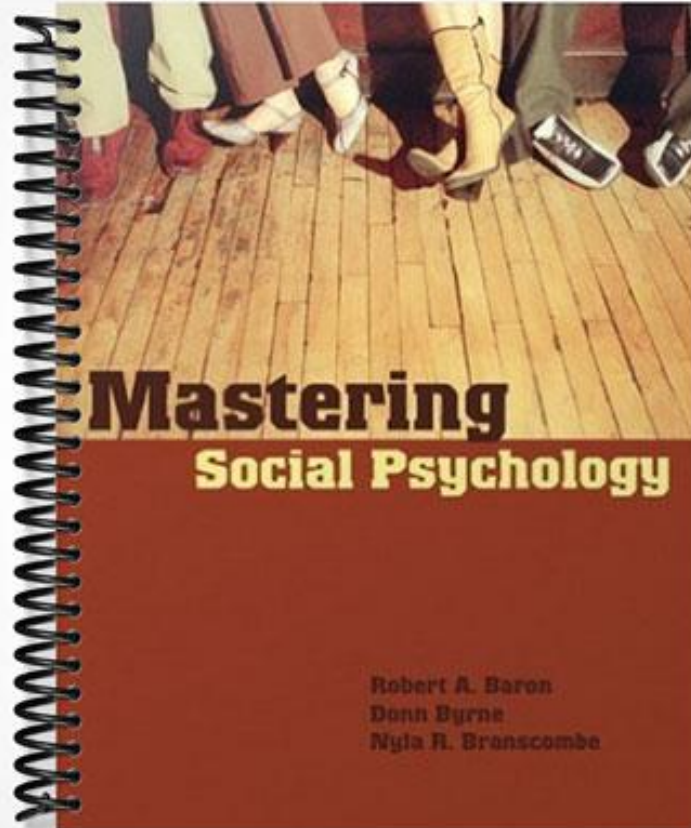


TEST BANK



**Mastering
Social Psychology**

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Test Bank

for

Baron, Byrne, and Branscombe

Mastering Social Psychology

prepared by

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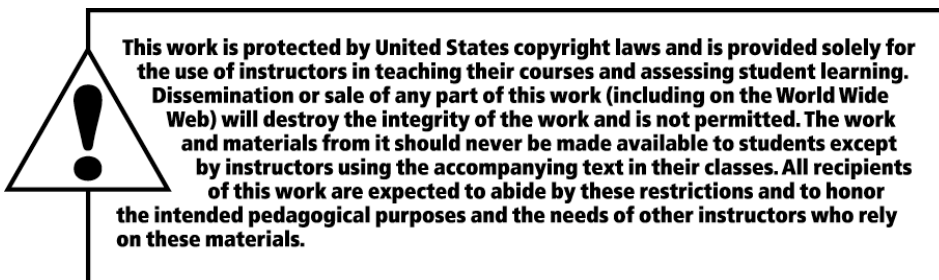
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Chapter 1 The Field of Social Psychology

Multiple Choice Questions

1) The branch of psychology that seeks to understand the nature and causes of individual behavior and thought in social situations is _____.

- A) general psychology
- B) social psychology
- C) organizational psychology
- D) applied psychology

Answer: B

Diff: 1 Page Ref: 6

Skill: Factual

2) The focus of social psychology is on _____.

- A) the processes society use to direct and control the behavior of individuals
- B) how groups define and shape society
- C) the behavior and thoughts of individuals
- D) the actions of small groups of individuals

Answer: C

Diff: 2 Page Ref: 8

Skill: Factual

3) A multicultural perspective is recognized as increasingly important to research in social psychology because _____.

- A) cultural factors such as race or ethnicity help determine self identity
- B) some cultural factors may be important, but these factors have not yet been identified
- C) cultural factors are only important in some areas of research, such as research dealing with facial recognition
- D) cultural factors have a weak influence on social behavior

Answer: A

Diff: 2 Page Ref: 15

Skill: Conceptual

4) Cultural factors such as race or ethnicity help determine self identity and is increasingly important to social psychology researchers with a _____ perspective.

- A) multicultural
- B) cognitive
- C) ecological
- D) organizational

Answer: A

Diff: 2 Page Ref: 15

Skill: Factual

5) A researcher wants to know whether writing an essay on a controversial topic will have an effect on the attitudes held by people. First she administers an attitude survey that covers a number of topics, including electronic voting machines. She then randomly assigns subjects to write an essay either supporting or opposing the use of electronic voting machines. One week later, she administers the same attitude survey and compares responses from the first time the survey was administered. In this experiment, the dependent variable (DV) is _____.

- A) electronic voting machines
- B) the researcher's attitudes
- C) the essay
- D) the attitude survey

Answer: D

Diff: 2 Page Ref: 20

Skill: Conceptual

6) A researcher wants to know whether writing an essay on a controversial topic will have an effect on the attitudes held by people. First she administers an attitude survey that covers a number of topics, including electronic voting machines. She then randomly assigns subjects to write an essay either supporting or opposing electronic voting machines. One week later, she administers the same attitude survey and compares responses from the first time the survey was administered. In this experiment, the independent variable (IV) is _____.

- A) the attitude survey
- B) the essay
- C) the controversial topic
- D) the students' attitudes

Answer: B

Diff: 2 Page Ref: 20

Skill: Conceptual

7) Some social psychologists use deception in their research in order to _____.

- A) encourage the minority slowness effect
- B) eliminate the need for informed consent before an experiment
- C) avoid the need to explain the purpose of the research in detail to subjects
- D) All of these may present problems for the accuracy of the results.

Answer: D

Diff: 3 Page Ref: 25

Skill: Conceptual

8) Deception in social psychology is used in research because _____.

- A) researchers want to fool the participant.
- B) researchers want to eliminate the need for informed consent prior to an experiment.
- C) researchers want to prevent the purpose of research from effecting a subjects' behavior
- D) researchers want to avoid using the valuable time it takes to explain the research

Answer: C

Diff: 3 Page Ref: 25

Skill: Conceptual

9) As a scientific discipline, social psychology strives for _____.

- A) a non-skeptical understanding of unobservable forces
- B) a unified theory of group behavior
- C) an objective understanding of behavior
- D) a narrow focus on the determinants of group behavior

Answer: C

Diff: 1 Page Ref: 6

Skill: Factual

10) Social psychology strives to _____.

- A) be non-skeptical and focuses on unobservable forces
- B) develop an objective understanding of human behavior
- C) find a unified theory of group behavior
- D) focus on a narrow range of determinants of group behavior

Answer: B

Diff: 1 Page Ref: 6

Skill: Factual

11) One reason that social scientists put their faith in the scientific method is that _____.

