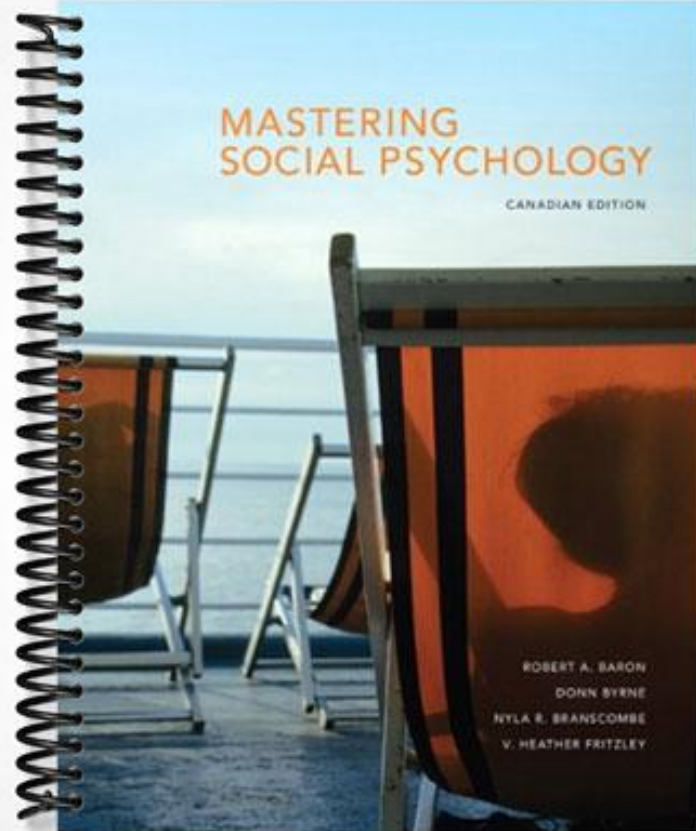


TEST BANK



**MASTERING
SOCIAL PSYCHOLOGY**

CANADIAN EDITION

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Chapter 1

The Field of Psychology: How We Think about and Interact with Others

Multiple Choice Questions

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

- a. applied psychology
- b. general psychology
- c. social psychology
- d. organizational psychology

Answer: c

Question ID: msp1b 1.1-1

Difficulty: 1

Page Reference: 4

Skill: Factual

2. The focus of social psychology is on

- a. the processes society uses to direct and control the behaviour of individuals
- b. the actions of small groups of individuals
- c. how groups define and shape society
- d. the behaviour and thoughts of individuals

Answer: d

Question ID: msp1b 1.1-2

Difficulty: 2

Page Reference: 6

Skill: Factual

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

- a. cultural factors are only important in some areas of research, such as research dealing with facial recognition
- b. cultural factors have a weak influence on social behaviour
- c. some cultural factors may be important, but these factors have not yet been identified
- d. cultural factors such as race or ethnicity help determine self-identity

Answer: d

Question ID: msp1b 1.1-3

Difficulty: 2

Page Reference: 14

Skill: Conceptual

4. Cultural factors such as race or ethnicity help determine self-identity and are increasingly important to social psychology researchers with a(n) _____ perspective.
- organizational
 - multicultural
 - ecological
 - cognitive

Answer: b

Question ID: msp1b 1.1-4

Difficulty: 2

Page Reference: 14

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 individuals. 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 the
- electronic voting machines
 - essay
 - researcher's attitude
 - attitude survey

Answer: d

Question ID: msp1b 1.1-5

Difficulty: 2

Page Reference: 19-20

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 individuals. 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 the
- essay
 - participants' attitudes
 - controversial topic
 - attitude survey

Answer: a

Question ID: msp1b 1.1-6
Difficulty: 2
Page Reference: 19-20
Skill: Conceptual

7. Some social psychologists use deception in their research to
- avoid the need to explain the purpose of the research in detail to subjects
 - prevent participants from knowing the true nature of the study when their doing so may present problems for the accuracy of the results
 - encourage the minority slowness effect
 - eliminate the need for informed consent before an experiment

Answer: b
Question ID: msp1b 1.1-7
Difficulty: 3
Page Reference: 25
Skill: Conceptual

8. Deception in social psychology is used in research because
- researchers want to eliminate the need for informed consent prior to an experiment
 - researchers want to fool the participants
 - researchers want to avoid using the valuable time it takes to explain the research
 - researchers want to prevent the purpose of research from effecting a subjects' behaviour

Answer: d
Question ID: msp1b 1.1-8
Difficulty: 3
Page Reference: 25
Skill: Conceptual

9. As a scientific discipline, social psychology strives for
- a unified theory of group behaviour
 - a nonskeptical understanding of unobservable forces
 - an objective understanding of behaviour
 - a narrow focus on the determinants of group behaviour

