Introduction to Social Psychology
ECO 215

Chapter 1
1. Discuss how institutions both promote and shape 'the self'.
2. Suppose you want to examine the impact of mental counselling on students' academic performance. What method of psychological research will you apply, and how can you add correlation to your research?

Important topics: Scientific approach to studying casual behaviour, factors underlying social behaviour.

Chapter 2
1. How do schemas influence social cognition? Explain how priming and unpriming may impact our thinking if you come across a hot deal at a clothing store.
2. An investor earns 5% interest on a stock. What counterfactual thoughts about the return might automatically occur to the investor?

Important topics: Types of heuristics, impression formation and management.

Chapter 3
1. Recreate the study of Walsh and Kiviniemi (2014) and design your experiment to examine the classical conditioning of attitude formation.
2. Suppose you want to publicise your clothing line and you sign contracts with a celebrity and a local model for campaigns. Explain your strategy for forming customer attitudes towards your product.

Important topics: Tactics of self-knowledge and self-identity, Stereotype, prejudice and discrimination.

Chapter 4
1. Explain Zimbardo's prison experiment and how he examined the influence of power dynamics on individual behaviour in hierarchical structures. Give real-world examples of the downside of conformity when compliance with social roles is low.
2. Suppose many people are buying stocks because 'everyone else is doing it'. Also, some people invest to be seen as forward-looking and to avoid being labeled outdated. What factors affect such conformity?

Important topics: Social influence concept, non-conformity.

Chapter 5
1. A group in a political discussion initially slightly supports stricter immigration laws, but after discussion, strongly demands a total ban. How does group decision-making work in this case?

Important topics: Group components, Happiness theory.

Chapter 6

1. In real-world political decision-making, voters rarely analyze all available information before choosing a candidate. Discuss why such decisions can be considered 'satisficing' rather than entirely rational.
2. Utility theory assumes transitive preferences. Given a situation where an individual prefers A > B, B > C, but C > A depending on context, explain whether transitivity holds and whether such preferences can be represented by a utility function.

Important topics: Regulatory fit, Choice architecture.

Chapter 7

1. Using examples, discuss the distinction between goal-directed pro-environmental behaviour and behaviour that incidentally benefits the environment.
2. A village depends on a shared fishpond that is open to all local fishers. In the same village, residents are asked to contribute money to maintain flood-control embankments that protect the entire community. Identify which situation can lead to a resource dilemma and which represents a public good dilemma.

Important topics: Values and emotions in environmental risk perception and pro-environmental behaviour.