



Module 74 SOCIAL THINKING

Name: _____ Date: _____ Block: _____

Reading **Module 74** (p.768-774), please take your chapter notes as you go through. When you are done, please complete this activity. I will check this next class for a homework check.

Attribution Theory – Fritz Heider

- the theory that we explain someone's behaviour by crediting either the situation or the person's disposition (personality traits vs. external situations)
- example: at a party, is a guy smiling because he is a happy guy OR b/c the party makes him happy? 😊

Activity:

For each of the following terms, define and give an example from your own life:

Social Psychology -

Fundamental Attribution Error-

Attitudes Affect Actions:

Attitudes-

Peripheral Route Persuasion-

Central Route Persuasion

Actions Affect Attitudes

- The Foot In the Door Phenomenon-

- Social Roles-

- Cognitive Dissonance Theory-

- Looking Glass Effect- (not in textbook but try...)



Then answer the following questions:

1) Driving to school one snowy day, Marco narrowly misses a car that slides through a red light. "Slow down! What a terrible drive." he thinks to himself. Moments later, Marco himself slips through an intersection and yells "Wow! These roads are awful. The city plows need to get out here." What social psychology principle has Marco just demonstrated? Explain with correct terms and ideas.

2) Explain how the central route persuasion and the peripheral route persuasion could be used by our school's cafeteria to increase lunch sales.