Answer: c
Question ID: msp1b 1.1-9
Difficulty: 1
Page Reference: 4
Skill: Factual

10. Social psychology strives to

- a. focus on a narrow range of determinants of group behaviour
- b. be nonskeptical and focus on unobservable forces
- c. find a unified theory of group behaviour
- d. develop an objective understanding of human behaviour

Answer: d

Question ID: msp1b 1.1-10

Difficulty: 1

Page Reference: 4

Skill: Factual

11. One reason that social scientists put their faith in the scientific method is that
- a. the scientific method substantiates the status quo
 - b. the scientific method assures acceptance of their conclusions by the general public
 - c. the scientific method produces more conclusive evidence than other methods
 - d. the scientific method produces incontrovertible proof of the accuracy of their theories

Answer: c

Question ID: msp1b 1.1-11

Difficulty: 1

Page Reference: 5

Skill: Factual

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

Answer: c

Question ID: msp1b 1.1-12

Difficulty: 3

Page Reference: 5

Skill: Conceptual

13. Social psychologists focus their attention on individuals in part because
- a. some individuals are more strongly affected by society than others
 - b. cultural differences have a strong effect on the behaviour of groups but only a weak effect on individuals
 - c. our behaviour is influenced by the actions of other individuals
 - d. the behaviour of groups is too difficult to study in laboratory conditions

Answer: c

Question ID: msp1b 1.1-13
Difficulty: 2
Page Reference: 6-7
Skill: Conceptual

14. The ways we think about other people and the things we remember about them may have an effect on our behaviour. These thoughts and memories are examples of
- social processes
 - interpersonal processes
 - cognitive processes
 - historical processes

Answer: c
Question ID: msp1b 1.1-14
Difficulty: 1
Page Reference: 7
Skill: Factual

15. 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 behaviour.
- cultural context
 - environmental variables
 - cognitive processes
 - biological processes

Answer: b
Question ID: msp1b 1.1-15
Difficulty: 1
Page Reference: 8
Skill: Conceptual

16. The divorce rate in Canada and the United States has changed dramatically since the 1950s. This change may be explained in part by the effect that _____ have on behaviour.
- intrapersonal conflicts
 - biological factors
 - cultural beliefs
 - environmental variables

Answer: c
Question ID: msp1b 1.1-16
Difficulty: 1
Page Reference: 8
Skill: Conceptual

17. The social rules concerning how individuals should behave in specific situations are known as
- cultural norms
 - social values
 - civil standards
 - mores

Answer: a

Question ID: msp1b 1.1-17

Difficulty: 2

Page Reference: 8

Skill: Factual

18. The system of shared meanings, perceptions, and beliefs held by people belonging to the same group is known as
- cultural context
 - culture
 - civilization
 - socialization

Answer: b

Question ID: msp1b 1.1-18

Difficulty: 2

Page Reference: 8

Skill: Factual

19. The *variation* referred to by evolutionary psychologists is that
- individual members of any given species differ from each other in many ways
 - members of different species differ from each other in many ways
 - some individual members of a species vary on important traits while others do not
 - evolved traits exhibit more intra-individual variation than do nonevolved traits

Answer: a

Question ID: msp1b 1.1-19

Difficulty: 2

Page Reference: 9

Skill: Factual

20. Short-term mating strategies include
- the frequency that males and females seek casual sexual encounters
 - the number of sexual partners people prefer to have without commitment
 - the approaches that people take to finding partners for noncommitted sexual relations
 - the number of sexual partners males prefer to have before marriage

Answer: b

Question ID: msp1b 1.1-20

Difficulty: 1

Page Reference: 9

Skill: Factual

21. The evolutionary perspective on social behaviour suggests that
- we are driven by our genes to act in specific ways
 - we inherit tendencies or predispositions to behave in certain ways
 - we inherit specific patterns of social behaviour
 - much of our behaviour is biologically determined and cannot be consciously known

Answer: b

Question ID: msp1b 1.1-21

Difficulty: 2

Page Reference: 10

Skill: Factual

22. The branch of psychology that seeks to examine the potential role of genetic factors in different aspects of human behaviour is known as
- cultural psychology
 - biological psychology
 - physiological psychology
 - evolutionary psychology

Answer: d

Question ID: msp1b 1.1-22

Difficulty: 1

Page Reference: 9-10

Skill: Factual

23. The term “social categorization” refers to
- how quickly we can sort individuals into useful social categories
 - how we decide which social category individuals belong to
 - how event-related potentials in the brain translate into social behaviours
 - how and when racial, sexual, and other categories are useful

Answer: b

Question ID: msp1b 1.1-23

Difficulty: 1

Page Reference: 12

Skill: Factual

24. Recent research on social categorization (Ito and Urland, 2003) indicates that it occurs rapidly (within 100 milliseconds) and follows a hierarchical, predetermined pattern. This and similar research is seen as evidence for

