





9. Define *attitude*. What are *implicit* and *explicit attitudes*? Which have more power over our actions? Why? Describe the five circumstances in which you are most likely to act in accordance with your attitudes. What is *cognitive dissonance*? What are the two ways described in the book that behavior can influence attitudes?

10. What are *group polarization* and *groupthink*? What are the indicators of *groupthink*? What are *social loafing*, *social facilitation*, *deindividuation*, and *minority influence*? Why is it important to know about group influence?

11. What did Asch show in his series of studies on conformity? List the eight conditions that increase the likelihood of conformity.

12. Describe Milgram's experiment. Why is this experiment important? What does Zimbardo suggest you do to resist group influence?

13. What is the *bystander effect*? Why does it occur?

14. What is *altruism*? Why do humans act altruistically? What interferes with our ability to act altruistically?

15. What are *stereotypes*? Where do they come from?

16. What is *prejudice*? What causes it? What is the best way to decrease prejudice?