Ahmedabad University

School of Arts and Sciences

PSY220 Social Psychology

Mid Term Examination 2022 (Monsoon Semester)

Date: 19-09-2022 (Exam date) No. of printed pages: 1 (Pages of question paper)

Total Marks = 50 **Time – 2 hours**

Enrolment Number:. .....

Instructions: Please attempt 10 questions. Each answer should be about 200-300 words.

1. Differentiate social psychology and applied social psychology by defining them. Explain the goals of scientific understanding in reference to applied social psychology.
2. Experimentation is considered 'the gold standard' of social psychology's methods, but it isn't perfect. Why?
3. Describe the five qualitative research methods briefly.
4. List the ethical requirements in conducting social psychological research. Elaborate on the two basic safeguards employed to make temporary deception acceptable.
5. Describe Cognitive Dissonance Theory. Explain one of the three dissonance situations.
6. Describe the Theory of Planned Behavior.
7. What are mirror neurons, where are they located and how are they connected to a social self?
8. Define and list any three heuristics? What are the possible advantages and limitations of employing heuristics in decision making?
9. Explain, anchoring and priming in reference to schema? Use an example each for elaboration.
10. Identify and explain any three basic cognitive variables that are deployed and in turn affect processing social information?
11. Discuss the errors in social thinking? Explain why people engage in counterfactual and magical thinking.
12. What are explicit and implicit attitudes? How can we measure attitudes?
13. Define and differentiate between stereotypes, prejudices and discrimination. Discuss at least three important strategies to reduce prejudice.
14. Explain the Self-presentation theory in brief along with a diagram.
15. Explain any one/two of the Biases in clinical decision making