

考試科目	社會心理學	別	心理-社會變遷	考試時間	2月23日(六) 第四節
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In the following questions, you are expected to demonstrate your knowledge in social psychology and in personality psychology. Your answers will be graded by the depth of your knowledge and by the organization of your responses. Thus, even if you spontaneously think of a certain theory or a certain study, ponder a bit to see if you can think of other relevant theories and/or studies and organize all the information before you start responding.

Personality Psychology

一、 Explain the following terms (each for 3 points)

1. Working self-concept
2. Vicarious conditioning
3. Implicit motives
4. Perceived self-efficacy
5. Factor analysis
6. Mortality salience

二、 Essay questions

1. If the humanistic approach to personality is the “third force” in American psychology, what were the first and second forces? Carefully state on how the three forces explain individual differences. (10 points)
2. According to your understanding of personality psychology, what would be its common approaches and popular topics nowadays? Offer me up to three approaches and three topics. Briefly describe them. (6 points)
3. Please offer me a cultural critique on personality psychology. In personality psychology, what approaches would you expect to see cultural similarities and/or differences. Offer me three approaches. Remember to explain what the approaches are and present some research findings to support your points. Furthermore, please explain your view regarding cultural impacts on personality? (16 points)

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Social Psychology

三、 Explain the following terms (each for 3 points)

1. The contact hypothesis
2. The peripheral route to persuasion
3. Excitation-transfer theory
4. Moral hypocrisy

四、 Essay questions

1. Living in this world, we need to be accurate but biased as the same time. Please explain why this is the case. Remember to use theories or research findings to support your points. (10 points)
2. What are the potential consequences of using stereotypes or being subjected to stereotypes? Why is it that we are often unable to eradicate stereotypes? Suggest and explain two strategies that you think may help in reducing stereotypes. (15 points)
3. There are two major perspectives in explaining attraction: Evolutionary and sociocultural perspectives. Please explain the gist of each perspective and argue for which perspective you find more convincing. Please remember to use evidence to support your stance. (10 points)
4. Please explain why you want to pursue a graduate degree in personality and social psychology. What topics do you find most interesting? Briefly describe them to show your understanding of the field and the topics. (3 points)