Definition of social psychology
History of social psychology
3 Research orientations influencing social psychology
Non-experimental research
  Advantages
  Disadvantages
Experimental research
  Advantages
  Disadvantages
Internal validity
  Ensuring
External validity
  Ensuring
Construct validity
  Ensuring
Biases in research -- what they are and how to prevent
  Experimenter bias
  Demand characteristics
  Subject selection
Social cognition approach
  Features
  Assumptions
Information processing model
  Encoding
  Storage
  Retrieval
Schemas
  Types
  Effects on processing
Perseverance effect
Impression
Asch
  Central vs peripheral traits
  Primacy effect
  Meaning change or shift of meaning
Anderson
  Averaging principle
Differences between Asch & Anderson
Person memory
  Encoding
  Implications
  Retrieval
Implicit personality theory
Halo effects
Facial expressions
Heider’s common sense psychology
  Internal vs external attributions
  Stable vs unstable attributions
Jones & Davis’ correspondence inference theory
   Analysis of non-common effects
   Freely chosen behavior
   Unexpected behavior
Kelly’s covariation theory
   Actor attribution
   Entity attribution
   Situational attribution
   Distinctiveness
   Consistency
   Consensus
   Patterns of information needed to make attributions