

Name: _____

Sociology Final Study Guide

Persuasion

Central Persuasion

Peripheral Persuasion

3 Differences

Six Methods of Peripheral Persuasion

Reciprocity

Scarcity

Authority

Commitment and Consistency

Consensus

Liking

Prejudice

Prejudice (Implicit / Explicit)

Discrimination

Stereotyping

In-Group Out-Group Bias

Mere Exposure

Confirmation Bias

Fundamental Attribution Error

What causes prejudice

How to “fix” prejudice

Survey

Sampling Methods:

Random

Stratified

Haphazard

Cluster

Systematic

Types of Questions:

Demographic

Open-Ended

Close-Ended

Likert

Cognitive Dissonance:

Be able to fill out the following for a set of attitudes in terms of cognitive dissonance

Attitude 1	Attitude 2	Dissonant?	Justification
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Types

Effort Justification

Post-Decision Dissonance

Self Handicapping

Ben Franklin

Learned Helplessness

Crowds

Casual

Conventional

Expressive

Acting

Mob

Riot

Contagion Theory

Convergence Theory

Emergent-Norm Theory

Three Major Sociological Theories

Conflict Theory

Functionalism

Symbolic Interactionism

Capitalism

Socialism

Communism

Norms

Folkway

More

Taboo

Law

Misc Theories

Lake Wobegon Effect

Prisoner's Dilemma

Experiments

Solomon Asch

Zimbardo Prison

Smoke Filled Room

Milgram

Conformity

Bystander Effect