

CHAPTER 2: DOING SOCIAL PSYCHOLOGY RESEARCH

MULTIPLE CHOICE

1. One major difference between research in social psychology versus research in other fields such as chemistry is that
- social psychology is less of a science than many other fields.
 - many people have common sense intuitions about the questions that social psychologists study empirically.
 - social psychologists are less likely to rely on empirical observation to draw conclusions.
 - in social psychology, researchers are less concerned with theories and more concerned with data.

ANS: B REF: 26 OBJ: 1 KEY: C

2. Social Psychologists use the scientific method when they study human behavior in order to
- allow other social psychologists to attempt to replicate the findings.
 - ensure that the right people get credit for the research.
 - provide a solid theoretical foundation for social psychological research.
 - encourage social psychologists to conduct more basic, rather than applied, research.

ANS: A REF: 26-27 OBJ: 1 KEY: C

3. Sebastian is learning about research methods in his social psychology course. All of the following are benefits he is likely to experience *except*
- the findings he learns about in class will be easier to understand and remember.
 - it will improve his reasoning about everyday events.
 - he will become a more critical consumer of information in general.
 - he will develop a better appreciation for the advantages of uncontrolled anecdotal observations.

ANS: D REF: 26-27 OBJ: 1 KEY: A

4. All social psychological research must begin with a(n)
- question.
 - independent variable.
 - subject variable.
 - control group.

ANS: A REF: 27 OBJ: 1 KEY: F

5. Which of the following concerning research questions in social psychology is *false*?
- Research questions can be inspired by real-world events.
 - Social psychologists sometimes develop research questions based on their own personal experiences and observations.
 - Social psychologists can only develop testable research questions by reading about prior research in the field.
 - Music, poetry, and literature can all inspire research questions.

ANS: C REF: 27 OBJ: 1 KEY: C

6. Which of the following is *not* listed by your textbook as a primary means by which social psychologists discover what past research has been conducted on a given topic?

- a. Electronic databases such as PsycINFO
- b. The reference sections of other published articles
- c. Calling other researchers personally
- d. Textbooks

ANS: C REF: 28 OBJ: 1 KEY: F

7. Which of the following *best* describes the process of "treeing" when searching the psychology literature?
- a. Searching for all articles on a given topic using an electronic database such as PsycINFO
 - b. Breaking down the size of an electronic search by using several limiting terms
 - c. Limiting searches to articles that have been cited by many other articles
 - d. Using the reference sections of relevant articles to find other relevant articles

ANS: D REF: 28 OBJ: 1 KEY: F

8. Social psychologists use electronic databases, such as PsycINFO to
- a. find published research on a particular topic.
 - b. determine the scientific and moral value of their research question.
 - c. help them select a random sample of participants from the population of interest.
 - d. increase the external validity of their research.

ANS: A REF: 28 OBJ: 1 KEY: F

9. A hypothesis provides a means of _____ a theory.
- a. testing
 - b. proving
 - c. generalizing
 - d. creating

ANS: A REF: 28-29 OBJ: 2 KEY: C

10. Which of the following is *not* a testable hypothesis?
- a. Women tend to have more opposite-sex friends than men.
 - b. Stereotypes are more likely to impact judgments when people are tired.
 - c. People smile more when they are lying than when they are telling the truth.
 - d. Refusing to help someone in need is morally wrong.

ANS: D REF: 28-29 OBJ: 2 KEY: C

11. Hypotheses must be all of the following *except*
- a. explicit.
 - b. testable.
 - c. predictive.
 - d. comprehensive.

ANS: D REF: 28-29 OBJ: 2 KEY: F

12. A hypothesis is a(n)
- a. organized set of principles used to explain and predict observed phenomena.
 - b. specific procedure for manipulating or measuring variables in an experiment.
 - c. explicit testable prediction about the conditions under which an event will occur.
 - d. measure of the strength and association between two or more variables.

ANS: C REF: 28-29 OBJ: 2 KEY: F

13. All else being equal, social psychologists prefer a(n) _____ theory to a(n) _____ theory.

- a. complex; simple
- b. simple; complex
- c. intuitive; counterintuitive
- d. popular; unpopular

ANS: B REF: 28-29 OBJ: 1 KEY: F

14. Britney believes that exposure to violent television increases aggressive behavior by making people's own aggressive thoughts more accessible. Christina believes that violent television increases aggressive behavior by impairing people's cognitive abilities, which in turn makes them worry less about the consequences of their behavior as well as more likely to have aggressive thoughts. If we knew that violent television indeed increases aggressive behavior but knew nothing else on this topic, which of the two theories should we prefer?
- a. Britney's because it is more testable than Christina's.
 - b. Britney's because it is simpler than Christina's.
 - c. Christina's because it is more empirical than Britney's.
 - d. Christina's because it is more testable than Britney's.