- a. the evolutionarily determined genetic basis for social thought and behaviour
- b. the importance of early learning experiences in the development of biases
- c. the neurological basis for social thought and behaviour
- d. the impact of cultural factors on social thought and behaviour

Answer: c

Question ID: msp1b 1.1-24

Difficulty: 3

Page Reference: 12-13

Skill: Conceptual

25. In principle, all social thoughts and behaviours reflect neural activity in the brain. Yet many social psychologists rarely study brain activity. This is because

- a. most social psychologists were trained before newer methods for studying neural activity were discovered and made available
- b. other approaches are useful and can provide important insights into social thought and behaviour
- c. all social thoughts and behaviours can be directly related to activity in one or more areas of the brain
- d. brain activity can explain the behaviour of an individual but not of a group of individuals

Answer: b

Question ID: msp1b 1.1-25

Difficulty: 3

Page Reference: 13

Skill: Conceptual

26. The term “implicit egotism” refers to

- a. the boost to our self-esteem that results from comparing ourselves favourably to someone we like and respect
- b. our unconscious tendency toward self-enhancement
- c. our conscious desire to present ourselves in the best possible light
- d. our unconscious need to balance the competing demands of the id and superego

Answer: b

Question ID: msp1b 1.1-26

Difficulty: 2

Page Reference: 14

Skill: Factual

27. Social psychology's multicultural perspective is important to researchers in part because

- a. cultural factors have a limited influence on the way in which we view ourselves
- b. research findings obtained in one culture do not necessarily generalize to other cultures

- c. cultural factors are one aspect of the implicit information processing that occurs in social situations
- d. many of the research participants in social psychological experiments come from diverse cultural backgrounds

Answer: b

Question ID: msp1b 1.1-27

Difficulty: 2

Page Reference: 14-15

Skill: Conceptual

28. The process of carefully observing behaviour as it occurs is known as
- a. quasi-experimental observation
 - b. social observation
 - c. naturalistic observation
 - d. systematic observation

Answer: d

Question ID: msp1b 1.1-28

Difficulty: 1

Page Reference: 16

Skill: Factual

29. The observation of behaviour as it occurs in a natural setting is known as
- a. correlational observation
 - b. naturalistic observation
 - c. quasi-experimental observation
 - d. social observation

Answer: b

Question ID: msp1b 1.1-29

Difficulty: 1

Page Reference: 16

Skill: Factual

30. In order to determine whether people have a strong or weak preference for the colour 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. field experimental
 - b. naturalistic observation
 - c. survey
 - d. mystery shopper

Answer: c

Question ID: msp1b 1.1-30

Difficulty: 1

Page Reference: 16

Skill: Applied

31. Which of the following is NOT an advantage of using surveys to collect information?

- a. Surveys can help collect information on sensitive topics because they can be answered anonymously.
- b. Surveys can be used to collect information from very large numbers of people.
- c. Surveys can be administered easily either by telephone or over the Internet as well as in person.
- d. Survey results can be used to determine causal relationships between variables.

Answer: d

Question ID: msp1b 1.1-31

Difficulty: 1

Page Reference: 16

Skill: Conceptual

32. The people who complete a survey must be representative of the population about which conclusions are to be drawn. This is called the _____ issue.

- a. margin of error
- b. sampling
- c. representation
- d. diversity

Answer: b

Question ID: msp1b 1.1-32

Difficulty: 2

Page Reference: 16

Skill: Conceptual

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

- a. leading questions
- b. systemic invalidation
- c. faulty design
- d. wording

Answer: d

Question ID: msp1b 1.1-33

Difficulty: 1

Page Reference: 16

Skill: Factual

34. A correlation exists between two variables when
- changing one variable has no effect on the other variable
 - changes in the two variables are related to each other
 - the two variables are inversely related—as one increases, the other decreases
 - changing one variable causes the other to change by the same amount

Answer: b

Question ID: msp1b 1.1-34

Difficulty: 2

Page Reference: 17

Skill: Factual

35. One advantage of knowing the correlation between two variables is that
- this knowledge helps us understand the limitations of social research
 - one variable can be eliminated from the theory
 - one variable can then be used to predict another
 - the size of the correlation helps determine whether the variables are important enough to devote further research to them

Answer: c

Question ID: msp1b 1.1-35

Difficulty: 2

Page Reference: 17

Skill: Conceptual

36. A researcher is interested in the relationship between courtship behaviours 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
- less attractive people date more often than more attractive people
 - more attractive people date more often than less attractive people
 - it is impossible to predict dating frequency based on attractiveness
 - there is no relationship between dating frequency and attractiveness