- A) the scientific method produces incontrovertible proof of the accuracy of their theories
- B) the scientific method assures acceptance of their conclusions by the general public
- C) the scientific method substantiates the status quo
- D) the scientific method produces more conclusive evidence than other methods

Answer: D

Diff: 1 Page Ref: 6

Skill: Factual

12) One reason that social scientists put their faith in the scientific method is that _____.

- A) the scientific method produces incontrovertible proof of the accuracy of their theories
- B) the scientific method assures acceptance of their conclusions by the general public
- C) the scientific method substantiates the status quo
- D) the scientific method produces more conclusive evidence than other methods

Answer: D

Diff: 1 Page Ref: 6

Skill: Conceptual

- 13) The planning fallacy is ____.
- A) a tendency for individuals to believe that projects will take less time than they actually do
 - B) a bias that some people have in planning for worst-case scenarios
 - C) a tendency to rely on our memories of previous similar activities when planning future projects
 - D) the mistaken belief that one can completely plan for social encounters

Answer: A

Diff: 3 Page Ref: 7

Skill: Conceptual

- 14) Social psychologists focus their attention on individuals, in part because ____.
- A) our behavior is influenced by the actions of other individuals
 - B) the behavior of groups is too difficult to study in laboratory conditions
 - C) cultural differences have a strong effect on the behavior of groups but only a weak effect on individuals
 - D) some individuals are more strongly effected by society than are others

Answer: A

Diff: 2 Page Ref: 8

Skill: Conceptual

- 15) The ways we think about other people and the things we remember about them may have an effect on our behavior. These thoughts and memories are examples of ____.
- A) social processes
 - B) cognitive processes
 - C) interpersonal processes
 - D) historical processes

Answer: B

Diff: 1 Page Ref: 8

Skill: Factual

- 16) People tend to become more irritable and aggressive when the weather is hot and humid. This fact reflects one effect that ____ may have on social behavior.
- A) environmental variables
 - B) biological processes
 - C) cognitive processes
 - D) cultural context

Answer: A

Diff: 1 Page Ref: 9

Skill: Conceptual

17) The divorce rate in the United States has changed dramatically since the 1950s. This change may be explained in part by the effect that _____ have on behavior.

- A) biological factors
- B) environmental variables
- C) intrapersonal conflicts
- D) cultural beliefs

Answer: D

Diff: 1 Page Ref: 9

Skill: Conceptual

18) The social rules concerning how individuals should behave in specific situations are known as _____.

- A) mores
- B) cultural norms
- C) civil standards
- D) social values

Answer: B

Diff: 2 Page Ref: 9

Skill: Factual

19) The system of shared meanings, perceptions, and beliefs held by persons belonging to the same group is known as _____.

- A) cultural context
- B) culture
- C) socialization
- D) civilization

Answer: B

Diff: 2 Page Ref: 9

Skill: Factual

20) The *variation* referred to by evolutionary psychologists is that _____.

- A) some individual members of a species vary on important traits while others do not
- B) individual members of any given species differ from each other in many ways
- C) evolved traits exhibit more intraindividual variation than do non evolved traits
- D) members of different species differ from each other in many ways

Answer: B

Diff: 2 Page Ref: 10

Skill: Factual

21) Short-term mating strategies include _____.

- A) the frequency that males and females seek casual sexual encounters
- B) the number of sexual partners males prefer to have before marriage
- C) the approaches that people take to finding partners for non-committed sexual relations
- D) the number of sexual partners people prefer to have outside of a committed relationship

Answer: D

Diff: 1 Page Ref: 11

Skill: Factual

- 22) The evolutionary perspective on social behavior suggests that ____.
- A) we are driven by our genes to act in specific ways
 - B) much of our behavior is biologically determined and cannot be consciously known
 - C) we inherit specific patterns of social behavior
 - D) we inherit tendencies or predispositions to behave in certain ways

Answer: D

Diff: 2 Page Ref: 10

Skill: Factual

- 23) The branch of psychology that seeks to examine the potential role of genetic factors in different aspects of human behavior is known as ____.
- A) biological psychology
 - B) physiological psychology
 - C) cultural psychology
 - D) evolutionary psychology

Answer: D

Diff: 1 Page Ref: 10

Skill: Factual

- 24) The term "social categorization" refers to ____.
- A) how we decide to which social category individuals belong
 - B) how quickly we can sort individuals into useful social categories
 - C) how event-related potentials in the brain translate into social behaviors
 - D) how and when racial, sexual, and other categories are useful

Answer: A

Diff: 1 Page Ref: 13

Skill: Factual

- 25) Recent research on social categorization (Ito and Urland, 2003) indicates that it occurs rapidly (within 100 milliseconds) and follows a hierarchical, pre-determined pattern. This and similar research is seen as evidence for ____.
- A) the impact of cultural factors on social thought and behavior
 - B) the importance of early learning experiences in the development of biases
 - C) the evolutionarily determined genetic basis for social thought and behavior
 - D) the neurological basis for social thought and behavior

Answer: D

Diff: 3 Page Ref: 13

Skill: Conceptual

- 26) In principle, all social thoughts and behaviors reflect neural activity in the brain. Yet, many social psychologists rarely study brain activity. This is because _____.
- A) all social thoughts and behaviors can be directly related to activity in one or more areas of the brain
 - B) other approaches are useful and can provide important insights into social thought and behavior
 - C) most social psychologists were trained before newer methods for studying neural activity were discovered and made available
 - D) brain activity can explain the behavior of an individual but not of a group of individuals

Answer: B

Diff: 3 Page Ref: 14

Skill: Conceptual

- 27) The term "implicit egoism" refers to _____.
- A) our unconscious need to balance the competing demands of the id and superego
 - B) our unconscious tendency toward self-enhancement
 - C) the boost to our self-esteem that results from comparing ourselves favorably to someone we like and respect
 - D) our conscious desire to present ourselves in the best possible light

Answer: B

Diff: 2 Page Ref: 14

Skill: Factual

- 28) Social psychology's multicultural perspective is important to researchers, in part because _____.
- A) research findings obtained in one culture do not necessarily generalize to other cultures
 - B) cultural factors are one aspect of the implicit information processing that occurs in social situations
 - C) cultural factors have a limited influence on the ways in which we view ourselves
 - D) many of the research participants in social psychological experiments come from diverse cultural backgrounds

Answer: A

Diff: 2 Page Ref: 15

Skill: Conceptual

- 29) The process of carefully observing behavior as it occurs is known as _____.
- A) systematic observation
 - B) social observation
 - C) naturalistic observation
 - D) quasi-experimental observation

Answer: A

Diff: 1 Page Ref: 17

Skill: Factual

- 30) The observation of behavior as it occurs in natural settings is known as ____.
- A) correlational observation
 - B) social observation
 - C) quasi-experimental observation
 - D) naturalistic observation

Answer: D

Diff: 1 Page Ref: 17

Skill: Factual

- 31) In order to determine whether people have a strong or weak preference for the color of their cookware, a company wants to collect information from many of its past customers. If the number of past customers is very large, the company may want to consider using ____ methods.
- A) mystery shopper
 - B) survey
 - C) naturalistic observation
 - D) field experimental

Answer: B

Diff: 1 Page Ref: 17

Skill: Applied

- 32) Which is NOT an advantage of using surveys to collect information?
- A) Surveys can be used to collect information from very large numbers of people.
 - B) Surveys can be used to determine causal relationships between variables.
 - C) Surveys can be administered easily either by telephone or over the Internet as well as in person.
 - D) Surveys can help collect information on sensitive topics because they can be answered anonymously.

