Another rule tells us to help those who need our help; this is the ____________ norm.

Objective 28: Discuss effective ways of encouraging peaceful cooperation and reducing social conflict.

In most situations, establishing contact between two conflicting groups ____________ (is/is not) sufficient to resolve conflict.

In Sherif's study, two conflicting groups of campers were able to resolve their conflicts by working together on projects in which they shared ____________ goals. Shared ____________ breed solidarity, as demonstrated by a surge in use of the word ____________ in the weeks after 9/11.

When conflicts arise, a third-party ____________ may facilitate communication and promote understanding.

Osgood has advanced a strategy of conciliation called GRIT, which stands for ____________ and ____________ in _____________. The key to this method is each side's offering of a small ____________ gesture in order to increase mutual trust and cooperation.

**PROGRESS TEST 1**

Multiple-Choice Questions

Circle your answers to the following questions and check them with the answers beginning on page 483. If your answer is incorrect, read the explanation for why it is incorrect and then consult the appropriate pages of the text (in parentheses following the correct answer).

1. In his study of obedience, Stanley Milgram found that the majority of subjects:
   a. refused to shock the learner even once.
   b. complied with the experiment until the "learner" first indicated pain.
   c. complied with the experiment until the "learner" began screaming in agony.
   d. complied with all the demands of the experiment.

2. According to cognitive dissonance theory, dissonance is most likely to occur when:
   a. a person's behavior is not based on strongly held attitudes.
   b. two people have conflicting attitudes and find themselves in disagreement.
   c. an individual does something that is personally disagreeable.
   d. an individual is coerced into doing something that he or she does not want to do.

3. Which of the following statements is true?
   a. Groups are almost never swayed by minority opinions.
   b. Group polarization is most likely to occur when group members frequently disagree with one another.
   c. Groupthink provides the consensus needed for effective decision making.
   d. A group that is like-minded will probably not change its opinions through discussion.

4. Conformity increased under which of the following conditions in Asch's studies of conformity?
   a. The group had three or more people.
   b. The group had high status.
   c. Individuals were made to feel insecure.
   d. All of the above increased conformity.

5. Social traps are situations in which:
   a. conflicting parties realize that they have shared goals, the attainment of which requires their mutual cooperation.
   b. conflicting parties have similar, and generally negative, views of one another.
   c. conflicting parties each pursue their self-interests and become caught in mutually destructive behavior.
   d. two conflicting groups meet face-to-face in an effort to resolve their differences.

6. The phenomenon in which individuals lose their identity and relinquish normal restraints when they are part of a group is called:
   a. groupthink.
   b. empathy.
   c. cognitive dissonance.
   d. deindividuation.

7. Subjects in Asch's line-judgment experiment conformed to the group standard when their judgments were observed by others but not when they were made in private. This tendency to conform in public demonstrates:
   a. social facilitation.
   b. overjustification.
   c. informational social influence.
   d. normative social influence.
8. Based on findings from Milgram's obedience studies, participants would be less likely to follow the experimenter's orders when:
   a. they hear the "learner" cry out in pain.
   b. they merely administer the test while someone else delivers the shocks.
   c. the "learner" is an older person or mentions having some physical problem.
   d. they see another subject disobey instructions.

c. people's tendency to assume that the world is just and that people get what they deserve

d. people's tendency to discriminate against those they view as "outsiders"

15. The mere exposure effect demonstrates that:
   a. familiarity breeds contempt.
   b. opposites attract.
   c. birds of a feather flock together.
   d. familiarity breeds fondness.

16. In one experiment, college men were physically aroused and then introduced to an attractive woman. Compared to men who had not been aroused, these men:
   a. reported more positive feelings toward the woman.
   b. reported more negative feelings toward the woman.
   c. were ambiguous about their feelings toward the woman.
   d. were more likely to feel that the woman was "out of their league" in terms of attractiveness.

17. The deep affection that is felt in long-lasting relationships is called _______ love; this feeling is fostered in relationships in which _______.
   a. passionate; there is equity between the partners
   b. passionate; traditional roles are maintained
   c. companionate; there is equity between the partners
   d. companionate; traditional roles are maintained

18. Which of the following is associated with an increased tendency on the part of a bystander to offer help in an emergency situation?
   a. being in a good mood
   b. having recently needed help and not received it
   c. observing someone as he or she refuses to offer help
   d. being a female

19. The belief that those who suffer deserve their fate is expressed in the:
   a. just-world phenomenon.
   b. phenomenon of ingroup bias.
   c. fundamental attribution error.
   d. mirror-image perception principle.
20. According to social exchange theory, a person's tendency toward altruistic behavior is based on:
   a. a determination of the relatedness of those who will be affected.
   b. a cost-benefit analysis of any action.
   c. social norms.
   d. all of the above.

