’s personalities.

Reciprocal Liking: psychological term to describe the phenomenon of people tending to better like those people who like them. It reflects the notion that people feel better about themselves knowing that they are likable and enjoy the company of those who give them positive feelings.

Attitude Similarity: having similar personalities, attitudes, likes, dislikes, hobbies, etc. Similarity breeds content. Dissimilarity often fosters disfavor.

Matching Hypothesis/Phenomenon: A theory proposed by Elaine Hatfield that claims that people are more likely to form and succeed in committed relationships with someone who is equally socially desirable.

Mere Exposure Effect: the hypothesis that repeated exposure to novel stimuli increases liking of them.

Social Norms: specific rules determined by culture of accepted and expected behavior.

Group-held beliefs about how members should behave in a given context.

Conformity: adjusting our behavior or thinking to coincide with a group standard.

Normative Social Influence: influence resulting from a person’s desire to gain approval or avoid disapproval.

Informational Social Influence: influence resulting from one’s willingness to accept others’ opinions about reality.
Group Polarization: the enhancement of a group’s prevailing inclinations through discussion within the group.

Groupthink: the mode of thinking that occurs when the desire for harmony in a decision-making group overrides a realistic appraisal of alternatives.

Just World Phenomenon: the tendency for people to believe the world is just and that people therefore get what they deserve and deserve what they get.

Major Theories of Motivation: motivation is the drive we get to obtain things we want, need, etc. The theories include instinct theory, drive reduction theory, arousal theory, incentive theory.

   Instinct Theory: the theory that motivation is unlearned, we are born with it.
   Motivation is an instinctive behavior.

   Drive Reduction Theory: the idea that a physiological need creates and aroused tension state (a drive) that motivates an organism to satisfy the need.

   Arousal Theory: motivated to engage in behaviors in order to either increase or decrease arousal levels. When our arousal is too high, we are motivated to engage in behaviors that will lower these levels. When it dips too low, we might seek out activities that can increase arousal.

   Incentive Theory: motivated to do things because of external rewards

Inverted-U Hypothesis: states that arousal level (or energy level) and performance have a curvilinear relationship. An optimal level of arousal can equate to a maximum level of performance. The maximum level of performance occurs at a medium level of arousal.

Hunger: decreased level of glucose causes hunger, stimulated by the hypothalamus, ghrelin is an appetite arousing hormone, other appetite arousing hormones include