INTRODUCTION

Reading: Franzoi, Chapter 1

Terms You Should Know

Social Psychology

Sociology

Major Concepts

Self

Interactionism

Hot vs Cold Approach

Ideology

Individualism

Collectivism

B = F (P;E)

Culture
Major theoretical perspectives

Learning

Psychodynamic

Biological/Physiological

Cognitive

Evolutionary

Eclectic

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?