Matching Items

Match each term with the appropriate definition or description.

Terms

   1. social facilitation
   2. social loafing
   3. bystander effect
   4. conformity
   5. ingroup bias
   6. normative social influence
   7. informational social influence
   8. group polarization
   9. stereotype
   10. attribution
   11. altruism
   12. mere exposure effect

Definitions or Descriptions

   a. a causal explanation for someone's behavior
   b. a generalized belief about a group of people
   c. people work less hard in a group
   d. performance is improved by an audience
   e. the tendency to favor one's own group
   f. the effect of social approval or disapproval
   g. adjusting one's behavior to coincide with a group standard
   h. group discussion enhances prevailing tendencies
   i. the effect of accepting others' opinions about something
   j. unselfish regard for others
   k. the tendency that a person is less likely to help someone in need when others are present
   l. the increased liking of a stimulus that results from repeated exposure to it

PROGRESS TEST 2

Progress Test 2 should be completed during a final chapter review. Answer the following questions after you thoroughly understand the correct answers for the section reviews and Progress Test 1.

Multiple-Choice Questions

1. (Close-Up) Which of the following is an example of implicit prejudice?
   a. Jake, who is white, gives higher evaluations to essays he believes to be written by black students than to white-authored essays.
   b. Carol believes that white people are arrogant.
   c. Brad earns more than Jane, despite having the same job skills, performance level, and seniority.
   d. In certain countries, women are not allowed to drive.

2. We tend to perceive the members of an ingroup as _______ and the members of an outgroup as _______.
   a. similar to one another; different from one another
   b. different from one another; similar to one another
   c. above average in ability; below average in ability
   d. below average in ability; above average in ability
3. Regarding the influence of alcohol and testosterone on aggressive behavior, which of the following is true?
   a. Consumption of alcohol increases aggressive behavior; injections of testosterone reduce aggressive behavior.
   b. Consumption of alcohol reduces aggressive behavior; injections of testosterone increase aggressive behavior.
   c. Consumption of alcohol and injections of testosterone both promote aggressive behavior.
   d. Consumption of alcohol and injections of testosterone both reduce aggressive behavior.

4. Most people prefer mirror-image photographs of their faces. This is best explained by:
   a. the principle of equity.
   b. the principle of self-disclosure.
   c. the mere exposure effect.
   d. mirror-image perceptions.

5. Research studies have shown that frequent exposure to sexually explicit films:
   a. makes a woman's friendliness seem more sexual.
   b. diminishes the attitude that rape is a serious crime.
   c. may lead individuals to devalue their partners.
   d. may produce all of the above effects.

6. Research studies indicate that in an emergency situation, the presence of others often:
   a. prevents people from even noticing the situation.
   b. prevents people from interpreting an unusual event as an emergency.
   c. prevents people from assuming responsibility for assisting.
   d. leads to all of the above.

7. Two neighboring nations are each stockpiling weapons. Each sees its neighbor's actions as an act of aggression and its own actions as self-defense. Evidently, these nations are victims of:
   a. prejudice.
   b. groupthink.
   c. the self-serving bias.
   d. the fundamental attribution error.

8. Which of the following factors is the most powerful predictor of friendship?
   a. similarity in age
   b. common racial and religious background
   c. similarity in physical attractiveness
   d. physical proximity

9. Most researchers agree that:
   a. media violence is a factor in aggression.
   b. there is a negative correlation between media violence and aggressiveness.
   c. paradoxically, watching excessive pornography ultimately diminishes an individual's aggressive tendencies.
   d. media violence is too unreal to promote aggression in viewers.

10. When male students in an experiment were told that a woman to whom they would be speaking had been instructed to act in a friendly or unfriendly way, most of them subsequently attributed her behavior to:
    a. the situation.
    b. the situation and her personal disposition.
    c. her personal disposition.
    d. their own skill or lack of skill in a social situation.

11. Which of the following is true?
    a. Attitudes and actions rarely correspond.
    b. Attitudes predict behavior about half the time.
    c. Attitudes are excellent predictors of behavior.
    d. Attitudes predict behavior under certain conditions.

