

## **Theme 8. Social psychology and methods of persuasion.**

Questions to the seminar:

1. Notion of social psychology.
2. Individual Interaction
  - a) Interpersonal attraction
  - b) Social perception
  - c) Schema
  - d) Stereotypes
3. Group Interaction:
  - a) Group behavior (interdependence, communication, shared aims, norms, ideology, commitment).
  - b) Interactions within groups (conformity and autonomy)
4. Mechanisms of changing attitude - compliance, identification, internalization. Cognitive dissonance.
5. Persuasion: methods and strategies.

### ***Bibliography and web-sites:***

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<https://opentextbc.ca/socialpsychology/chapter/defining-social-psychology-history-and-principles/>

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<https://www.khanacademy.org/test-prep/mcat/behavior/social-psychology/v/conformity-and-groupthink>

<http://www.sparknotes.com/psychology/psych101/socialpsychology/section8/#>