

Psychology Theories : alphabetical list.

This is a big, big list of academic theories, hypotheses, or whatever you want to call them, that have some bearing on persuasion. Think they're not 'real world' stuff? Check out why these [explanations](#) are real.

Source: Changing Minds: changingminds.org

https://changingminds.org/explanations/theories/a_alphabetic.htm

All content is written by :

David Straker (M.Sc. (Psychol), M.Sc. (Mgt & Tech), PGCE., Dip.M., FRSA).

- A -

[Acquiescence Effect](#)

[Acquired Needs Theory](#)

[Activation Theory](#)

[Actor-Observer Difference](#)

[Affect Infusion Model](#)

[Affect Perseverance](#)

[Aggression](#)

[Ambiguity effect](#)

[Amplification Hypothesis](#)

[Anchoring and Adjustment Heuristic](#)

[Anticipatory Regret](#) see [Regret Theory](#)

[Appraisal Theory](#)

[Attachment Theory](#)

[Attachment Style](#)

Attitude

Attitude-Behavior Consistency

Attribution Theory

Automatic Believing

Augmenting Principle

Availability Heuristic

- B -

Balance Theory see [Consistency Theory](#)

Barnum Effect see [Personal Validation Fallacy](#)

Belief Bias

Belief Perseverance

Below-Average Effect

Ben Franklin Effect

Bias blind spot

Bias Correction

Biased sampling

Body language see [Non-verbal Behavior](#)

Bounded Rationality

Buffer effect of Social Support

Bystander Effect

- C -

Cannon-Bard Theory of Emotion

Cautious Shift see [Risky Shift Phenomenon](#)

Central Route see [Elaboration Likelihood Model](#)

Certainty Effect

Charismatic Terms see [Ultimate Terms](#)

Choice Shift see [Risky Shift Phenomenon](#)

[Choice-supportive bias](#)

Choice Theory see [Control Theory](#)

[Classical Conditioning](#)

[Clustering Illusion](#)

[Coercion](#)

[Cognitive Appraisal Theories of Emotion](#)

[Cognitive Dissonance](#)

[Cognitive Evaluation Theory](#)

[Commitment](#)

[Communication Accommodation Theory](#)

[Compensation](#)

[Confirmation Bias](#)

[Conjunction Fallacy](#)

[Consistency Theory](#)

[Constructivism](#)

[Contact Hypothesis](#)

[Control Theory](#)

[Conversion](#)

[Contagion](#)

[Conversion Theory](#)

[Correspondence Bias](#)

[Correspondent Inference Theory](#)

[Counter-Attitudinal Advocacy \(CAA\)](#)

[Counterfactual Thinking](#)

Covariation Model

Credibility

- D -

Decisions

Deindividuation

Devil Terms see Ultimate Terms

Disconfirmation bias

Discounting

Dissonance see Cognitive Dissonance

Drive Theory

Durability bias

- E -

Ego Depletion

Elaboration Likelihood Model

Empathy-Altruism Hypothesis

Endowed Progress Effect

Endowment Effect

Epistemological Weighting Hypothesis

Equity Theory

ERG Theory

Escape Theory

Expectancy Violations Theory

Expectancy Theory

Explanatory Coherence

Extended Parallel Process Model

External Justification

Ethnocentric Bias see [Group Attribution Error](#)

Extrinsic Motivation

- F -

False Consensus Effect

False Memory Syndrome

Fatigue

Focalism

Focusing Effect

Forced Compliance

Forer Effect see [Personal Validation Fallacy](#)

Four-factor Model

Filter Theory

Framing

Friendship

Frustration-Aggression Theory

Fundamental Attribution Error

- G -

Gambler's Fallacy

Goal-Setting Theory

God Terms see [Ultimate Terms](#)

Group Attribution Error

Group Locomotion Hypothesis

Group Polarization Phenomenon

Group-serving Attributional Bias see [Group Attribution Error](#)

Groupthink

- H -

Halo Effect

Hedonic Relevance see Correspondent Inference Theory

Heuristic-Systematic Persuasion Model

Hostile Media Phenomenon

Hot Hand Phenomenon

Hindsight Bias

Hyperbolic discounting

- I -

Identifiable Victim Effect

Illusion of Asymmetric Insight

Illusory Correlation

Imagination Inflation see False Memory Syndrome

Imagined Memory

Impact Bias

Implicit Personality Theory

Impression Management

Inattentional Blindness

Information Bias

Information Manipulation Theory

Information Processing Theory

Informational Social Influence

In-Group Bias

In-Group Linguistic Bias see In-Group Bias

Inoculation

Insufficient Punishment

Interpersonal Deception Theory

Interpersonal Expectancy Effect

Interview Illusion

Intrinsic motivation

Investment Model

Invisible Correlation see [Illusory Correlation](#)

Involvement

Ironic Reversal

- J -

James-Lange Theory of Emotion

Justification of Effort

Just-world phenomenon

- K -

Kin Selection see [Prosocial Behavior](#)