12. People with power and status may become prejudiced because:
    a. they tend to justify the social inequalities between themselves and others.
    b. those with less status and power tend to resent them.
    c. those with less status and power appear less capable.
    d. they feel proud and are boastful of their achievements.

13. Which of the following most accurately states the effects of crowding on behavior?
    a. Crowding makes people irritable.
    b. Crowding sometimes intensifies people's reactions.
    c. Crowding promotes altruistic behavior.
    d. Crowding usually weakens the intensity of people's reactions.

14. Research has found that for a minority to succeed in swaying a majority, the minority must:
    a. make up a sizable portion of the group.
    b. express its position as consistently as possible.
    c. express its position in the most extreme terms possible.
    d. be able to convince a key majority leader.
15. Which of the following conclusions did Milgram derive from his studies of obedience?
   a. Even ordinary people, without any particular hostility, can become agents in a destructive process.
   b. Most people are able, under the proper circumstances, to suppress their natural aggressiveness.
   c. The need to be accepted by others is a powerful motivating force.
   d. All of the above conclusions were reached.

16. Which of the following best summarizes the relative importance of personal control and social control of our behavior?
   a. Situational influences on behavior generally are much greater than personal influences.
   b. Situational influences on behavior generally are slightly greater than personal influences.
   c. Personal influences on behavior generally are much greater than situational influences.
   d. Situational and personal influences interact in determining our behavior.

17. Which of the following best describes how GRIT works?
   a. The fact that two sides in a conflict have great respect for the other’s strengths prevents further escalation of the problem.
   b. The two sides engage in a series of reciprocated conciliatory acts.
   c. The two sides agree to have their differences settled by a neutral, third-party mediator.
   d. The two sides engage in cooperation in those areas in which shared goals are possible.

18. Which of the following is important in promoting conformity in individuals?
   a. whether an individual’s behavior will be observed by others in the group
   b. whether the individual is male or female
   c. the size of the room in which a group is meeting
   d. whether the individual is of a higher status than other group members

19. Which theory describes how we explain others’ behavior as being due to internal dispositions or external situations?
   a. social exchange theory
   b. reward theory
   c. two-factor theory
   d. attribution theory

20. Which of the following is most likely to promote groupthink?
   a. The group’s leader fails to take a firm stance on an issue.
   b. A minority faction holds to its position.
   c. The group consults with various experts.
   d. Group polarization is evident.

**True-False Items**

Indicate whether each statement is true or false by placing T or F in the blank next to the item.

   ——— 1. When explaining another’s behavior, we tend to underestimate situational influences.
   ——— 2. When explaining our own behavior, we tend to underestimate situational influences.
   ——— 3. An individual is more likely to conform when the rest of the group is unanimous.
   ——— 4. The tendency of people to conform is influenced by the culture in which they were socialized.
   ——— 5. A bystander is more likely to offer help in an emergency if other bystanders are present.
   ——— 6. Counter-attitudinal behavior (acting contrary to our beliefs) often leads to attitude change.
   ——— 7. Human aggression is instinctual.
   ——— 8. Group polarization tends to prevent groupthink from occurring.
   ——— 9. Crowded conditions usually subdue people’s reactions.
   ——— 10. When individuals lose their sense of identity in a group, they often become more uninhibited.

**PSYCHOLOGY APPLIED**

Answer these questions the day before an exam as a final check on your understanding of the chapter’s terms and concepts.

**Multiple-Choice Questions**

1. After waiting in line for an hour to buy concert tickets, Teresa is told that the concert is sold out. In her anger she pounds her fist on the ticket counter, frightening the clerk. Teresa’s behavior is best explained by:
   a. evolutionary psychology.
   b. the reciprocity norm.
   c. social exchange theory.
   d. the frustration-aggression principle.
38. hostile; arguments; fights; grades
39. disconfirm; catharsis hypothesis; more anger
40. biological; psychological; social-cultural
41. conflict; groups; nations
42. social traps; distorted
43. self-interests; regulations; communication; awareness
44. mirror-image
45. proximity
46. increases; mere exposure; adaptive; prejudice; automatic
47. appearance
48. Attractive people are perceived as happier, more sensitive, more successful, and more socially skilled.
49. is not; increased
50. youthful; mature; dominant; affluent
51. large; small; symmetrical
52. more
53. attitudes, beliefs, interests, religion, race, education, intelligence, smoking behavior, economic status, age

Reward theories of attraction say that we are attracted to, and continue relationships with, those people whose behavior provides us with more benefits than costs. Proximity makes it easy to enjoy the benefits of friendship at little cost, attractiveness is pleasing, and similarity is reinforcing to us.

