

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF SOCIAL SCIENCE**  
**DEPARTMENT OF SOCIOLOGY**

**FINAL EXAMINATION QUESTION PAPER, MAY 2014**

**TITLE OF PAPER : SOCIAL PSYCHOLOGY**

**COURSE CODE : SOC207**

**TIME ALLOWED : THREE (3) HOURS**

- INSTRUCTIONS :**
- 1. ANSWER QUESTION ONE PLUS ANY OTHER THREE QUESTIONS FROM THE REST.**
  - 2. ALL QUESTIONS CARRY EQUAL MARKS.**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR TO DO SO.**

SOCIAL PSYCHOLOGY MAIN EXAMINATION

COURSE CODE: SOC 207

TIME: 3 HOURS

ANSWER QUESTION ONE PLUS ANY OTHER THREE QUESTIONS FROM THE REST

ALL QUESTIONS CARRY EQUAL MARKS

QUESTION ONE (COMPULSORY)

FILM ANALYSIS PAPER

In addition to entertaining us, movies offer detailed portrayals of human social behavior. Your task in this assignment is to analyze -- from a social-psychological perspective -- the behaviors and events depicted in one of the films listed below. You are not being asked to critique the film in terms of its value as a work of art or as entertainment. Rather, you should think carefully about the human actions and events portrayed in the film. Then, to make sense of this material, apply what you've learned this semester regarding the factors that predict and explain human social behavior. This assignment is comprehensive: I urge you to bring any/all concepts encountered in this course that relate to the issues, interactions, and behaviors portrayed.

Choose one of the 3 films listed below (which were viewed in class).

\*Legally Blonde 1

\*Good Deeds

\*Miss Congeniality

Identify 10-20 social-psychological principles that appear to be operating in the events or individuals depicted in the film (e.g., cognitive dissonance, schemas, self-fulfilling prophecies, groupthink, deindividuation, conformity, realistic conflict theory, modern racism, etc.). For each principle that you identify:

(a) Briefly describe the relevant scene (you may assume that your reader has seen the film);

(b) Describe in detail the social-psychological principle you believe is relevant, bringing in research findings as much as possible (that is, briefly state the findings of relevant experiments you've read or heard about); and

(c) Elaborate on how the selected scene conforms and/or fails to conform to the social-psychological principle you have identified, as well as to the research findings that support the principle (for example, describe how the scene is similar to or different from relevant experiments you've read or heard about).

#### QUESTION TWO

- a) Describe two reasons schemas are often useful.
- b) In terms of one of the social motives, why do we like using schemas so much?

In one study, researchers predicted that increasing a person's self-esteem should increase that person's ability to make friends. The study looked for and found a positive correlation between people's self-esteem and the number of friends they have.

- c) Did the results support the hypothesis? Explain.
- d) Were alternative explanations controlled for in this study? Explain.

#### QUESTION THREE

You are eating out at a restaurant with your friends. They have all ordered and now it is your turn to order. Using the research on what predicts conformity, what would be three questions you would like to ask about the situation to determine how likely it is that you will conform to what your friends ordered? Specifically, write the three questions, and briefly explain why you selected those questions in terms of the research.

#### QUESTION FOUR

- a) Are those exerting influence in groupthink more likely doing it intentionally or unintentionally? In group polarization? Explain.
- b) Is groupthink more likely a result of informational influence, normative influence or the influence of authority? Explain.

c) Is group polarization more likely a result of informational influence, normative influence or the influence of authority? Explain.

#### QUESTION FIVE

Social facilitation and social loafing both suggest that the presence of others can lessen our performance. How is the process of lessening performance different in the two phenomena?

#### QUESTION SIX

Researchers hypothesized that increasing a woman's level of arousal would increase her perceptions of attractiveness of members of the opposite sex. To test this, eighty females were randomly selected to participate in a study. First, participants were asked to ride an exercise bike for as long as they could at a predetermined high rate of speed. Then, after a brief rest period, participants were asked to rate the physical attractiveness of a series of pictures of males. Researchers found that the longer the participants rode the bike the more attractive they rated the males in the pictures.

a) Did the researchers select an appropriate methodology given the stated hypothesis? Yes or No?

b) If you answered Yes, explain why the methodology was appropriate for the hypothesis. If you answered No, explain why the methodology was inappropriate for the hypothesis.