

INTRODUCTION

Reading: Franzoi, Chapter 1

Terms You Should Know

Social Psychology
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Sociology
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Major Concepts

Self
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Interactionism
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Hot vs Cold Approach
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Ideology
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Individualism
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Collectivism
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B = F (P::E)
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Culture
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Major theoretical perspectives

- Learning
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- Psychodynamic
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- Biological/Physiological
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- Cognitive
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- Evolutionary
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- Eclectic
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Concepts You Should Master.

1. What is difference between social psychology and sociology.
2. Does the United States encourage a culture of individualism or a culture of collectivism? Give at least two examples to support your opinion.
3. Explain the notion that our social behavior is a function of the Self and the Environment.
4. What is the difference between the *hot* and *cold* self?
5. What does the formula $B = f(P \times E)$ mean. What is the relevance to Social Psychology?