4.3 / Psychology of Social Situations



Name _____ Date _____

1 Make the connection.

Explain each concept in your own words. Add a brief example that shows why it fits.

Normative social influence

Informational social influence

Central route to persuasion

Peripheral route to persuasion

2 Build the explanation.

Read the social pressure. Place each pressure source.

Choose from the pieces below. Some do not belong. Write a letter in each position and explain the connection.

A. I follow because experienced members may know the route.

B. I agree publicly so the group will not reject me.

C. I comply with the supervisor's direct instruction.

D. All conformity requires an authority's order.

Acceptance motive - Piece: _____

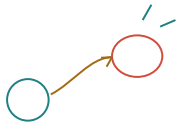
Information motive - Piece: _____

Authority command - Piece: _____

Show the connection.

Sketch a diagram or example that connects two ideas. Label the parts.

Use the idea. Explain the connection.



3 Choose, then explain.

1. Simulated teams produce 12, 14, 16, and 18 completed tasks. What is the mean?

A. 60

B. 15

C. 16

My choice: _____ Why it fits:

2. A fictional helping study uses staged emergencies without review or debriefing. What should students do?

A. Evaluate the ethical problems using the written record.

B. Recreate the emergency on unsuspecting classmates.

C. Assume all deception is automatically harmless.

My choice: _____ Why it fits:

4 Bring it together.

Contrast normative and informational influence using the same outward behavior.

One idea I corrected: _____

One question I still have: _____