SS 505 AP Psychology: Module 59 Notes

**59-1 Who first proposed the social-cognitive perspective?**

**59-1 How do social-cognitive theorists view personality development?**

Reciprocal Influences

Optimism versus Pessimism

**59-2 How do social-cognitive researchers explore behavior?**

**59-2 What criticism have they faced?**

**59-3 Why has psychology generated so much research on the self?**

The Spotlight effect –

**59-3 How important is self-esteem to psychology and to human well-being?**

**59-4 What evidence reveals self-serving bias?**

**59-4 How do defensive and secure self-esteem differ?**

**59-5 How do individualist and collectivist cultures influence people?**