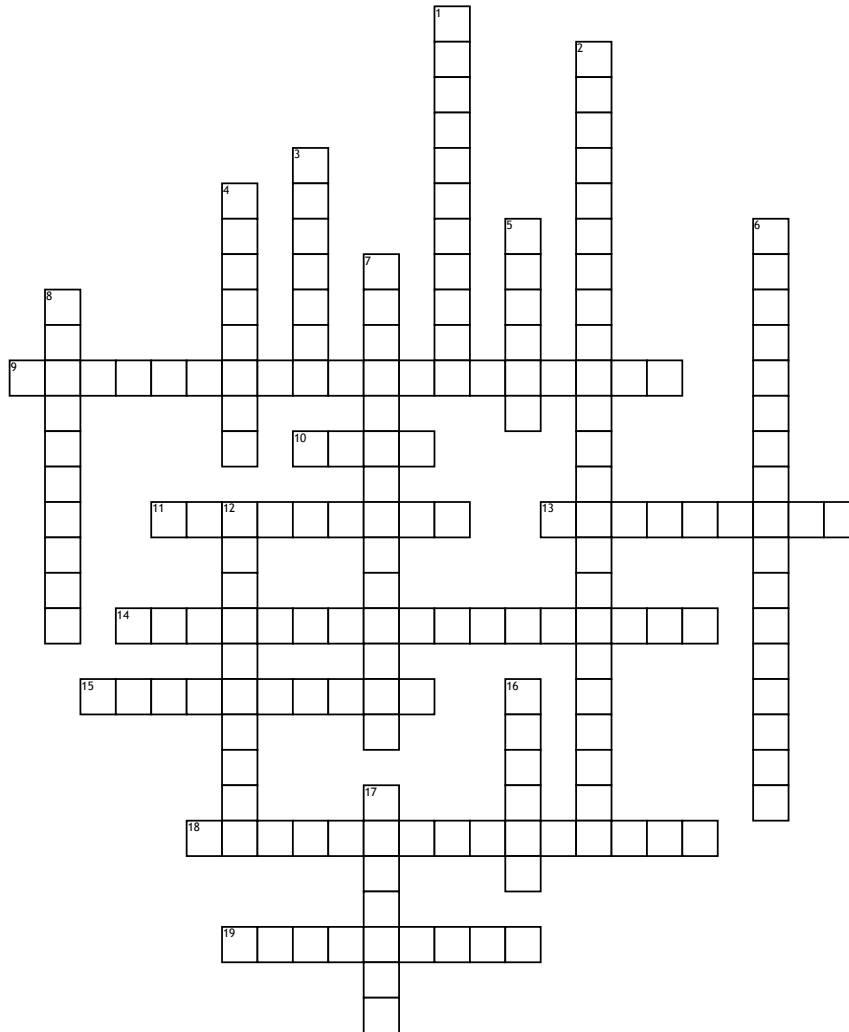


# Chapter 11: Social Psychology



## Across

9. State of tension that occurs when person holds two cognitions that are inconsistent
10. Given social position governed by set of norms for proper behavior
11. The more people there are the less likely any one of them will offer help if someone needs it is called the \_\_\_\_\_ effect
13. A strong unreasonable dislike of a group and its members
14. A motivation to explain people's behavior by attributing causes of behavior to a situation

15. Behavior in accordance with socially accepted conventions or standards.

18. Loss of awareness of one's own individuality

19. The Successful Advertiser

## Down

1. In reducing conflict and prejudice, all parties must have equal
2. The bias in which most individuals believe that they are above-average
3. Set of values, beliefs and customs shared by most members of society
4. The presence of others affects our \_\_\_\_\_

5. Society runs more smoothly when people feel that they \_\_\_\_\_

6. Tendency of people to feel more positive toward a familiar person or item

7. A person's self-concept that is based on identification with specific social affiliations

8. The tendency for a group to think alike and suppress dissent

12. A summary impression in which a person believes members of a group share characteristics

16. Us \_\_\_\_\_ Them

17. Creator of the Obedience Study

## Word Bank

- |                            |                      |                    |                 |
|----------------------------|----------------------|--------------------|-----------------|
| role                       | prejudice            | Culture            | social identity |
| behavior                   | deindividuation      | Familiarity effect | stereotype      |
| Groupthink                 | Milgram              | Attribution Theory | bystander       |
| belong                     | versus               | Conformity         | legal status    |
| Better Than Average Effect | Cognitive Dissonance | Don Draper         |                 |