Answer: b

Question ID: msp1b 1.1-36

Difficulty: 1

Page Reference: 17-18

Skill: Conceptual

37. 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
- there is no relationship between the types of clothing worn in nonwork settings and the type of work that people do
 - people with higher status jobs tend to dress better on and off the job

- c. people with higher status jobs tend to dress worse when they are not at work
- d. people with lower status jobs tend to wear the same clothing both on and off the job

Answer: a

Question ID: msp1b 1.1-37

Difficulty: 2

Page Reference: 18

Skill: Conceptual

38. 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. obese people prefer mental challenges to physical ones
- b. the lack of exercise is a primary cause of obesity
- c. some people are obese regardless of how much exercise they get
- d. obese people tend to exercise less than nonobese people

Answer: d

Question ID: msp1b 1.1-38

Difficulty: 3

Page Reference: 18

Skill: Applied

39. Research has shown a positive correlation between socioeconomic 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 from poorer families have a more difficult time adjusting to college life
- c. students from wealthier families are more likely to have attended college preparatory schools
- d. students born into wealthier families are more likely to complete college than students born into poorer families

Answer: d

Question ID: msp1b 1.1-39

Difficulty: 3

Page Reference: 18

Skill: Conceptual

40. Correlational research is useful because correlations can be used to

- a. explain how two or more variables are related
- b. make predictions about the world
- c. explore hidden relationships between variables
- d. explore causal relationships between variables

Answer: b

Question ID: msp1b 1.1-40

Difficulty: 2

Page Reference: 17

Skill: Conceptual

41. Researchers who systematically change one variable to determine what effect this has on another variable are using

- a. independent variables
- b. experimental methods
- c. dependent variables
- d. correlational methods

Answer: b

Question ID: msp1b 1.1-41

Difficulty: 1

Page Reference: 19

Skill: Factual

42. In experimental research, one variable is systematically changed. This is known as the

- a. independent variable
- b. dependent variable
- c. confound
- d. experimental group

Answer: a

Question ID: msp1b 1.1-42

Difficulty: 1

Page Reference: 19

Skill: Factual

43. In experimental research, one variable is measured. This is known as the

- a. independent variable
- b. dependent variable
- c. control variable
- d. experimental group

Answer: b

Question ID: msp1b 1.1-43

Difficulty: 1

Page Reference: 19

Skill: Factual

44. 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 researcher's notes and observations
- b. whether the participants helped the assistant
- c. the participants mood after the praise or criticism
- d. the participants test performance

Answer: c

Question ID: msp1b 1.1-44

Difficulty: 2

Page Reference: 19-20

Skill: Applied

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 dependent variable is

- a. whether or not participants showed up for the experiment
- b. the researcher's praise or criticism
- c. the participants' test performance
- d. whether the participants helped the assistant

Answer: d

Question ID: msp1b 1.1-45

Difficulty: 2

Page Reference: 19-20

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 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. helping the researcher's assistant will change a participant's mood
- b. some participants will be in a better mood than others
- c. praise will improve the mood of research subjects and criticism will worsen their mood
- d. a person's mood has an effect on how helpful that person is likely to be

Answer: d

Question ID: msp1b 1.1-46

Difficulty: 2

Page Reference: 18

Skill: Applied

47. 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. 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 eight-hour shift. In this example, the independent variable is

- a. the level of lighting
- b. the machinery operated by the employees
- c. the number of components produced
- d. the employees chosen to participate in the experiment

Answer: a

Question ID: msp1b 1.1-47

Difficulty: 2

Page Reference: 19

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. 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 eight-hour shift. In this example, the dependent variable is

- a. the employees chosen to participate in the experiment
- b. the machinery operated by the employees
- c. the presence or absence of the researchers
- d. the number of components produced

Answer: d

Question ID: msp1b 1.1-48

Difficulty: 2

Page Reference: 19

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. 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 eight-hour shift. In this example, the hypothesis is

- the level of lighting will affect employee productivity
- the employees chosen to participate in the research will affect productivity
- the number of components produced will not change because of lighting
- the presence or absence of the researchers will affect productivity

Answer: a

Question ID: msp1b 1.1-49

Difficulty: 2

Page Reference: 18

Skill: Applied

50. 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 nonexperiment-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

- the frequency of nonexperiment-related conversations
- whether or not the lights went out and screams were heard
- the participants' level of anxiety
- the participants' current emotional state

Answer: c

Question ID: msp1b 1.1-50

Difficulty: 3

Page Reference: 19

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 nonexperiment-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

- whether or not researchers explained the screams that were heard
- the frequency of nonexperiment-related conversations
- assignment to one of the three groups
- the participants' level of anxiety

Answer: b

Question ID: msp1b 1.1-51

Difficulty: 3

Page Reference: 19

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 nonexperiment-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