Answer: B

Diff: 1 Page Ref: 17

Skill: Conceptual

- 33) The people who complete a survey must be representative of the population about which conclusions are to be drawn. This is known as the issue of ____.
- A) sampling
 - B) representation
 - C) margin of error
 - D) diversity

Answer: A

Diff: 2 Page Ref: 17

Skill: Conceptual

34) The way a question is phrased may sometimes influence the way people respond to the question. In survey research, this is known as the issue of _____.

- A) faulty design
- B) wording
- C) leading questions
- D) systemic invalidation

Answer: B

Diff: 1 Page Ref: 17

Skill: Factual

35) A correlation exists between two variables when _____.

- A) changing one variable has no effect on the other variable
- B) changing one variable causes the other to change by the same amount
- C) changes in the two variables are related to each other
- D) the two variables are inversely related – as one increases, the other decreases

Answer: C

Diff: 2 Page Ref: 17

Skill: Factual

36) One advantage of knowing the correlation between two variables is that _____.

- A) the size of the correlation helps determine whether the variables are important enough to devote further research to them
- B) one variable can then be used to predict another
- C) one variable can be eliminated from the theory
- D) this knowledge helps us understand the limitations of social research

Answer: B

Diff: 2 Page Ref: 17

Skill: Conceptual

37) A researcher is interested in the relationship between courtship behaviors and physical characteristics of people. If the researcher should establish that there is a correlation of $+0.37$ between physical attractiveness and dating frequency, we can conclude that _____.

- A) it is impossible to predict dating frequency based on attractiveness
- B) less attractive people date more often than more attractive people
- C) more attractive people date more often than less attractive people
- D) there is no relationship between dating frequency and attractiveness

Answer: C

Diff: 1 Page Ref: 18

Skill: Conceptual

- 38) Researchers were recently surprised to learn that the correlation between the type of clothing people wear when they are not at work and the type of jobs they hold is approximately zero. Based on this, we can conclude that _____.
- A) people with lower status jobs tend to wear the same clothing both on and off the job
 - B) there is no relationship between the types of clothing worn in non-work settings and the type of work that people do
 - C) people with higher status jobs tend to dress worse when they are not at work
 - D) people with higher status jobs tend to dress better on and off the job

Answer: B

Diff: 2 Page Ref: 18

Skill: Conceptual

- 39) Research has documented a negative correlation between obesity and participation in physically demanding leisure activities in adults. One possible interpretation of these results is that _____.
- A) the lack of exercise is a primary cause of obesity
 - B) obese people tend to exercise less than non-obese people
 - C) obese people prefer mental challenges to physical ones
 - D) some people are obese regardless of how much exercise they get

Answer: B

Diff: 3 Page Ref: 18

Skill: Applied

- 40) Research has shown a positive correlation between socio-economic status of the family of origin and college graduation rates. Based on this information, we can conclude that _____.
- A) financial aid such as scholarships and student loans does not take the place of having strong financial backing from one's family during the college years
 - B) students born into wealthier families are more likely to complete college than students born into poorer families
 - C) students from wealthier families are more likely to have attended college preparatory schools
 - D) students from poorer families have a more difficult time adjusting to college life

Answer: B

Diff: 3 Page Ref: 18

Skill: Conceptual

41) Correlational research is useful because correlations can be used to _____.

- A) explore causal relationships between variables
- B) make predictions about the world
- C) explain how two or more variables are related
- D) explore hidden relationships between variables

Answer: B

Diff: 2 Page Ref: 19

Skill: Conceptual

42) Researchers who systematically change one variable in order to determine what effect this has on another variable are using _____.

- A) dependent variables
- B) experimental methods
- C) correlational methods
- D) independent variables

Answer: B

Diff: 1 Page Ref: 20

Skill: Factual

43) In experimental research, one variable is systematically changed. This is known as the _____.

- A) confound
- B) dependent variable
- C) independent variable
- D) experimental group

Answer: C

Diff: 1 Page Ref: 20

Skill: Factual

44) In experimental research, one variable is measured. This is known as the _____.

- A) independent variable
- B) dependent variable
- C) experimental group
- D) control variable

Answer: B

Diff: 1 Page Ref: 20

Skill: Factual

- 45) A researcher thinks that a person's mood has an effect on how helpful that person is likely to be. To test this, the researcher has some research participants come to the laboratory where they are first given a test and then either heavily praised or strongly criticized for their test performance. Afterwards, participants are asked to help the researcher's assistant move some heavy boxes into another room. The researcher makes careful note of how many and which participants help with moving the boxes. In this example, the independent variable is ____.
- A) the participants mood after the praise or criticism
 - B) whether the participants helped the assistant
 - C) the researcher's notes and observations
 - D) the participants test performance

Answer: A

Diff: 2 Page Ref: 20

Skill: Applied

- 46) A researcher thinks that a person's mood has an effect on how helpful that person is likely to be. To test this, the researcher has some research participants come to the laboratory where they are first given a test and then either heavily praised or strongly criticized for their test performance. Afterwards, participants are asked to help the researcher's assistant move some heavy boxes into another room. The researcher makes careful note of how many and which participants help with moving the boxes. In this example, the dependent variable is ____.
- A) the participants test performance
 - B) whether the participants helped the assistant
 - C) the researcher's praise or criticism
 - D) whether or not participants showed up for the experiment

Answer: B

Diff: 2 Page Ref: 20

Skill: Applied

- 47) A researcher thinks that a person's mood has an effect on how helpful that person is likely to be. To test this, the researcher has some research participants come to the laboratory where they are first given a difficult test and then either heavily praised or strongly criticized for their test performance. Afterwards, participants are asked to help the researcher's assistant move some heavy boxes into another room. The researcher makes careful note of how many and which participants help with moving the boxes. In this example, the hypothesis is ____.
- A) a person's mood has an effect on how helpful that person is likely to be
 - B) praise will improve the mood of research subjects and criticism will worsen their mood
 - C) helping the researcher's assistant will change a participant's mood
 - D) some participants will be in a better mood than others

