

1. **Informed Consent**: A procedure in which research participants are provided with as much information as possible about a research project before deciding whether to participate in it. In short, this is the opposite of withholding information in order to persuade people to participate.
2. **Multicultural Perspective**: A focus on understanding the cultural and ethnic factors that influence social behaviour. This perspective has led to important changes in focus of social psychological research. It notes that research findings obtained in one culture do not necessarily generalize to other cultures.
3. **Mood Congruence Effect**: The fact that we are more likely to store or remember positive information when in a positive mood and negative information when in negative mood. In other words current moods serve as a kind of filter permitting primarily information consistent with these moods to enter into long term storage.
4. **Perseverance effect**: The tendency for beliefs and schemas to remain unchanged even in the face of contradictory information.
5. **Facial Feedback Hypothesis**: It suggests that there is a close link between the facial expressions we show and our internal feelings and that this relationship works both ways i.e., the expressions we show reflect our internal feelings or emotions, but in addition, these expressions also feedback into our brains and influence our subjective experience of emotion.
6. **Self Serving Bias**: The tendency to attribute positive outcomes to internal causes (e.g., one's own traits or characteristics) but negative outcomes or events to external causes (e.g., chance, task, difficulty).
7. **Fear appeals**: attempting to change people's behaviours by use of a message that induces fear.
Example : many messages use frightening images in attempt to "scare people" into changing their attitudes and behaviour, including the sorts of warning that are aimed at getting people to stop smoking and behave in environment friendly ways.
8. **Sublimal Conditioning**: classical conditioning of attitudes by exposure to stimuli that are below individual's threshold of conscious awareness.
Mere exposure - having seen an object before, but too rapidly to remember having seen it - can result in attitude formation. This is a case of sublimal conditioning because patients with advanced Alzheimer's disease who therefore cannot remember seeing the stimuli show evidence of forming new attitudes as a result of mere exposure.