



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
SOCIAL PSYCHOLOGY: BAC 4201

Date: 17th March 2022

Time: 13:00 – 15:00

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question 1

- a. Consider an attitude object you feel strongly about, something you love or something you hate. (Maybe you're passionate about soccer. Perhaps you are staunchly opposed to capital punishment). Describe this attitude along the three elements of affect, cognition, and behaviour. (9 Marks)
- b. Write a definition for each of the following terms in your own words (16 Marks)
 - i. planning fallacy
 - ii. pluralistic ignorance
 - iii. priming
 - iv. social psychology
 - v. terror management theory (TMT)
 - vi. spotlight effect
 - vii. self-handicapping
 - viii. sleeper effect
- c. Why should aggression be understood as a form of social influence? (5 marks)

Question 2

Compare and contrast implicit prejudice and explicit prejudice. Which do you think is "real" (if either), and why? (15 Marks)

Question 3

Imagine that someone said to you, "Self-presentation is phony and inauthentic. You should just always be yourself!" Based on what you have learnt in class, how might you challenge or critique this statement? What are the challenges or complications to authenticity or "being yourself"? (15 Marks)

Question 4

A new boutique coffeehouse just opened in your neighbourhood featuring coffee sustainably sourced from small organic farms around the world. Design two ads for the coffeehouse, one using the central route to persuasion and one using the peripheral route. How do your ads differ? (15 Marks)

Question 5

Think of a time when you committed the fundamental attribution error? What happened? Why do you think you made this mistake? (15 marks)