Answer: A

Diff: 2 Page Ref: 18

Skill: Applied

- 48) In an experiment, researchers wanted to know whether changing the level of lighting in a factory would have an effect on the productivity of employees. In order to address this question, three groups of employees were placed in separate work areas and the level of lighting was systematically varied for one group as the employees operated machinery that produced small electrical components. The number of components produced was carefully tallied at the end of each 8-hour shift. In this example, the independent variable is _____.
- A) the level of lighting
 - B) the employees chosen to participate in the experiment
 - C) the number of components produced
 - D) the machinery operated by the employees

Answer: A

Diff: 2 Page Ref: 20

Skill: Applied

- 49) In an experiment, researchers wanted to know whether changing the level of lighting in a factory would have an effect on the productivity of employees. In order to address this question, three groups of employees were placed in separate work areas and the level of lighting was systematically varied for one group as the employees operated machinery that produced small electrical components. The number of components produced was carefully tallied at the end of each 8-hour shift. In this example, the dependent variable is _____.
- A) the machinery operated by the employees
 - B) the employees chosen to participate in the experiment
 - C) the presence or absence of the researchers
 - D) the number of components produced

Answer: D

Diff: 2 Page Ref: 20

Skill: Applied

- 50) In an experiment, researchers wanted to know whether changing the level of lighting in a factory would have an effect on the productivity of employees. In order to address this question, three groups of employees were placed in separate work areas and the level of lighting was systematically varied for one group as the employees operated machinery that produced small electrical components. The number of components produced was carefully tallied at the end of each 8-hour shift. In this example, the hypothesis is _____.
- A) the presence or absence of the researchers will affect productivity
 - B) the number of components produced will not change because of lighting
 - C) the level of lighting will affect employee productivity
 - D) the employees chosen to participate in the research will affect productivity

Answer: C

Diff: 2 Page Ref: 18

Skill: Applied

51) Researchers believe that experiencing strong negative emotions such as fear or anxiety will increase people's need to affiliate. To test this idea, the researchers randomly assigned participants to one of three small groups. All participants were asked to complete a survey measuring their current emotional state. Researchers observed how frequently members of each group started conversations with other members on non-experiment related topics. Immediately before the experiment began, members of Group 1 were left for 10 minutes in a room with no windows. While waiting, the lights went out for a brief period of time and the participants could hear screams from another room. Members of Group 2 were likewise left for 10 minutes in a room with no windows but the lights were left on and no screams were heard. Members of Group 3 were also left for 10 minutes in a room with no windows and the lights went out for a brief period of time. Group 3 did not hear any screams. In this experiment, the independent variable is _____.

- A) whether or not the lights went out and screams were heard
- B) the frequency of non-experiment related conversations
- C) participant's current emotional state
- D) the participants level of anxiety

Answer: D

Diff: 3 Page Ref: 20

Skill: Applied

52) Researchers believe that experiencing strong negative emotions such as fear or anxiety will increase people's need to affiliate. To test this idea, the researchers randomly assigned participants to one of three small groups. All participants were asked to complete a survey measuring their current emotional state. Researchers observed how frequently members of each group started conversations with other members on non-experiment related topics. Immediately before the experiment began, members of Group 1 were left for 10 minutes in a room with no windows. While waiting, the lights went out for a brief period of time and the participants could hear screams from another room. Members of Group 2 were likewise left for 10 minutes in a room with no windows but the lights were left on and no screams were heard. Members of Group 3 were also left for 10 minutes in a room with no windows and the lights went out for a brief period of time. Group 3 did not hear any screams. In this experiment, the dependent variable is _____.

- A) assignment to one of the three groups
- B) the frequency of non-experiment related conversations
- C) the participants' level of anxiety
- D) whether or not researchers explained the screams that were heard

Answer: B

Diff: 3 Page Ref: 20

Skill: Applied

53) Researchers believe that experiencing strong negative emotions such as fear or anxiety will increase people's need to affiliate. To test this idea, the researchers randomly assigned participants to one of three small groups. All participants were asked to complete a survey measuring their current emotional state. Researchers observed how frequently members of each group started conversations with other members on non-experiment related topics. Immediately before the experiment began, members of Group 1 were left for 10 minutes in a room with no windows. While waiting, the lights went out for a brief period of time and the participants could hear screams from another room. Members of Group 2 were likewise left for 10 minutes in a room with no windows but the lights were left on and no screams were heard. Members of Group 3 were also left for 10 minutes in a room with no windows and the lights went out for a brief period of time. Group 3 did not hear any screams. In this experiment, the hypothesis is _____.

- A) that brief periods of darkness will cause negative emotions
- B) that strong negative emotions will increase people's need to affiliate with others
- C) that isolation in a waiting room will affect people's need to affiliate
- D) that people's need to affiliate will cause people to start more conversations

Answer: B

Diff: 3 Page Ref: 18

Skill: Applied

54) Researchers believe that experiencing strong negative emotions such as fear or anxiety will increase people's need to affiliate. To test this idea, the researchers randomly assigned participants to one of three small groups. All participants were asked to complete a survey measuring their current emotional state. Researchers observed how frequently members of each group started conversations with other members on non-experiment related topics. Immediately before the experiment began, members of Group 1 were left for 10 minutes in a room with no windows. While waiting, the lights went out for a brief period of time and the participants could hear screams from another room. Members of Group 2 were likewise left for 10 minutes in a room with no windows but the lights were left on and no screams were heard. Members of Group 3 were also left for 10 minutes in a room with no windows and the lights went out for a brief period of time. Group 3 did not hear any screams. Researchers assigned participants to one of the three groups randomly because _____.