- that isolation in a waiting room will affect people's need to affiliate
- that strong negative emotions will increase people's need to affiliate
- that people's need to affiliate will cause people to start more conversations
- that brief periods of darkness will cause negative emotions

Answer: b

Question ID: msp1b 1.1-52

Difficulty: 3

Page Reference: 18

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 nonexperiment-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 ensures that differences in the dependent variable are caused by changes in the independent variable
- c. random assignment is the easiest, most cost-effective way of assigning participants to groups
- d. random assignment makes sure that all research participants have an equal opportunity to be in the control group or in an experimental group

Answer: b

Question ID: msp1b 1.1-53

Difficulty: 3

Page Reference: 20

Skill: Conceptual

54. 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. each participant has an equal chance of being assigned to each experimental condition
 - d. participant characteristics will have an effect on the outcome of the experiment

Answer: c

Question ID: msp1b 1.1-54

Difficulty: 2

Page Reference: 20

Skill: Conceptual

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

Answer: d

Question ID: msp1b 1.1-55

Difficulty: 2

Page Reference: 21

Skill: Conceptual

56. 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. the attractiveness of the assistant
- d. whether or not participants showed up for the experiment

Answer: c

Question ID: msp1b 1.1-56

Difficulty: 3

Page Reference: 21

Skill: Applied

57. The extent to which experimental results can be generalized to real-life situations is a question of an experiment's

- a. experimental manipulation
- b. reliability
- c. confounding of variables
- d. external validity

Answer: d

Question ID: msp1b 1.1-57

Difficulty: 2

Page Reference: 21

Skill: Factual

58. Inferential statistics are useful in determining

- a. how successful the researcher was in using random assignment
- b. how likely particular research results are due solely to chance factors
- c. whether to describe the particular sample of participants on some key variables
- d. the strength of the relationship between the independent and dependent variables

Answer: b

Question ID: msp1b 1.1-58

Difficulty: 2

Page Reference: 22

Skill: Factual

59. Replication of research results by different researchers is important because

- a. inferential statistics are not always a reliable estimate of probabilities
- b. different researchers may have a better chance of improving the research by measuring the dependent variable in different ways
- c. the likelihood that a given pattern of findings is a chance event is never zero
- d. different procedures can be used with different research participants

Answer: c

Question ID: msp1b 1.1-59

Difficulty: 2

Page Reference: 22

Skill: Conceptual

60. 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. replication
- b. discriminant analysis
- c. meta-analysis
- d. study enumeration

Answer: c

Question ID: msp1b 1.1-60

Difficulty: 1

Page Reference: 23

Skill: Factual

61. Meta-analysis is a mathematical way to combine many studies on the same topic to

- a. count the number of studies that support the hypothesis
- b. combine the potential of many different researchers
- c. replicate disparate studies without the need for additional research
- d. estimate the direction and size of the effects of an independent variable

Answer: d

Question ID: msp1b 1.1-61

Difficulty: 2

Page Reference: 23

Skill: Factual

62. The fundamental purpose of a theory is to

- a. unify all the known factors that contribute to human behaviour
- b. generate statistical analyses for further exploration
- c. explain some particular group of events or processes
- d. provide practical applications for observed data

Answer: c

Question ID: msp1b 1.1-62

Difficulty: 1

Page Reference: 23

Skill: Factual

63. A conceptual framework that reflects basic concepts and statements about the relationships between these concepts is known as

- a. a meta-analysis
- b. a hypothesis
- c. a paradigm
- d. a theory

Answer: d

Question ID: msp1b 1.1-63

Difficulty: 1

Page Reference: 23

Skill: Factual

64. 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. shifting to a different paradigm
 - d. modifying the results to be consistent with the theory

Answer: b

Question ID: msp1b 1.1-64

Difficulty: 1

Page Reference: 23

Skill: Conceptual

65. 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. social behaviour and thought is the subject of the experiment
 - c. knowledge of the study's purpose may alter the behaviour of the participants
 - d. approval from the researcher's review board has been granted

Answer: c

Question ID: msp1b 1.1-65

Difficulty: 1

Page Reference: 25

Skill: Conceptual

66. 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 resent being deceived and form negative attitudes toward social psychology as a result
 - 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 behaviour in other situations and settings
- d. participants may come to mistrust researchers in the future

Answer: a

Question ID: msp1b 1.1-66

Difficulty: 2

Page Reference: 25

Skill: Conceptual

67. 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. meeting ethical guidelines
- b. obtaining informed consent
- c. providing thorough debriefing
- d. avoiding deception in research

Answer: b

Question ID: msp1b 1.1-67

Difficulty: 1

Page Reference: 25

Skill: Factual

68. 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. informed consent
- b. debriefing
- c. consensual information
- d. undoing deception

