**Chapter 1: Theories and Methods in Social Psychology   
Lecture Outline for February 27, 2012**

1. The Social Psychological Approach
   1. What is social psychology?
   2. Levels of analysis
   3. Psychological versus sociological SP
2. Historical Roots of SP
   1. Psychoanalysis
   2. Behaviorism
   3. Gestalt psychology
3. Theories in SP
   1. Motivational: needs, motivations, emotions
   2. Learning: prior experience; associations, observations, reinforcements
   3. Cognitive: perception and interpretation of situations
   4. Decision-making: rational calculation of costs and benefits
   5. Interdependence: involving 2 or more people
   6. Sociocultural: Culture, socialization, norms, roles, individualism, collectivism
   7. Evolutionary: Natural selection and evolved psychological mechanisms
4. Methods in SP
   1. Scientific method
   2. Choosing research participants: random sampling
   3. Correlational versus Experimental research
   4. Experiments:
      1. operational definitions and random assignment
      2. independent and dependent variables
      3. field and lab experiments
      4. external and internal validity
   5. Methods of data collection: self-report, observational, archival
   6. Sources of bias: experimenter and subject bias
   7. Replication and meta-analysis