**Further Reading**

1. **Asch conformity test -** In a group of confederates, people took turns announcing out-loud which line they thought was longest in a set of obviously different lines. When many confederates gave incorrect responses before the participant answered, he/she was more likely to give an incorrect answer.
2. **Bystander effect -** As the size of a group increases, the likelihood that any individual member will unilaterally take action when a problem arises decreases. The time it takes before someone steps in and does something becomes longer. This is because individuals assume that someone else (someone besides them) will take care of the problem first. If everyone thinks this way, viewing themselves as helpless bystanders, this can be a big problem.
3. **Growth mindset v. fixed mindset -** The research of Carol Dweck, a Stanford psychologist, focuses on the psychology of learning. She has discovered that students who view setbacks and mistakes as an opportunity to grow and improve do much better than students who have a fixed mindset and interpret any mistakes as evidence of some sort of character flaw or a lack of intelligence. People with a growth mindset seek out chances to fail as a way to improve.
4. **Chameleon effect -** People automatically and unconsciously mimic the body language of others (foot wagging and face touching). On average, people rate those who mimic their own body language as more likable than those that do not.
5. **Cognitive dissonance** - Leon Festinger discovered that people strive for internal consistency. When they hold two conflicting beliefs or have contradictory values, or when their actions and values conflict, they feel uncomfortable and seek to reduce their sense of internal conflict by whatever means necessary.
6. **Connection between attractiveness and politicians’ electoral success** - Based solely on pictures, participants rated the attractiveness and competence of candidates for an upcoming election. Both ratings were strong predictors of whether or not the candidate won the election.
7. **Connection between personality and political orientation -** More inhibited, rigid, conscientious, and order-seeking people tend to be conservative; people who are more energetic and open to new experiences tend to be liberal.
8. **Good Samaritan study -** Participants were asked to give a lecture on the Good Samaritan story, but on their way to the designated location of the lecture, they encountered a confederate “in need.” Participants were less likely to help the confederate when they had less time to get to their destination.
9. **Research of Jonathan Haidt -** People often reach moral conclusions through emotional or irrational means, but then attempt to justify them with reason. As evidence, people generally condemn incest in all cases, even in cases in which they cannot articulate why they do so.
10. **Halo effect -** Positive feelings in one realm are transferred to other aspects of a person or thing. Beautiful people are perceived as being warmer, kinder, smarter, and more trustworthy than unattractive people.
11. **Invisible gorilla effect -** When people are focusing their attention on a task (such as playing catch), they fail to notice large changes to their environment (such as a man in a gorilla costume).
12. **Loftus car accident experiment -** Eyewitness testimony is unreliable and is easily manipulated by altering the words used in questions. People who saw a video of a car accident and then were asked about the speed of the car gave different estimates based on whether words like crash and smash were used (versus words like contact or hit).
13. **Lord, Ross, and Lepper study -** When participants read evidence that conflicted with their beliefs about capital punishment, their beliefs became even stronger than they were before.
14. **Magic number 7 -** Short-term memory is limited to 7 +/- 2 pieces of info.
15. **Milgram obedience experiment -** Participants were surprisingly willing to administer supposedly deadly electric shocks to a confederate. Willingness to do so was influenced by proximity to the researcher and the confederate.
16. **Pluralistic ignorance -** The original study on this examined attitudes about drinking. Participants privately wanted to drink less, but they drank more because they incorrectly thought that their peers wanted to drink more.
17. **Psychic numbing -** People care more about saving individual lives in the context of a smaller-scale tragedy than in the context of a massive cataclysm.
18. **Role of a devil’s advocate in group decision making -** When people try to make decisions in a group, they are prone to groupthink (attempting to eliminate dissent in order to reach a group consensus). Groupthink can greatly impair a group’s ability to make sound decisions, but it can be avoided by assigning one member the role of devil’s advocate.
19. **Spotlight effect -** We think others pay more attention to us than they in fact do. This is because our experiences are more vivid to us than they are to others.
20. **Terman genius study** - Being gifted / “intelligent” doesn’t guarantee attaining conventional success (e.g., power, money, influence). A study that followed bright students throughout the course of their lives found that, as a group, they weren’t especially remarkable.

**Some Links**

* Discusses the Mischel marshmallow experiment and self-control in greater depth: <http://www.psmag.com/navigation/health-and-behavior/feeling-control-america-can-finally-learn-deal-impulses-self-regulation-89456/>
* About the 10,000 hour rule and relative contributions of genes & environment to success: [http://www.slate.com/articles/health\_and\_science/science/2014/09/malcolm\_gladwell\_s\_10\_000\_hour\_rule\_for\_deliberate\_practice\_is\_wrong\_genes.1.html](http://www.slate.com/articles/health_and_science/science/2014/09/malcolm_gladwell_s_10_000_hour_rule_for_deliberate_practice_is_wrong_genes.2.html)
* Another perspective on self-control and impulse regulation: <http://www.nytimes.com/2014/09/14/opinion/sunday/learning-self-control.html>
* Find out whether you’re a racist!: Implicit Association Test (IAT) - <https://implicit.harvard.edu/implicit/takeatest.html>