THE UNIVERSITY OF THE WEST INDIES

EXAMINATIONS OF APRIL/MAY 2007

CODE AND NAME OF COURSE: PSYC 3013 (PS37A) - CONTEMPORARY ISSUES IN SOCIAL PSYCHOLOGY

DATE AND TIME: April/May 2007
DURATION: 2 HOURS

INSTRUCTION TO CANDIDATES: This paper has 2 pages and 6 questions.

STUDENTS ARE ASKED TO ANSWER THE COMPULSORY QUESTION AND TWO (2) OF THE OTHER QUESTIONS.

COMPULSORY QUESTION

1. Write short notes on FOUR of the following:
   a) Use of Deception in Social Psychological Research
   b) Fundamental Attribution Error
   c) Negativity Bias
   d) Moral Hypocrisy
   e) Frustration-Aggression Hypothesis
   f) Contact Hypothesis
   g) Altruism
   h) Self Handicapping

   (5 marks each)

ANSWER TWO (2) OF THE FOLLOWING QUESTIONS:

2. (a) Outline three (3) self-presentation techniques used by individuals to make a good first impression. (9 marks)

   (b) Given what you know about impression management and social perception, discuss if it is feasible to teach people to be more aware of the first impressions they make and how to interpret first impressions more accurately. (11 marks)

3. (a) With reference to the work by Dion et al. (2006), discuss whether or not there is a prejudice favouring attractive person. (10 marks)

   (b) If you were a parent and wanted to minimize the formation of prejudiced thinking towards attractive people in your children, what techniques of prejudice reduction would you use? Explain how you would apply these techniques. (10 marks)

   Please turn over
4. (a) With reference to the work on social influence by Cialdini, explain how similarity, imitation and isolation influences conformity and compliance of individuals. (9 marks)

(b) With reference to social psychological studies and societal examples, discuss how 'authority figures' influence the behavior of individuals. (11 marks)

5. (a) Outline the basic tenets of the General Affective Aggression Model (GAAM). (9 marks)

(b) With reference to the work by Clay, examine how anger and hostility can predispose an individual to develop cardiovascular disease and discuss how concepts from the Health Belief Model can be applied to reduce the risk of developing, or aid in recovery from, cardiovascular disease. (11 marks)

6. (a) Explain three (3) functions of volunteerism proposed by Snyder and Omoto in their study on AIDS volunteerism. (9 marks)

(b) One major cause of high attrition in AIDS volunteer organizations is the stigmatization and discrimination experienced by volunteers. Using your knowledge of techniques to reduce prejudice and discrimination, outline a programme that you would develop to reduce prejudice and discrimination towards AIDS volunteers. (11 marks)

END OF EXAMINATION PAPER.