

CHAPTER 17: SOCIAL COGNITION

ANSWERS TO CONCEPTS AND EXERCISES

No. 1: Persuasive Advertising

1. *Peripheral route.* The company probably hopes that viewers will use the peripheral route to attitude change by focusing attention on the confident, persuasive message from the famous star who plays a doctor on TV rather than on the objective features of the supplement itself. (see Changing Attitudes)
2. *Cognitive dissonance.* This ad demonstrates cognitive dissonance by featuring a woman who feels discomfort because her behavior does not match her expressed attitude about blood donation. The woman feels better only when she acts in accordance to her belief by donating blood. The Red Cross is hoping that viewers have been in similar situations, will recognize the discomfort, and will model the solution to it. (see Cognitive Dissonance Theory)
3. *Central route.* By giving so much information, a company may be hoping that people will use critical thinking to consider the advantages and disadvantages of the product. (see Changing Attitudes)
4. *Mere exposure effect.* People tend to like things they have seen more often. Advertisers try to take advantage of this tendency by showing their advertisements repeatedly. (see Forming Attitudes)

No. 2: Prejudice and Love

1. *Contact hypothesis.* Prejudice will diminish as contact increases if certain social conditions are created: equality in social and economic status, cooperation and interdependence, one-on-one contact, and the belief that members are typical of their group. (see Reducing Prejudice)
2. *Cognitive theories.* This is a Gestalt-type explanation that parallels the social category idea of grouping people on certain superficial similarities and then assuming they must be similar in beliefs and values. (see Theories of Prejudice and Stereotyping)
3. *Aversive racism.* This study, published in March 1999 in JAMA, is a startling, real-world example of aversive racism. Although these highly educated and humane white physicians sincerely believed they did not have a prejudiced bone in their bodies, they unconsciously displayed prejudice in their behavior. (see Thinking Critically: Is Ethnic Prejudice Too Ingrained Ever to Be Eliminated)
4. *Learning theories.* Dino learned discriminatory behaviors from his parents through observational learning. Although Dino may have had very little contact with the ethnic group, he now has suspicions about anyone from the group. (see Theories of Prejudice and Stereotyping)