

List of Social Psychological Effects in Influence and Persuasion

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| Dual Process: Systematic v. Heuristic | Making Attitudes Drive Behavior |
| Situation Effects Mode | Availability |
| Personality Effects Mode | Relevance |
| Persuasion Different by Mode | Attribution Theory |
| Systematic Change Stays Longer | You Always Ask Why |
| Persuasion in Heuristic Mode: Cues | Internal v External Attribution |
| Comparison | Constancy |
| Liking | Inconsistencies Create Dissonance |
| Authority | Dissonance Causes Change |
| Reciprocity | Deny, Swamp, Change Expect or Eval |
| Commitment | Selective Exposure |
| Scarcity | Disconfirmation Effects |

Comparison of Kaguru Initiations for Boys and Girls

Comparison	Female	Male
Time of Initiation	Biologically Controlled Premise for controllability Linked to Blood	Socially Controlled Politic
Violence and Hazing	Slight Operation Support Continue Daily Work	Circumcision in the Bush Harassment, Shepparding Total Break from Daily Life
Locale	Village	Bush Ends Access to Mother's Hearth
Sexuality	Teaches Care for Body Conceals Power (but alludes) Reinforce Matrilineage	Assaults Body Exposes Power Weakens Matrilineage
Sexual Behavior	Teaches How to Achieve Pleasure Moderation of Sexuality (Cooling)	Teaches Seduction Getting What You Want

Assignment (Due 16 October 2002)

100 points

Using your rite of passage monograph (assignment 1), perform an analysis of the psychological effects present in the experience you wrote about. If you wish, you may describe another situation you were in as the basis of this assignment. Take care to point out the relevant state of psychological development, the social psychological effects of influence, and other effects such as the way that the experience became memorable (thus **available**) or how it created a new pattern (**schema**) that you now use to look at the world. Not every psychological mechanism will be involved in every experience; but, if I see an obvious one you missed, I will point it out.