- A) random assignment eliminates the need for statistical analysis of the results of an experiment
- B) random assignment makes sure that all research participants have an equal opportunity to be in the control group or in an experimental group
- C) random assignment is the easiest, most cost effective way of assigning group membership to participants
- D) random assignment ensures that differences in the dependent variable are caused by changes in the independent variable

Answer: D

Diff: 3 Page Ref: 21

Skill: Conceptual

- 55) Random assignment of research participants to experimental conditions means that ____.
- A) each participant will experience all experimental conditions at different times
 - B) experimental conditions will be the same for all research participants
 - C) participant characteristics will have an effect on the outcomes of the experiment
 - D) each participant has an equal chance of being assigned to each experimental condition

Answer: D

Diff: 2 Page Ref: 21

Skill: Conceptual

- 56) Variables are said to be confounded when ____.
- A) each participant has an equal chance of being assigned to each experimental condition
 - B) a factor that is not systematically varied exists and may have an effect on an experiment's outcomes
 - C) an experiment includes too many factors for the researcher to control in a laboratory
 - D) each participant will experience all experimental conditions at different times

Answer: B

Diff: 2 Page Ref: 21

Skill: Conceptual

- 57) A researcher thinks that a person's mood has an effect on how helpful that person is likely to be. To test this, the researcher has equal numbers of male and female research participants come to the laboratory where they are first given a difficult test and then either heavily praised or strongly criticized for their test performance. Afterwards, participants are asked to help the researcher's attractive assistant move some heavy boxes into another room. The researcher makes careful note of how many and which participants help with moving the boxes. One possible confound for this experiment is ____.
- A) the researcher's notes and observations
 - B) the participants' mood after the praise or criticism
 - C) whether or not participants showed up for the experiment
 - D) the attractiveness of the assistant

Answer: D

Diff: 3 Page Ref: 21

Skill: Applied

- 58) The extent to which experimental results can be generalized to real-life situations is a question of an experiment's ____.
- A) reliability
 - B) confounding of variables
 - C) experimental manipulation
 - D) external validity

Answer: D

Diff: 2 Page Ref: 22

Skill: Factual

- 59) Inferential statistics are useful in determining ____.
- A) how successful the researcher was in using random assignment
 - B) whether to describe the particular sample of participants on some key variables
 - C) how likely particular research results are due solely to chance factors
 - D) the strength of the relationship between the independent and dependent variables

Answer: C

Diff: 2 Page Ref: 22

Skill: Factual

- 60) Replication of research results by different researchers is important because ____.
- A) different researchers may have a better chance of improving the research by measuring the dependent variable in different ways
 - B) different procedures can be used with different research participants
 - C) inferential statistics are not always a reliable estimate of probabilities
 - D) the likelihood that a given pattern of findings is a chance event is never zero

Answer: D

Diff: 2 Page Ref: 22

Skill: Conceptual

- 61) Frequently, a hypothesis is supported by some studies but not by others. When faced with this situation, many researchers rely on a statistical technique known as ____.
- A) meta-analysis
 - B) study enumeration
 - C) discriminant analysis
 - D) replication

Answer: A

Diff: 1 Page Ref: 23

Skill: Factual

- 62) Meta-analysis is a mathematical way to combine many studies on the same topic in order to ____.
- A) estimate the direction and size of the effects of an independent variable
 - B) count the number of studies that support the hypothesis
 - C) replicate disparate studies without the need for additional research
 - D) combine the potential of many different researchers

Answer: A

Diff: 2 Page Ref: 23

Skill: Factual

- 63) The fundamental purpose of a theory is to ____.
- A) provide practical applications for observed data
 - B) generate statistical analyses for further exploration
 - C) explain some particular group of events or processes
 - D) unify all the known factors that contribute to human behavior

Answer: C

Diff: 1 Page Ref: 23

Skill: Factual

- 64) A conceptual framework that reflects basic concepts and statements about the relationships between these concepts is known as ____.
- A) a hypothesis
 - B) a theory
 - C) a paradigm
 - D) a meta-analysis

Answer: B

Diff: 1 Page Ref: 23

Skill: Factual

- 65) When research results are not consistent with a theory, the researcher's next step usually involves ____.
- A) replacing the theory with a different one
 - B) modifying the theory and collecting additional data
 - C) modifying the results to be consistent with the theory
 - D) shifting to a different paradigm

Answer: B

Diff: 1 Page Ref: 23

Skill: Conceptual

- 66) Social psychologists sometimes conceal information about the true purpose of a study from the research participants until after the study is completed. This use of deception is justified when ____.
- A) the participants would otherwise not agree to participate in the study
 - B) knowledge of the study's purpose may alter the behavior of the participants
 - C) approval from the researcher's review board has been granted
 - D) social behavior and thought is the subject of the experiment

Answer: B

Diff: 1 Page Ref: 25

Skill: Conceptual

- 67) There are two important ethical issues involved in the use of deception in research. These issues include the possibility of harming research participants by the deception and ____.
- A) participants may come to mistrust researchers in the future
 - B) the research may be flawed because deception leads participants to react unnaturally in research settings
 - C) participants may learn that deception is acceptable and appropriate behavior in other situations and settings
 - D) participants may resent being deceived and form negative attitudes toward social psychology as a result

Answer: D

Diff: 2 Page Ref: 25

Skill: Conceptual

- 68) The process of giving participants as much information as possible about experimental procedures to be used before the participants agree to participate is known as ____.
- A) providing thorough debriefing
 - B) avoiding deception in research
 - C) meeting ethical guidelines
 - D) obtaining informed consent

Answer: D

Diff: 1 Page Ref: 25

Skill: Factual

- 69) The practice of providing participants with a full description of the purposes of a study after they have participated in the study is known as ____.
- A) undoing deception
 - B) consensual information
 - C) debriefing
 - D) informed consent

Answer: C

Diff: 1 Page Ref: 25

Skill: Factual

- 70) The majority of research participants who learn that they have been deceived in an experiment seem to react ____.
- A) negatively
 - B) with resentment over having been fooled
 - C) angrily
 - D) positively

Answer: D

Diff: 2 Page Ref: 25

Skill: Conceptual

- 71) Two factors that often make the use of the experimental approach impossible are ____.
- A) variation of the factor of interest reaching beyond the experimenter's control and the variable is not sufficiently powerful for field studies
 - B) ethical constraints and variation of the factor of interest reaching beyond the experimenter's control
 - C) ethical constraints and the variable is too powerful
 - D) variation of the factor of interest is beyond the experimenter's control and it is too powerful

Answer: B

Diff: 2 Page Ref: 22

Skill: Conceptual

- 72) Which of the following study questions could absolutely NOT be explored using experimentation due to ethical reasons?
- A) Does the time of day influence our appetite for chocolate?
 - B) How does failing at a certain task affect our self-image?
 - C) How do individuals cope when their spouse dies?
 - D) How effective are political ads in terms of influencing voters?

Answer: C

Diff: 3 Page Ref: 22

Skill: Applied

- 73) James is helping to conduct a study that examines how aggressive a person becomes once they are exposed to someone who frowns at them. Thus, his duty is to frown at every other subject (the "frown" group). Suppose James also tends to act fairly rude to those who are in the "frown" group. James' actions may cause ____.
- A) experimenter effects
 - B) meta-analysis procedures
 - C) a double-blind procedure
 - D) a single-blind procedure

Answer: A

Diff: 3 Page Ref: 22

Skill: Applied

74) Professor White is studying how cancer patients are coping with their illness by giving them one of the following sets of instructions: keep a daily diary and write about anything, keep a daily diary and write about how they are trying to cope with their illness, or not to keep any diary whatsoever. After following this protocol for a month, Professor White then measures the cancer patients' self-reported level of depression. The independent variable in this hypothetical study is _____ and the dependent variable is _____.