54. passionate; companionate
55. arousal; cognitive
56. were
57. equity; self-disclosure
58. altruism

An example of altruism is giving food and shelter to people displaced by a hurricane or other major disaster without expectation of reward.

59. notice; interpret; assume responsibility
60. less
61. less; bystander effect

People are most likely to help someone when they have just observed someone else being helpful; when they are in a hurry; when the victim appears to need and deserve help; when they are in some way similar to the victim; when in a small town; when feeling guilty; when not preoccupied; and when in a good mood.

62. social exchange
63. reciprocity

64. social-responsibility
65. is not
66. superordinate; predicaments; "we"
67. mediator
68. Graduated; Reciprocated Initiatives; Tension-Reduction; conciliatory

**Progress Test 1**

**Multiple-Choice Questions**

1. d is the answer. In Milgram’s initial experiments, 63 percent of the subjects fully complied with the experiment. (p. 735)

2. c is the answer. Cognitive dissonance is the tension we feel when we are aware of a discrepancy between our thoughts and actions, as would occur when we do something we find distasteful. (p. 728)

   a. Dissonance requires strongly held attitudes, which must be perceived as not fitting behavior.
   b. Dissonance is a personal cognitive process.
   d. In such a situation the person is less likely to experience dissonance, since the action can be attributed to "having no choice."

3. d is the answer. In such groups, discussion usually strengthens prevailing opinion; this phenomenon is known as group polarization. (pp. 739–740)

   a. Minority opinions, especially if consistently and firmly stated, can sway the majority in a group.
   b. Group polarization, or the strengthening of a group’s prevailing tendencies, is most likely in groups where members agree.
   c. When groupthink occurs, there is so much consensus that decision making becomes less effective.

4. d is the answer. (p. 733)

5. c is the answer. Social traps foster conflict in that two parties, by pursuing their self-interests, create a result that neither group wants. (p. 756)

   a. As Sherif’s studies demonstrated, the possession of shared or superordinate goals tends to reduce conflict between groups.
   b. This is an example of mirror-image perceptions, which, along with social traps, foster conflict.
   d. Face-to-face confrontations between conflicting parties generally do not reduce conflict, nor are they social traps.

6. d is the answer. (p. 739)

   a. Groupthink refers to the mode of thinking that
occurs when the desire for group harmony over-
rides realistic and critical thinking.
b. Cognitive dissonance refers to the discomfort
we feel when two thoughts (which include the
knowledge of our behavior) are inconsistent.
c. Empathy is feeling what another person feels.

7. d. is the answer. Normative social influence refers
to influence on behavior that comes from a desire
to look good to others. Subjects who were ob-
served conformed because they didn’t want to
look like oddballs. (p. 733)
a. Social facilitation involves performing tasks
better or faster in the presence of others.
b. Overjustification occurs when a person is
rewarded for doing something that is already
enjoyable.
c. Informational social influence is the tendency
of individuals to accept the opinions of others,
especially in situations where they themselves are
unsure.

8. d. is the answer. Role models for defiance reduce
levels of obedience. (p. 736)
a. & c. These did not result in diminished obedi-
ence.
b. This “depersonalization” of the victim resulted
in increased obedience.

9. b. is the answer. Aggression is any behavior,
physical or verbal, that is intended to hurt or
destroy. (p. 749)
a. A person may accidentally be hurt in a nonag-
gressive incident; aggression does not necessarily
prove hurtful.
b. Verbal behavior, which does not result in phys-
ical injury, may also be aggressive. Moreover,
acts of aggression may be cool and calculated,
rather than hostile and passionate.

10. a. is the answer. The very wide variations in ag-
gressiveness from culture to culture indicate that
aggression cannot be considered an unlearned
instinct. (p. 749)

11. d. is the answer. (p. 750)

12. a. is the answer. (p. 753)

13. d. is the answer. This phenomenon is known as
the bystander effect. (p. 766)
a. This answer is incorrect because individuals
are less likely to render assistance at all if others
are present.
b. Although people are less likely to assume
responsibility for helping, this does not mean that
they are less empathic.
c. This answer is incorrect because norms such as
the social responsibility norm encourage helping

others, yet people are less likely to help with oth-
ers around.