- L -

Lake Wobegon effect

Language Expectancy Theory

Law of Attraction

Lazarus Theory see [Appraisal Theory](#)

Leader-Member Exchange Theory

Learned Helplessness Theory

Learned Need Theory see [Acquired Needs Theory](#)

Least Interest Principle

Linguistic Inter-group Bias

Locus of Control

Looking-glass Self

Love

- M -

Matching Hypothesis

Mental Models see Schema

Mere Exposure Theory

Mere Thought Effect

Minimum Group Theory

Minority Influence

Mood-Congruent Judgment

Mood memory

Multi-Attribute Choice

- N -

Negative Face see Politeness Theory

Neglect of probability bias

Non-Verbal Behavior

Normative Social Influence

Norms see Social Norms

- O -

Objectification

Object Relations Theory

Operant Conditioning

Opponent-Process Theory.

Optimism Bias

Optimism Bias see [Valence Effect](#)

Other-Enhancement see [Impression Management](#)

Outcome Dependency

Out-Group Bias see [In-Group Bias](#)

Out-Group Homogeneity

Overconfidence Barrier

Overjustification Effect

- P -

Perceived Behavioral Control see [Planned Behavior Theory](#)

Perceptual Contrast Effect

Perceptual Salience

Peripheral Route see [Elaboration Likelihood Model](#)

Personal Construct Theory

Personal Validation Fallacy

Personalism see [Correspondent Inference Theory](#)

Persuasion

Persuasive Arguments Theory

Placebo Effect

Planning Fallacy

Planned Behavior Theory

Plasticity

Pluralistic Ignorance

Polarization

Politeness Theory

Positive Face see [Politeness Theory](#)

Positive psychology

Positive Test Strategy see [Confirmation Bias](#)

Positivity Effect

Post-Decision Dissonance

Power

The Pratfall Effect

Primacy Effect

Priming

Private Acceptance see [Informational Social Influence](#)

Propinquity Effect

Prosocial Behavior

Prospect Theory

Pseudo-certainty effect see [Certainty Effect](#)

Psychological Accounting

Public Compliance see [Informational Social Influence](#)

Pygmalion Effect see [Self-Fulfilling Prophecy](#)

- Q -

- R -

Rationalization Trap

Reactance Theory

Reasoned Action, see [Planned Behavior Theory](#)

Realistic Conflict Theory

Recency Effect

Reciprocity Norm

Regret Theory

Reinforcement-Affect Theory

Relative Deprivation Theory

Relationship Dissolution, see [Terminating Relationships](#)

Representativeness Heuristic

Repulsion Hypothesis

Restraint Bias

Risk Preference

Risky Shift Phenomenon

Roles

- S -

Sapir-Whorf Hypothesis

Satisficing

Scapegoat Theory

Scarcity Principle

Schema

Selective Exposure

Selective Perception

Self-Affirmation Theory

Self-Completion Theory

Self-Determination Theory

Self-Discrepancy Theory

Self-Enhancement see [Impression Management](#)

Self-Enhancing Bias see [Self-Serving Bias](#)

Self-Evaluation Maintenance Theory

Self-Fulfilling Prophecy

Self-Monitoring Behavior

Self-Perception Theory

Self-Protective Bias see **Self-Serving Bias**

Self-Regulation Theory

Self-Serving Bias

Self-Verification Theory

Side Bet Theory

Sleeper Effect

Small World Theory

Social Comparison Theory

Social Desirability Bias

Social Exchange Theory

Social Facilitation

Social Identity Theory

Social Impact Theory

Social Influence

Social Judgment Theory

Social Learning Theory

Social Loafing

Social Norms

Social Penetration Theory

Social Proof see **Informational Social Influence**

Social Representation Theory

Social-Role Theory

Sociobiology Theory

Source Credibility

Speech Act Theory

Spiral of Silence Theory

Stage Theory

Stereotypes

Stockholm Syndrome

Story Model

Stimulus-Value-Role Model

Strategic Contingencies Theory

Subjective Norms see Planned Behavior Theory

Subliminal Messages

Sunk-Cost Effect

Symbolic Convergence Theory

Symbolic Interaction Theory

- T -

Terminating relationships

Theory of Mind

Three-factor Theory see Acquired Needs Theory

Transtheoretical Model of Change

Two-Factor Theory of Emotion

- U -

Ultimate Attribution Error

Ultimate Terms

Uncertainty Reduction Theory

Unconscious Thought Theory

Urban-Overload Hypothesis

- V -

Valence Effect

VIE Theory see [Expectancy Theory](#)

- W -

Weak Ties Theory

Wishful Thinking see [Valence Effect](#)

Worse-Than-Average Effect see [Below-Average Effect](#)

- X -

- Y -

Yale Attitude Change Approach

Youth Bias

- Z -

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“Who, What and Whence : The largest private collection of dictionaries in the Southern Hemisphere”

at: <https://www.thecollectingbug.com/whowhatandwhence/?5>

Sydney, 7 May 2020.