- A) the type of diary kept, if any; the progression of the cancer
- B) the type of diary kept, if any; the self-reported level of depression
- C) the self-reported level of depression; the type of diary kept, if any
- D) the cancer patients; the self-reported level of depression

Answer: B

Diff: 3 Page Ref: 20

Skill: Applied

75) Sue is conducting an experiment in which she is trying to determine the influence of staring at a speaker on how much different speakers stutter. Sue sends people to a speech class with instructions to stare for varied amounts of time at the speaker. The dependent variable is the _____.

- A) amount of stuttering that occurs
- B) people doing the staring
- C) amount of time that the people stare
- D) the speech class

Answer: A

Diff: 2 Page Ref: 20

Skill: Applied

76) Suppose a researcher exposes his subjects to one of the following three scenarios: either they hear classical music, rock music, or no music for a 20 minute period. Afterwards, the researcher measures the general mood of his subjects. The three scenarios refer to the _____ of the _____ variable.

- A) cause; dependent
- B) levels; dependent
- C) levels; independent
- D) cause; independent

Answer: C

Diff: 3 Page Ref: 20

Skill: Applied

77) Suppose a researcher found a very strong, positive correlation between how much television a child watches and their levels of aggression. Which of the following conclusions is MOST accurate?

- A) Viewing television causes decreased aggression in children.
- B) Lack of parental supervision causes children to watch a great amount of television and to become more aggressive.
- C) Viewing television causes increased aggression in children.
- D) Given that this investigation represents a correlational study, it is impossible to determine the nature of causality.

Answer: D

Diff: 3 Page Ref: 18

Skill: Applied

78) Suppose smoking and drinking alcohol are found to be correlated at $+0.65$. We can conclude that _____.

- A) smoking is probably unrelated to drinking
- B) smoking causes drinking
- C) drinking causes smoking
- D) smoking is probably related to drinking

Answer: D

Diff: 3 Page Ref: 18

Skill: Applied

79) Suppose a company asked its workers "Now that you have received a raise, how satisfied are you with your job?" and found out that 87% indicated they were "very satisfied" or "satisfied." A major concern of this study would likely be _____.

- A) the way the question was asked
- B) the way the participants were selected
- C) the way the jobs were described
- D) the amount of the raise

Answer: A

Diff: 2 Page Ref: 17

Skill: Applied

80) Which of the following categories is NOT one of the five categories mentioned in your text regarding factors affecting social interaction?

- A) None of these categories were mentioned.
- B) perceptual processes
- C) cognitive processes
- D) environmental variables

Answer: B

Diff: 2 Page Ref: 9

Skill: Factual

81) Which of the following values would indicate the "strongest" correlation?

- A) +.67 B) 0 C) -.72 D) + or - .33

Answer: C

Diff: 2 Page Ref: 18

Skill: Factual

82) A "causal relationship" means that _____.

- A) changes in one variable causes changes in another variable
B) a decrease in one variable is related to an increase in another variable
C) an increase in one variable is related to a decrease in another variable
D) an increase in one variable is related to an increase in another variable

Answer: A

Diff: 2 Page Ref: 19

Skill: Factual

83) The dependent variable is defined as the variable that is _____.

- A) changed by the subject B) varied by the experimenter
C) known by the experimenter D) measured by the experimenter

Answer: D

Diff: 2 Page Ref: 20

Skill: Factual

84) The procedure that ensures that participants are not assigned to an experimental condition on the basis of any individual characteristics is called _____.

- A) informed consent B) generic subjectification
C) random assignment D) confound control

Answer: C

Diff: 2 Page Ref: 21

Skill: Factual

85) What does it mean to replicate findings from previous studies?

- A) To demonstrate the conditions necessary for an experiment
B) To repeat research to determine if the same results will be found
C) To explain previous findings in terms of a dramatically modified theory
D) To fail to find the same results as previous researchers

Answer: B

Diff: 2 Page Ref: 22

Skill: Factual

- 86) Meta-analysis is a way of ____.
- A) predicting from a theory
 - B) testing the same theory in more than one way
 - C) combining results across experiments
 - D) applying the results of an experiment to real-world situations

Answer: C

Diff: 2 Page Ref: 23

Skill: Factual

- 87) A framework for explaining various events or processes is known as a(n) ____.
- A) hypothesis
 - B) theory
 - C) relationship
 - D) observation

Answer: B

Diff: 1 Page Ref: 23

Skill: Factual

- 88) A form of mathematics that provides experimenters with the likelihood of a result occurring by chance is called ____.
- A) descriptive statistics
 - B) meta-analytic statistics
 - C) inferential statistics
 - D) probability statistics

Answer: C

Diff: 1 Page Ref: 22

Skill: Factual

- 89) Even though there is no single "best" method of research, the ____ method is generally preferred by social psychologists.
- A) field
 - B) observational
 - C) experimental
 - D) theoretical

Answer: C

Diff: 1 Page Ref: 20

Skill: Factual

True/False Questions

- 1) Social psychology is Scientific in nature.

Answer: TRUE

Diff: 1 Page Ref: 6

Skill: Factual

- 2) The word science refers to a special group of highly advanced fields.

Answer: FALSE

Diff: 2 Page Ref: 6

Skill: Factual

3) Social Psychology seeks to understand the causes of social behavior and social thought.

Answer: TRUE

Diff: 1 Page Ref: 8

Skill: Factual

4) How an individual responds to us in a given situation determines how we cognitively process a situation.

Answer: TRUE

Diff: 2 Page Ref: 8

Skill: Conceptual

5) How we think about others (social thought) and how we behave around others (social behavior) are two distinct areas of psychological research.

Answer: FALSE

Diff: 3 Page Ref: 8

Skill: Conceptual

6) Cultural differences are relatively unimportant in social psychological research because people from different cultures usually react in much the same way in most social situations.

Answer: FALSE

Diff: 1 Page Ref: 9

Skill: Factual

7) Experimentation involves systematically changing one or more variables in order to see whether this causes a change in some aspect of behavior.

Answer: TRUE

Diff: 2 Page Ref: 20

Skill: Conceptual

8) Objectivity in social psychology refers to the belief that one should obtain and evaluate information in a manner that is as free from bias as possible.

Answer: TRUE

Diff: 1 Page Ref: 6

Skill: Factual

9) The planning fallacy is a tendency to believe that projects will take less time than they actually do.

