國立政治大學 108 學年度 碩士暨碩士在職專班 招生考試試題 第 1 頁, 共 2 頁

Social Psychology (50%)

I. Explain the following terms (25%):

- 1. minority influence
- 2. inoculation hypothesis
- 3. group polarization
- 4. the two-stage model of the attraction process (Byrne et al., 1986)
- 5. culture of honor

II. Essay (25%)

- 1. According to the <u>elaboration likelihood model</u>, what should you do if you want to persuade your friend to vote for the candidate that you like? Please try your best to demonstrate your understanding of this model and its persuasion processes. (15%)
- 2. There are some mechanisms demonstrate that people try to enhance or maintain positive self-evaluation, please point out at least three, and explain how they work. (10%)

二、試題請隨卷繳交。

國立政治大學 108 學年度 碩士暨碩士在職專班 招生考試試題 第 2頁,共2頁

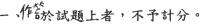
Personality Psychology (50%)

II. Explain the following term: (35%)

- 1. personal construct theory
- 2. deficiency motive
- 3. surface traits vs. source traits
- 4. archetypes
- 5. striving for superiority
- 6. optimal experience
- 7. possible selves

亚 Essay: (15%)

1. Does Culture Affect our Personality? Please discuss this issue from the perspectives of Rogers' humanistic approach and Behavioral/social learning theory. (15%)



二、試題請隨卷繳交。