Answer: b

Question ID: msp1b 1.1-68

Difficulty: 1

Page Reference: 25

Skill: Factual

69. The majority of research participants who learn that they have been deceived in an experiment seem to react

- a. positively
- b. with resentment over having been fooled
- c. angrily
- d. negatively

Answer: a

Question ID: msp1b 1.1-69

Difficulty: 2

Page Reference: 25

Skill: Conceptual

70. One factor that would make the use of the experimental approach impossible is
- the variable is not sufficiently powerful for field studies
 - the factor of interest has not previously been studied under experimental conditions
 - ethical constraints—the results of the research may cause harm
 - the variable may be difficult to measure

Answer: c

Question ID: msp1b 1.1-70

Difficulty: 2

Page Reference: 22

Skill: Conceptual

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

Answer: a

Question ID: msp1b 1.1-71

Difficulty: 3

Page Reference: 22

Skill: Applied

72. 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, other than frowning or not frowning, James tends to be inconsistent in the degree of attention he gives to participants. James's behaviour may lead to
- meta-analysis procedures
 - confounding of the independent variable
 - the deception of participants
 - poor external validity

Answer: b

Question ID: msp1b 1.1-72

Difficulty: 2

Page Reference: 22

Skill: Applied

73. Professor White is studying how cancer patients are coping with their illness by giving them one of the following sets of instructions: 1. Keep a daily diary and write about anything; 2. Keep a daily diary and write about how they are trying to cope with their illness; or 3. 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 self-reported level of depression
- b. the type of diary kept, if any; the progression of the cancer
- c. the cancer patients; the self-reported level of depression
- d. the self-reported level of depression; the type of diary kept, if any

Answer: a

Question ID: msp1b 1.1-73

Difficulty: 3

Page Reference: 19-20

Skill: Applied

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

- a. speech class
- b. amount of stuttering that occurs
- c. amount of time that the people stare
- d. people doing the staring

Answer: b

Question ID: msp1b 1.1-74

Difficulty: 2

Page Reference: 19-20

Skill: Applied

75. 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 the participants. The three scenarios refer to the _____ of the _____ variable.

- a. cause; independent
- b. levels; dependent
- c. levels; independent
- d. cause; dependent

Answer: c

Question ID: msp1b 1.1-75

Difficulty: 3

Page Reference: 19-20

Skill: Applied

76. Suppose a researcher found a very strong, positive correlation between how much television children watch and their levels of aggression. Which of the following conclusions is MOST accurate?

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

Answer: d

Question ID: msp1b 1.1-76

Difficulty: 3

Page Reference: 18

Skill: Applied

77. 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 is probably related to drinking
- c. smoking causes drinking
- d. drinking causes smoking

Answer: b

Question ID: msp1b 1.1-77

Difficulty: 3

Page Reference: 18

Skill: Applied

78. 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 participants were selected
- b. the way the jobs were described
- c. the way the question was asked
- d. the amount of the raise

Answer: c

Question ID: msp1b 1.1-78

Difficulty: 2

Page Reference: 16

Skill: Applied

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

- a. the actions and characteristics of other people
- b. environmental variables
- c. cognitive processes
- d. perceptual processes

Answer: d

Question ID: msp1b 1.1-79

Difficulty: 2

Page Reference: 7-10

Skill: Factual

80. Which of the following values would indicate the “strongest” correlation?

- a. $-.72$
- b. 0
- c. + or $-.33$
- d. $+.67$

Answer: a

Question ID: msp1b 1.1-80

Difficulty: 2

Page Reference: 17

Skill: Factual

81. A “causal relationship” means that

- a. a decrease in one variable is related to an increase in another variable
- b. changes in one variable causes changes in another variable
- c. an increase in one variable is related to an increase in another variable
- d. an increase in one variable is related to a decrease in another variable

Answer: b

Question ID: msp1b 1.1-81

Difficulty: 2

Page Reference: 18

Skill: Factual

82. The dependent variable is defined as the variable that is

- a. known by the experimenter
- b. measured by the experimenter
- c. changed by the subject
- d. varied by the experimenter

Answer: b

Question ID: msp1b 1.1-82

Difficulty: 2

Page Reference: 19

Skill: Factual

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

- a. random assignment
- b. confound control
- c. informed consent
- d. generic subjectification

Answer: a

Question ID: msp1b 1.1-83

Difficulty: 2

Page Reference: 20

Skill: Factual

84. What does it mean to replicate findings from previous studies?

- a. to demonstrate the conditions necessary for an experiment
- b. to explain previous findings in terms of a dramatically modified theory
- c. to repeat research to determine if the same results will be found
- d. to fail to find the same results as previous researchers