Answer: TRUE

Diff: 2 Page Ref: 7

Skill: Factual

10) The evolutionary perspective on social psychology suggests that we inherit tendencies to behave in certain ways, not specific patterns of behavior.

Answer: TRUE

Diff: 3 Page Ref: 10

Skill: Conceptual

11) Mate poaching is the ritualistic "kidnapping" of a bride by an eligible male after a suitable bride-price has been paid practiced by some groups.

Answer: FALSE

Diff: 2 Page Ref: 11

Skill: Factual

12) An individual tends to like others who objectively come closest to achieving his or her own "ideal self" than the individual does

Answer: FALSE

Diff: 2 Page Ref: 12

Skill: Conceptual

13) Implicit egotism is an unconscious tendency toward enhancement of our self concept.

Answer: TRUE

Diff: 2 Page Ref: 14

Skill: Factual

14) Correlational research involves making careful observations in an attempt to identify relationships between variables without directly changing any of the variables being studied.

Answer: TRUE

Diff: 2 Page Ref: 20

Skill: Conceptual

15) Random assignments of subjects to experimental conditions means that each subject has an equal chance of being in any of the experimental (or control) conditions.

Answer: TRUE

Diff: 1 Page Ref: 21

Skill: Factual

16) A hypothesis is an unverified prediction

Answer: TRUE

Diff: 1 Page Ref: 23

Skill: Factual

Short Answer Questions

- 1) A core set of values and methods underlies the practice of science. Briefly describe four of the core values shared by scientists.

Answer: **Accuracy** – a commitment to gathering and evaluating information as precisely as possible

Objectivity – a commitment to avoiding bias in obtaining and evaluating information

Skepticism – a commitment to accept findings as accurate only to the extent that they have been verified

Open-Mindedness – a commitment to changing one's views as needed in light of new factual information

Diff: 1 *Page Ref: 6*

Skill: Conceptual

- 2) Briefly discuss the impact of cultural norms on social behavior.

Answer: Cultural norms are the social rules concerning how people should and should not behave in particular situations. As such, norms are a major determinant of social behavior. For example, cultural norms strongly influence most major life choices, such as when people should marry, how many children we should have, whether we should attend religious services, etc. In addition, cultural norms exert an influence on relatively minor, personal choices we may make, such as the kinds of foods we prefer to eat, how much we think is appropriate to eat, etc. In short, cultural norms influence almost all aspects of our social behavior both directly and indirectly.

Diff: 3 *Page Ref: 9*

Skill: Conceptual

- 3) Describe three basic components of evolution.

Answer: **Variation** – individual members of a species vary from each other in a variety of different ways.

Inheritance – some of these variations are genetically determined (or influenced) and can be transmitted from one generation to another.

Selection – some variations provide individuals with an advantage in terms of reproduction and, over long periods of time, will become increasingly common in a species.

Diff: 3 *Page Ref: 10*

Skill: Conceptual

- 4) Define the multicultural perspective in social psychology and explain why it is an important consideration.

Answer: The multicultural perspective recognizes the potential effect that various social and cultural dimensions, such as age, race, gender, socioeconomic status, and others, may have on behavior. These factors may directly or indirectly influence the self identity, which has a direct effect on social behaviors.

Diff: 3 *Page Ref: 15*

Skill: Conceptual

5) Explain what is meant by a correlation.

Answer: A correlation is a statistical indication of how strongly two variables are related. The correlation can range from -1.0 to $+1.0$. Values of 0 indicate that there is no relationship between the variables, while values that are closer to $+$ or -1.0 indicate increasingly strong relationships. Positive values indicate that the two variables change in the same direction (if one variable increases, so does the other), while negative values indicate an inverse relationship (if one variable increases, the other decreases). Although extremely useful for making predictions, correlations by themselves cannot be used as indicators of causality.

Diff: 2 *Page Ref: 17-19*

Skill: Conceptual

6) What is the most important and basic aspect of an experiment?

Answer: In essence, experimentation involves systematically changing one or more independent variables in order to determine whether changes to the independent variables directly causes changes to occur in one or more dependent variables. So, the most important aspect of an experiment is that an independent variable is consistently changed or manipulated in some way while a dependent variable is systematically measured. It is important to remember that all subjects in the experiment must be randomly assigned to experimental conditions. That is, each subject must have the same chance of being assigned to any of the experimental conditions as any other subject does.

Diff: 3 *Page Ref: 19-22*

Skill: Conceptual

7) What is meant by informed consent?

Answer: Informed consent exists when participants are given as much information as possible about the procedures to be followed in an experiment before they agree to participate.

Diff: 1 *Page Ref: 25*

Skill: Factual

8) How are informed consent and debriefing used together to offset the possible harm caused by intentional deception on the part of social researchers?

Answer: Although some details may be left out and the purpose of the experiment may be concealed in some situations, informed consent is used to give participants as much information as possible about the experimental procedures to be followed during an experiment. After the experiment is concluded, debriefing is used to explain any aspects of the experiment that were omitted during the informed consent phase, the purpose of the experiment, and the reasons for any deceptions. The combination of informed consent and debriefing serves to provide safeguards for research participants and to mitigate any negative effects of deception during the procedure.

Diff: 1 *Page Ref: 25*

Skill: Applied

9) What is the difference between systematic observation and naturalistic observation?

Answer: Systematic observation involves carefully observing and measuring behavior as it occurs. Systematic observation may take place in any setting. One goal of systematic observation is to obtain an accurate measure of behavior. Naturalistic observation involves the application of systematic observation to natural settings such as playgrounds, parks, malls, private homes, etc. One goal of naturalistic observation is for the researcher to remain as unobtrusive as possible so as to not influence the behavior he or she is observing.

Diff: 2 *Page Ref: 17*

Skill: Conceptual

10) Describe two possible disadvantages of using the survey methodology.

Answer: First, the survey participants must be representative of the larger population of interest. To the extent that the people responding to a survey are not representative of the larger population, the results of the survey will be in error. Second, slight differences in the wording of questions on the survey can change the way people respond to the questions. This can make interpretation of the survey results difficult.

Diff: 1 *Page Ref: 17*

Skill: Applied

Discussion Questions

1) Social psychology purports to be a scientific discipline. Explain what is meant by the term "science" as it relates to social psychology.

Answer: The answer should include discussion of the set of core values discussed in the text as well as some discussion of methods.

Values include:

- a commitment to accuracy,
- striving for objectivity,
- skepticism, and
- open-mindedness or willingness to change one's views to reflect current knowledge.

Methods include:

- formal experimentation,
- systematic observation and
- correlational techniques.

Diff: 1 *Page Ref: 6*

Skill: Conceptual

- 2) Social psychology attempts to understand and explain the causes of social behavior and thought. Discuss some of the major causes of social behavior as we understand them today. Give an example of each.

