To properly prepare for the test that includes this chapter you should study the material in the book and in lecture that would allow you to do the following:

1. Describe the concepts of deindividuation, social facilitation, social loafing, group polarization, and groupthink and the factors that influence their occurrence.
2. Describe Stanley Milgram’s study on obedience, including the conclusions that can be drawn from the study.
3. Describe Solomon Asch’s study on conformity, including the conclusions that can be drawn from the study.
4. Describe the two major factors explaining why we conform to the behavior of others (informational and normative social influence).
5. Describe the “beauty is good” stereotype and its effects.
6. Describe the concept of attributions, including the fundamental attribution error and the self-serving bias, and the factors that influence these attributions.
7. Describe the factors that determine attitude-behavior consistency and whether or not a person’s attitude will influence the person’s behavior.
8. Describe the evidence (including cognitive dissonance research) showing that a person’s behavior will sometimes influence the person’s attitude.
9. Describe the common processes that are a part of and lead to prejudice, including the “just world hypothesis” and “stereotype threat.”
10. Describe the factors that influence the likelihood of people helping others (altruism) in the event of an emergency, including the number of bystanders.