



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN COMMUNICATION**

**END OF SEMESTER EXAMINATION**

**BAC 4201: SOCIAL PSYCHOLOGY**

**DATE: Monday, 16<sup>th</sup> March 2020**

**TIME: 13:00 – 15:00**

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**Instructions**

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

**Question One (30 Marks)**

- a. Explain the following terms as used in social psychology (**12 marks**)
  - i. Self esteem
  - ii. Social loafing
  - iii. Aggression
  - iv. Stereotype
  - v. De-individuation
  - vi. Self-schema
- b. Using suitable examples illustrate the following (**9 marks**)
  - i. cognitive dissonance
  - ii. self-fulfilling prophecy
  - iii. learned helplessness
- c. Briefly describe the three stages of eyewitness memory. (**6 marks**)
- d. Using appropriate examples differentiate the terms stereotype and prejudice (**3 marks**)

**Question Two**

- i. The foot-in-the-door technique is a commonly used theory of compliance and persuasion in social psychology.
  - a) Summarize the door-in-the-face technique. (**3 marks**)
  - b) Give two reasons why this is such an effective strategy for eliciting compliance (**4 marks**)
- ii. People exhibit varied reactions to receiving help. Explain why help from others may sometimes be perceived as threatening (**8marks**)

### Question Three

- i. *'Sometimes persuasion occurs as people focus on arguments and respond with favourable thoughts'*. In this connection compare and contrast the central and peripheral routes to persuasion. **(9 marks)**
  
- ii. Social psychology is criticised for being trivial because it documents things that seem obvious. Explain two major differences between common sense understandings and social psychological theories. **(6 marks)**

### Question Four

- i. Social psychologists believe that people may fail to offer aid not because of indifference but because of the 'power of the situation'. From your own experience and from what you have studied in class, examine how situational factors can prevent people from providing assistance to a stranger in need. **(7 marks)**
  
- ii. There are a number of ways that source, message, recipient, and context variables can lead to persuasion. Briefly describe each of them using appropriate examples. **(8 marks)**

### Question Five

When considering the many ways in which one human can harm another, it is useful to distinguish between different forms of aggression, and between the different functions that aggression can perform. Using the social learning theory;

- i. identify three forms of aggression **(3 marks)**
- ii. define media violence **(3 marks)**
- iii. demonstrate how media violence may lead to aggression **(9 marks)**