



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION
BAC 4201: SOCIAL PSYCHOLOGY

DATE: 11th March 2024

TIME: 08:00-10:00

Instructions

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

Question One

- a. Three students, George, Petra and Dan, have just started first year university. Dan is a confident person who thinks that his fate lies firmly in his hands. By the end of the first week, Dan has put himself forward to be nominated as the class representative. Petra has also put her name forward to be nominated. She believes it is just luck whether or not she will be selected and feels that there is not much she can do about it. George did not put his name forward because his father told him not to.
 - i. What type of locus of control does Petra's behaviour show? **(1.5 Marks)**
 - ii. What type of locus of control does Dan's behaviour show? **(1.5 Marks)**
 - iii. George did not put his name forward as the class representative. Use your knowledge of social influence research to explain this **(3 marks)**.
 - iv. Which one of the three students is most likely to resist pressures to conform? **(3 marks)**
- b. How do illusory perceptions of self-awareness (e.g., illusion of transparency) and heightened attention to self in social situations (e.g., spotlight effect) interact to influence our behaviour and social interactions? **(6 marks)**.
- c. Provide two examples of how these illusions manifest in interpersonal and public contexts. **(6 marks)**
- d. Name three ways how social media and new technologies have contributed to the spread and reinforcement of stereotypes and prejudice. **(9 marks)**

Question two

- a. Describe how social roles, social norms, and scripts were evident in the Stanford prison experiment **(6 marks)**.
- b. How can this experiment be applied to everyday life **(3 marks)**?
- c. Name two recent examples from anywhere in the world where people started fulfilling a role and became abusive? **(4marks)**
- d. Define social loafing **(2marks)**.

Question three

- a. The evolutionary theory argues that humans are motivated to perpetuate their genes and reproduce. Using an evolutionary perspective, describe traits in men and women that humans find attractive. **(8 marks)**

- b. Josie, Hana and Caitlyn have just started new jobs and all three are keen to do well. Josie laughs a lot at the jokes her colleagues tell, even though she does not always find them very funny. Hana observes her colleagues closely and makes sure that she completes the work in the same way that they do, so that she does not make any mistakes. Caitlyn prefers to learn through trial and error. She believes that by trying and by making mistakes, she will really understand what she is doing. Which girl's behaviour is being influenced by normative social influence and which girl's behaviour is being influenced by informational social influence? Justify both choices. **[7 marks]**

Question four

Cyber bullies are individuals who use electronic devices to harass and act aggressively toward other individuals online. Because the internet is an anonymous forum, these individuals may say and do things that they would never do in person. They are cruel, hurtful, and their behaviour is often reprehensible. Describe and analyse three group dynamics that are represented by cyber bullies. **(15 marks)**

Question five

Imagine you are tasked with designing a social media campaign to change public opinion on a particular issue.

- a. Discuss the principles of persuasion and attitude change you would utilize, drawing on relevant social psychology theories. **(8 marks)**.
- b. What ethical considerations would you prioritize to ensure responsible and respectful communication? **(7 marks)**