Answer: The answer should include some discussion of:

- behavior of other persons
- characteristics of other persons
- mental processes (cognitive processes)
- environmental variables
- cultural variables
- biological/genetic variables

Diff: 2 *Page Ref: 8-11*

Skill: Conceptual

- 3) Compare and contrast the relative role of cognition and behavior in social psychology. Discuss the relationship between cognition and behavior.

Answer: Answers should include:

- 1) Historically, there have been two groups of social psychologists: cognitive and behavioral. Neither group really saw much connection between their respective areas.
- 2) More recently, psychologists have come to realize that mental processes (cognition) and behavior influence each other both directly and indirectly.
- 3) Mental processes have an effect on behavior — thoughts and feelings can directly cause some behaviors and may indirectly influence other behaviors.
- 4) Behaviors — the things we actually do — directly and indirectly influences mental processes by modifying the contents of those processes or the results of those processes.

Diff: 2 *Page Ref: 8-9*

Skill: Conceptual

- 4) Discuss correlational research. In your discussion, include an explanation of why correlational research is sometimes preferred over experimental research. Then, explain what the value of a correlation means.

Answer: Answers should include the following points:

- 1) Some research questions cannot or should not be addressed by experimental methods for practical or ethical reasons.
- 2) Correlational research identifies relationships or associations between variables but cannot be used to infer causal relationships.
- 3). Correlations can be useful for making predictions about one variable based on what is known about a different variable.
- 4) Correlations can range from - 1.0 to + 1.0.
- 5) Values closer to + or - 1.0 indicate stronger relationships while values closer to 0 indicate weak or nonexistent relationships.
- 6) Negative values indicate inverse relationships while positive values indicate direct relationships.

Diff: 2 *Page Ref: 17-19*

Skill: Conceptual

- 5) Propose a formal experiment that might be conducted by a social psychologist. In your discussion of the proposed experiment, clearly identify the hypothesis and the rationale behind the hypothesis, the independent variable(s), the dependent variable(s), and the way in which participants will be assigned to experimental groups.

Answer: Answers may vary widely but should contain some discussion of:

- 1) a clearly identifiable hypothesis and the rationale behind it,
- 2) independent variable that will be manipulated or changed in some way by the experimenter,
- 3) dependent variable that will be measured in some way by the experimenter,
- 4) random assignment to experimental conditions and the reasons for random assignment.

Diff: 3 *Page Ref: 19-22*

Skill: Applied

- 6) Explain what is meant by a "confounding of variables" in experimental research. Discuss what can be done to eliminate or minimize confounding of variables and what confounding of variables means for experimental results.

Answer: Answers should address the following points:

- 1) Variables are said to be confounded when a variable other than the independent variable might have an effect on the outcomes of an experiment and is not controlled for in some way.
- 2) Researchers try to eliminate as many potentially confounding variables as possible by controlling the experimental situation very closely.
- 3) When potential confounding variables exist that can not be controlled by the researcher, random assignment of participants to experimental conditions is used to 'average out' the effects of uncontrolled variables.
- 4) If these steps are not taken, or if these steps are not adequate to eliminate or control for potential confounds, the experimental results cannot be interpreted because there is no way to determine whether any observed change in the dependent variable is due to experimental manipulation of the independent variable or due to an uncontrolled confounded variable.

Diff: 3 *Page Ref: 21-22*

Skill: Factual

- 7) Discuss the role played by theory in social research.

Answer: Answers should address the following points:

- 1) A theory consists of basic concepts and the relationships between basic concepts.
- 2) It provides a framework to help organize and explain observations.
- 3) It points to possible additional relationships that can be stated as testable hypotheses (predictions).
- 4) Tests of the hypotheses will either provide additional support for the theory or indicate that the theory needs to be modified (or possibly discarded).
- 5) A theory can never be proven to be correct because it can always be tested further.
- 6) A theory can be shown to be incorrect — this is a basic hallmark of scientific methods.

Diff: 2 *Page Ref: 23-24*

Skill: Conceptual

- 8) Discuss the concept of informed consent. Include a discussion of the pros and cons related to the use of deception in psychological research and how this relates to informed consent.

Answer: Answers should address the following points:

1) Informed consent is the practice of providing research participants as much information as possible about the procedures to be used in an experiment before the potential subjects decide whether or not to participate. Ideally, complete disclosure of the experimental procedures and expected results are given.

2) However, some research questions cannot be directly studied if the research participants know the true purpose of the experiment because that knowledge might have an effect on the participants' behavior and, thus, become a confounding factor in the experiment.

3) Therefore, it is necessary in some cases to provide only partial or misleading information when obtaining informed consent from potential research participants.

4) This deception could possibly harm the research participants to some extent.

5) Most researchers believe that deception should only be used when other alternatives to gathering the desired information cannot be employed.

6) As soon as possible after the experiment ends, researchers should also provide research participants with a full debriefing that includes an explanation of any deception that was used and the reasons for that deception.

7) Evidence indicates that informed consent and debriefing reduces the potential dangers of deception in psychological research.

8) Evidence also indicates that the use of deception leaves research participants somewhat more skeptical and suspicious about future research they may participate in.

Diff: 2 *Page Ref: 25*

Skill: Factual

- 9) Describe the concept of implicit egotism. Explain why it is of interest to social psychologists.

Answer: Answers should address the following points:

1) Implicit egotism is our unconscious tendency toward self-enhancement.

2) This has both direct and indirect effects on our thoughts and feelings about almost everything in the world around us.

3) We tend to favor those things (and people) who help us feel better about ourselves.

4) We tend to disfavor those things (and people) who make us feel worse about ourselves.

5) Most, if not all, of this process is unconscious — we are unaware of it.

6) Social psychologists are interested in implicit egotism because it is one determinant of social behavior and thoughts.

Diff: 3 *Page Ref: 14-15*

Skill: Conceptual

10) Discuss the impact that increasing diversity in the United States has had on the discipline of social psychology.

Answer: Answers should include the following points:

- 1) The demographic make-up of the United States (and of other countries) has changed substantially over the past few decades.
- 2) Historically, social psychologists have assumed that results obtained from one cultural group would be equally applicable to other cultural groups.
- 3) Because of the changing demographics of the United States, social psychologists have come to understand that cultural differences may have a larger impact on people than was previously believed.
- 4) Culture, ethnicity, and race play a key role in forming and maintaining self-identity.
- 5) Therefore, such differences are increasingly being considered in social psychology as another factor that influences social cognitions and behaviors.
- 6) The overall effect has been to encourage the acceptance of a multicultural perspective, which broadens the focus of social psychology.

Diff: 1 Page Ref: 15
Skill: Conceptual