14. b. is the answer. In fact, people tend to overgen-
eralize from vivid cases, rather than assume that
they are unusual. (pp. 745–748)
a. c. & d. Each of these is an example of a cogni-
tive (a. & c.) or a social (d.) root of prejudice.

15. d. is the answer. Being repeatedly exposed to
novel stimuli increases our liking for them. (p.
759)
a. For the most part, the opposite is true.
b. & c. The mere exposure effect concerns our
tendency to develop likings on the basis, not of
similarities or differences, but simply of familiar-
ity, or repeated exposure.

16. a. is the answer. This result supports the two-
factor theory of emotion and passionate attract-
ion, according to which arousal from any source
can facilitate an emotion, depending on how we
label the arousal. (p. 763)

17. c. is the answer. Deep affection is typical of com-
pasionate love, rather than passionate love, and
is promoted by equity, whereas traditional roles
may be characterized by the dominance of one
sex. (pp. 763–764)

18. a. is the answer. (p. 766)
b. & c. These factors would most likely decrease a
person’s altruistic tendencies.
d. There is no evidence that one sex is more altru-
istic than the other.

19. a. is the answer. (p. 748)
b. Ingroup bias is the tendency of people to favor
their own group.
c. The fundamental attribution error is the ten-
dency of people to underestimate situational
influences when observing the behavior of other
people.
d. The mirror-image perception principle is the
tendency of conflicting parties to form similar,
diabolical images of each other.

20. b. is the answer. (pp. 766)
a. This is a tenet of evolutionary psychology.
c. Social exchange theory focuses on costs and
benefits, rather than on norms.

Matching Items

1. d (p. 738) 5. e (p. 746) 9. b (p. 743)
2. c (p. 739) 6. f (p. 733) 10. a (p. 724)
3. k (p. 766) 7. i (p. 733) 11. j (p. 765)
4. g (p. 732) 8. h (p. 740) 12. l (p. 759)
Multiple-Choice Questions

1. a. is the answer. (p. 744)
   b. This is an example of prejudice.
   c. & d. These are examples of discrimination.

2. b. is the answer. (p. 746)
   a. We are keenly sensitive to differences within our group, less so to differences within other groups.
   c. & d. Although we tend to look more favorably on members of the ingroup, the text does not suggest that ingroup bias extends to evaluations of abilities.

3. c. is the answer. (p. 750)

4. c. is the answer. The mere exposure effect refers to our tendency to like what we’re used to, and we’re used to seeing mirror images of ourselves. (p. 759)
   a. Equity refers to equality in giving and taking between the partners in a relationship.
   b. Self-disclosure is the sharing of intimate feelings with a partner in a loving relationship.
   d. Although people prefer mirror images of their faces, mirror-image perceptions are often held by parties in conflict. Each party views itself favorably and the other negatively.

5. d. is the answer. (p. 753)

6. d. is the answer. (p. 765)

7. d. is the answer. In this case, each nation has mistakenly attributed the other’s action to a dispositional trait, whereas its own action is viewed as a situational response. (p. 724)

8. d. is the answer. Because it provides people with an opportunity to meet, proximity is the most powerful predictor of friendship, even though once a friendship is established, the other factors mentioned become more important. (p. 758)

9. a. is the answer. (pp. 753–754)

10. c. is the answer. In this example of the fundamental attribution error, even when given the situational explanation for the woman’s behavior, students ignored it and attributed her behavior to her personal disposition. (p. 724)

11. d. is the answer. Our attitudes are more likely to guide our actions when other influences are minimal, when there’s a specific connection between the two, and when we’re keenly aware of our beliefs. The presence of other people would more likely be an outside factor that would lessen the likelihood of actions being guided by attitude. (p. 726)

12. a. is the answer. Such justifications arise as a way to preserve inequalities. The just world phenomenon presumes that people get what they deserve. According to this view, someone who has less must deserve less. (p. 745)

13. b. is the answer. (p. 738)
   a. & c. Crowding may amplify irritability or altruistic tendencies that are already present. Crowding does not, however, produce these reactions as a general effect.
   d. In fact, just the opposite is true. Crowding often intensifies people’s reactions.

14. b. is the answer. (p. 741)
   a. Even if they made up a sizable portion of the group, although still a minority, their numbers would not be as important as their consistency.
   c. & d. These aspects of minority influence were not discussed in the text; however, they are not likely to help a minority sway a majority.