Answer: c

Question ID: msp1b 1.1-84

Difficulty: 2

Page Reference: 22

Skill: Factual

85. Meta-analysis is a way of

- a. making a prediction from a theory
- b. applying the results of an experiment to real-world situations
- c. testing the same theory in more than one way
- d. combining results across experiments

Answer: d

Question ID: msp1b 1.1-85

Difficulty: 2

Page Reference: 23

Skill: Factual

86. A framework for explaining various events or processes is known as a(n)

- a. hypothesis
- b. relationship
- c. observation
- d. theory

Answer: d

Question ID: msp1b 1.1-86

Difficulty: 1

Page Reference: 23

Skill: Factual

87. A form of mathematics that provides experimenters with the likelihood of a result occurring by chance is called

- a. probability statistics
- b. inferential statistics
- c. descriptive statistics
- d. meta-analytic statistics

Answer: b

Question ID: msp1b 1.1-87

Difficulty: 1

Page Reference: 22

Skill: Factual

88. Even though there is no single “best” method of research, the _____ method is generally preferred by social psychologists.

- a. observational
- b. field
- c. theoretical
- d. experimental

Answer: d

Question ID: msp1b 1.1-88

Difficulty: 1

Page Reference: 21

Skill: Factual

89. The core methodological values of social psychology as a science that are mentioned in the textbook are

- a. accuracy, objectivity, skepticism, open-mindedness
- b. replicativity, objectivity, creativity, skepticism, c. reliability, replicativity, analytic strength, generalizability
- d. open-mindedness, reliability, randomization, generalizability

Answer: d

Question ID: msp1b 1.1-89

Difficulty: 1

Page Reference: 4

Skill: conceptual

90. Hassin and Trope (2000) report that
- others' appearances are not really a distraction when we are involved in a task
 - our first impressions of others are usually shaped by their physical appearance
 - interviewers may be biased by the "similar-to-me" effect
 - we are unable to ignore others' appearances, even when we consciously try to

Answer: d

Question ID: msp1b 1.1-90

Difficulty: 1

Page Reference: 7

Skill: Factual

91. From Pettijohn and Jungeberg's (2004) findings it can be inferred that
- attractiveness is based on unwavering inherited tendencies
 - biologically based tendencies can be overridden by environmental factors
 - women always prefer the same facial and body characteristics in men
 - men always find the same physical characteristics in women attractive

Answer: b

Question ID: msp1b 1.1-91

Difficulty: 3

Page Reference: 10

Skill: Factual

92. According to Willingham and Dunn (2003)
- social cognitions can all be mapped onto specific brain locations
 - neuroscience has little application to social psychology
 - formation of stereotypes is linked to specific cortical loci
 - stereotyping, attributions, and attitudes cannot be easily linked to activity in specific brain areas

Answer: d

Question ID: msp1b 1.1-92

Difficulty: 3

Page Reference: 13

Skill: Factual

93. A hypothesis about a causal relationship between variables
- can be tested using correlational methods
 - is difficult to verify
 - is a prediction that is best tested by the experimental method
 - is only valid when tested under conditions of mundane realism

Answer: c

Question ID: msp1b 1.1-93

Difficulty: 2

Page Reference: 18
Skill: Conceptual

True/False Questions

1. Social psychology is scientific in nature.
a. True
b. False

Answer: a
Question ID: msp1b 1.2-1
Difficulty: 1
Page Reference: 4
Skill: Factual

2. The word “science” refers to a special group of highly advanced fields.
a. True
b. False

Answer: b
Question ID: msp1b 1.2-2
Difficulty: 2
Page Reference: 4
Skill: Factual

3. Social psychology seeks to understand the causes of social behaviour and social thought.
a. True
b. False

Answer: a
Question ID: msp1b 1.2-3
Difficulty: 1
Page Reference: 6
Skill: Factual

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

Answer: a
Question ID: msp1b 1.2-4
Difficulty: 2
Page Reference: 7
Skill: Conceptual

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

- a. True
- b. False

Answer: b

Question ID: msp1b 1.2-5

Difficulty: 3

Page Reference: 7

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.

- a. True
- b. False

Answer: b

Question ID: msp1b 1.2-6

Difficulty: 1

Page Reference: 14

Skill: Factual

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

- a. True
- b. False

Answer: a

Question ID: msp1b 1.2-7

Difficulty: 2

Page Reference: 19

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.

- a. True
- b. False

Answer: a

Question ID: msp1b 1.2-8

Difficulty: 1

Page Reference: 4

Skill: Factual

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

- a. True
- b. False

Answer: a

Question ID: msp1b 1.2-9

Difficulty: 2

Page Reference: 5

Skill: Factual

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

- a. True
- b. False

Answer: a

Question ID: msp1b 1.2-10

Difficulty: 3

Page Reference: 8-9

Skill: Conceptual

11. Mate poaching is the ritualistic “kidnapping” of a bride by an eligible male after a suitable bride-price has been paid.

