

## Chapter 6

### Attitude and Social Cognition

#### Worksheet Questions

1. What is social psychology?
2. Explain the 3 processes in social cognition.
3. What is pro social behaviour?
4. Define social facilitation
5. \_\_\_ is the improvement/ decline in performance due to the presence of others
6. Social cognitive process is activated by cognitive process called \_\_\_
7. Define attitude. What are its components
8. How are beliefs different from values?
9. \_\_\_ form the ground on which attitude stand
10. \_\_\_ are attitudes that contain should or ought aspect
11. Name the 4 features of attitude
12. A belief that all members of a group share a common characteristic.
13. What does valence of an attitude tell you?
14. How are simple attitudes different from complex attitudes?
15. \_\_\_ refers to the role of a particular attitude
16. What are the various processes involved in attitude formation?
17. What role does media play attitude formation?
18. \_\_\_\_\_ gave the concept of balance
19. "All women are bad drivers." This statement is an example of?
20. Preferential or disadvantageous behaviour toward an individual or group.
21. When is imbalance found? Explain with an example how balance can be attained.
22. \_\_\_ proposed the concept of cognitive dissonance.
23. Explain the concept of cognitive dissonance with an example.
24. What is one difference between cognitive dissonance theory and balance theory?
  - a. Balance theory does not relate to consistency
  - b. Cognitive dissonance theory does not relate to cognition
  - c. Cognitive dissonance theory does not concern relationships between people
  - d. None of the above
25. What do you mean by cognitive consistency?
26. The two step concept is given by \_\_\_
27. What are the 2 steps in the 2 step concept
28. Professor Stewart wrote a very positive letter of recommendation for a student despite his having doubts about her competence. Which theory best explains why he subsequently began to develop more favorable attitudes about the student's abilities?
29. Prejudice is \_\_\_\_\_, whereas discrimination is \_\_\_\_\_
30. Explain factors that influence attitude change.

31. An actor changes consuming cigarettes and educates his fans about its ill effects. This is an example of?
32. Adults who are planning to buy a computer are more convinced by a computer engineer who points out the special features of the laptop. This shows that attitudes change when they come from \_\_\_\_
33. Advertisement that claims to take care of the future of the family even when you're not around. The appeal said to used by the advertiser is \_\_\_\_
34. How do target characteristics influence attitude change?
35. How is prejudice different from stereotype and discrimination?
36. Which psychologist conducted a study that involved a chinese couple travelling across the united states?
37. Explain the sources of prejudices
38. What is scape goating?
39. A village claims to have a haunted house with a ghost in it. No one has seen anything. But all the villagers believe that it might be true because everyone is claiming that there is a ghost. This is called \_\_\_\_ -
40. Sometimes a particular group is responsible for continuing the prejudice. This is known as \_\_\_\_
41. What are the strategies for handling prejudice?