15. a. is the answer. (p. 737)

16. d. is the answer. The text emphasizes the ways in which personal and social controls interact in influencing behavior. It does not suggest that one factor is more influential than the other. (p. 741)

17. b. is the answer. (p. 769)
   a. GRIT is a technique for reducing conflict through a series of conciliatory gestures, not for maintaining the status quo.
   c. & d. These measures may help reduce conflict but they are not aspects of GRIT.

18. a. is the answer. As Solomon Asch’s experiments demonstrated, individuals are more likely to conform when they are being observed by others in the group. The other factors were not discussed in the text and probably would not promote conformity. (p. 733)

19. d. is the answer. (p. 724)

20. d. is the answer. Group polarization, or the enhancement of a group’s prevailing attitudes, promotes groupthink, which leads to the disintegration of critical thinking. (p. 740)
   a. Groupthink is more likely when a leader highly favors an idea, which may make members reluctant to disagree.
   b. A strong minority faction would probably have the opposite effect: It would diminish group harmony while promoting critical thinking.
   c. Consulting experts would discourage groupthink by exposing the group to other opinions.
True-False Items

1. T (p. 724)  
2. F (p. 724)  
3. T (p. 733)  
4. T (p. 733)  
5. F (p. 766)  
6. T (pp. 728–729)  
7. F (p. 749)  
8. F (p. 740)  
9. F (p. 738)  
10. T (p. 739)

Psychology Applied

1. d. is the answer. According to the frustration-aggression principle, the blocking of an attempt to achieve some goal—in Teresa's case, buying concert tickets—creates anger and can generate aggression. (p. 751)  
   a. Evolutionary psychology maintains that aggressive behavior is a genetically based drive. Teresa's behavior clearly was a reaction to a specific situation.  
   b. The reciprocity norm—that we should return help to those who have helped us—would not engender Teresa's angry reaction.  
   c. Social exchange theory views behavior as an exchange process in which people try to maximize the benefits of their behavior by minimizing the costs. Teresa's behavior likely brought her few benefits while exacting some costs, including potential injury, embarrassment, and retaliation by the clerk.

2. b. is the answer. Dissonance theory focuses on what happens when our actions contradict our attitudes. (pp. 728–729)  
   a. Attribution theory holds that we give causal explanations for others' behavior, often by crediting either the situation or people's dispositions.  
   b. Social exchange theory maintains that social behaviors maximize benefits and minimize costs. It is not clear in this example whether Wanda perceives such costs and benefits.  
   c. This is not a theory of social influence.

3. d. is the answer. Social facilitation, or better performance in the presence of others, occurs for easy tasks but not for more difficult ones. For tasks such as proofreading, typing, playing an instrument, or giving a speech, the arousal resulting from the presence of others can lead to mistakes. (p. 738)

4. a. is the answer. Group polarization means that the tendencies within a group—and therefore the differences among groups—grow stronger over time. Thus, because the differences between the sorority and nonsorority students have increased, Jane and Sandy are likely to have little in common. (p. 740)

5. d. is the answer. Sherif found that hostility between two groups could be dispelled by giving the groups superordinate, or shared, goals. (p. 767)  
   a. Although reducing the likelihood of social traps might reduce mutually destructive behavior, it would not lead to positive feelings between the groups.  
   b. Such segregation would likely increase in-group bias and group polarization, resulting in further group conflict.  
   c. Contact by itself is not likely to reduce conflict.

6. c. is the answer. Prior commitment to an opposing view generally tends to work against conformity. In contrast, large group size, prestige-ness of a group, and an individual's feelings of incompetence and insecurity all strengthen the tendency to conform. (p. 733)

7. c. is the answer. People tend to overestimate the similarity of people within groups other than their own. Thus, Juan is not likely to form stereotypes of fitness enthusiasts (a.), political liberals (b.), or older adults (d.), because these are groups to which he belongs. (p. 746)

8. c. is the answer. According to the scapegoat theory, when things go wrong, people look for someone on whom to take out their anger and frustration. (p. 747)  
   a. These campers are venting their frustration on a member of their own cabin group (although this is not always the case with scapegoats).  
   b. Prejudice refers to an unjustifiable and usually negative attitude toward another group.  
   d. The reciprocity norm, which refers to our tendency to help those who have helped us, was not discussed as a root of prejudice.

9. a. is the answer. As illustrated by Maria's decision to stop buying aerosol products, informational social influence occurs when people have genuinely been influenced by what they have learned from others. (p. 733)  
   b. Had Maria's behavior been motivated by the desire to avoid rejection or to gain social approval (which we have no reason to suspect is the case), it would have been an example of normative social influence.