- a. True
- b. False

Answer: b

Question ID: msp1b 1.2-11

Difficulty: 2

Page Reference: 10

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.

- a. True
- b. False

Answer: b

Question ID: msp1b 1.2-12

Difficulty: 2

Page Reference: 11

Skill: Conceptual

13. Implicit egotism is an unconscious tendency toward enhancement of our self-concept.
a. True
b. False

Answer: a
Question ID: msp1b 1.2-13
Difficulty: 2
Page Reference: 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.
a. True
b. False

Answer: a
Question ID: msp1b 1.2-14
Difficulty: 2
Page Reference: 17
Skill: Conceptual

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

Answer: a
Question ID: msp1b 1.2-15
Difficulty: 1
Page Reference: 20
Skill: Factual

16. A hypothesis is an unverified prediction.
a. True
b. False

Answer: a
Question ID: msp1b 1.2-16
Difficulty: 1
Page Reference: 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

Question ID: msp1b 1.3-1

Difficulty: 1

Page Reference: 4

Skill: Conceptual

2. Briefly discuss the impact of cultural norms on social behaviour.

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 behaviour. 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 behaviour both directly and indirectly.

Question ID: msp1b 1.3-2

Difficulty: 3

Page Reference: 8

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.

Question ID: msp1b 1.3-3
Difficulty: 3
Page Reference: 9
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 behaviour. These factors may directly or indirectly influence self-identity, which has a direct effect on social behaviours.

Question ID: msp1b 1.3-4
Difficulty: 3
Page Reference: 14-15
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 to $+1$. Values of 0 indicate that there is no relationship between the variables, while values that are closer to $+$ or -1 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.

Question ID: msp1b 1.3-5
Difficulty: 2
Page Reference: 17-18
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 to determine whether changes to the independent variables directly cause changes 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.

Question ID: msp1b 1.3-6
Difficulty: 3
Page Reference: 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.

Question ID: msp1b 1.3-7
Difficulty: 1
Page Reference: 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 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.

Question ID: msp1b 1.3-8
Difficulty: 1
Page Reference: 25
Skill: Applied

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

Answer: Systematic observation involves carefully observing and measuring behaviour as it occurs. Systematic observation may take place in any setting. One goal of systematic observation is to obtain an accurate measure of behaviour. 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 behaviour he or she is observing.

Question ID: msp1b 1.3-9
Difficulty: 2
Page Reference: 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.

Question ID: msp1b 1.3-10
Difficulty: 1
Page Reference: 16
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
- open-mindedness or willingness to change one's views to reflect current knowledge

Methods include:

- formal experimentation
- systematic observation
- correlational techniques

Question ID: msp1b 1.4-1
Difficulty: 1

Page Reference: 4 (on methodology, 16-22)
Skill: Conceptual

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

Answer: The answer should include some discussion of:

- behaviour of other individuals
- characteristics of other individuals

- mental processes (cognitive processes)
- environmental variables
- cultural variables
- biological/genetic variables

Question ID: msp1b 1.4-2

Difficulty: 2

Page Reference: 6-10

Skill: Conceptual

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

Answer: Answers should include the following points:

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

Question ID: msp1b 1.4-3

Difficulty: 2

Page Reference: 11-12

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 to $+1$.
5. Values closer to $+$ or -1 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.

Question ID: msp1b 1.4-4

Difficulty: 2

Page Reference: 17-18

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:

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

Question ID: msp1b 1.4-5

Difficulty: 3

Page Reference: 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 an uncontrolled confounded variable.

Question ID: msp1b 1.4-6

Difficulty: 3

Page Reference: 21

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. A theory provides a framework to help organize and explain observations.

3. A theory 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.

Question ID: msp1b 1.4-7

Difficulty: 2

Page Reference: 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 with 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' behaviour 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.

Question ID: msp1b 1.4-8

Difficulty: 2

Page Reference: 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. Implicit egotism has both direct and indirect effects on our thoughts and feelings about almost everything in the world around us.
3. We tend to favour those things (and people) who help us feel better about ourselves.
4. We tend to disfavour 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 behaviour and thoughts.

Question ID: msp1b 1.4-9

Difficulty: 3

Page Reference: 13-14

Skill: Conceptual

10. Discuss the impact that increasing cultural diversity has had on the discipline of social psychology.

Answer: Answers should address the following points:

1. The demographic makeup of Canada (and 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 changing demographics, 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 behaviours.
6. The overall effect has been to encourage the acceptance of a multicultural perspective, which broadens the focus of social psychology.

Question ID: msp1b 1.4-10

Difficulty: 1

Page Reference: 14

Skill: Conceptual