ANS: B REF: 28-29 OBJ: 1 KEY: A

15. Which of the following is *most* consistent with Bem's theory of self-perception?
- a. People prefer to perceive themselves in positive rather than negative terms.
 - b. Becoming aware of one's own actions is threatening to the self-concept.
 - c. The way that people see themselves is determined only by their private thoughts and feelings.
 - d. Individuals sometimes rely on their own behavior to infer their attitudes and feelings.

ANS: D REF: 28-29 OBJ: 2 KEY: F

16. Which of the following statements concerning theories in social psychology is *true*?
- a. Theories can develop from hypotheses, but hypotheses do not develop from theories.
 - b. Theories are valued to the extent that they are generative.
 - c. Complex theories tend to be valued more than simple theories.
 - d. Theories must be accurate to be useful.

ANS: B REF: 28-29 OBJ: 2 KEY: C

17. Which of the following is *not* a common attribute of theories in social psychology?
- a. They are high in simplicity.
 - b. They encompass a wide range of relevant information.
 - c. They preclude the need for testing further hypotheses.
 - d. They address limited and specific aspects of the way people behave.

ANS: C REF: 28-29 OBJ: 2 KEY: C

18. All of the following are goals of basic research *except*
- a. solving practical or real-world problems.
 - b. testing psychological theories.
 - c. building a foundation of knowledge for the field.
 - d. discovering general principles of behavior.

ANS: A REF: 29-30 OBJ: 1 KEY: C

19. Melissa's research examines the cognitive processes involved in persuasion and how those processes can be used to persuade women to have yearly mammograms. This work represents an integration of

- a. hypothetical and theoretical research.
- b. specific and general research.
- c. basic and applied research.
- d. independent and dependent research.

ANS: C REF: 29-30 OBJ: 1 KEY: A

20. Which of the following *best* describes the primary goal of basic research?
- a. To examine human behavior in real-world settings
 - b. To test specific hypotheses derived from a specific theory
 - c. To integrate the different research methodologies within one subfield of social psychology
 - d. To solve practical problems

ANS: B REF: 29-30 OBJ: 1 KEY: F

21. In encouraging social psychologists to generate useful, practical theories, Kurt Lewin
- a. set apart reliability issues from validity issues.
 - b. urged the synthesis of basic and applied research.
 - c. reduced the distinction between hypotheses and theories.
 - d. emphasized the importance of experimental methodologies.

ANS: B REF: 29-30 OBJ: 1 KEY: C

22. Which of the following is *not* true of applied research in social psychology?
- a. It was pioneered by Kurt Lewin.
 - b. It is more experimental than basic research.
 - c. It contributes to solutions of social problems.
 - d. It is often conducted by researchers who also conduct basic research.

ANS: B REF: 29-30 OBJ: 1 KEY: F

23. Sapna is interested in the influence of nutrition on reaction time. She assigns participants to eat a salad and fruit for dinner every day for a week or to eat fast food each day. She then brings participants into the lab and asks them to push a button on a keyboard as fast as they can every time they hear a particular sound. What are the operational definitions of the variables in Sapna's study?
- a. Nutrition; whether participants eat a salad or fast food
 - b. Nutrition; reaction time
 - c. Whether participants eat salad or fast food; reaction time
 - d. Whether participants eat salad or fast food; how quickly they push the button when they hear the sound

ANS: D REF: 30-31 OBJ: 2 KEY: A

24. A researcher wanted to see if alcohol consumption raises or lowers a person's self-esteem. In one condition, he gives participants three glasses of punch spiked with alcohol and in the other he gives participants three glasses of plain punch. After participants finish their punch, they complete the Rosenberg (1965) self-esteem scale. In this study, self-esteem is the _____ and the Rosenberg questionnaire is the _____.
- a. conceptual independent variable; operational independent variable
 - b. conceptual dependent variable; operational dependent variable
 - c. operational dependent variable; conceptual dependent variable
 - d. conceptual independent variable; operational dependent variable

ANS: B REF: 30-31 OBJ: 2 KEY: A

25. Which of the following statements about conceptual variables is *false*?
- They are more general and less abstract than operational definitions.
 - There is usually only one way to operationally define them.
 - In social psychology, they are often intangible and assessed indirectly.
 - Any social psychological study includes at least one of them.

ANS: B REF: 30-31 OBJ: 2 KEY: C

26. Construct validity is *best* defined as the extent to which
- the independent variable caused the observed change in the dependent variable.
 - the operational definitions reflect the conceptual variables of interest.
 - the experimental procedures are involving and meaningful to the participants.
 - different constructs within the study are correlated with one another.

ANS: B REF: 31 OBJ: 2 KEY: F

27. Which of the following is *false* about construct validity?
- It is relevant to both the dependent and independent variables in a study.
 - It can be identical for two researchers who have different operational definitions of the same conceptual variable.
 - It ensures that the study is high in internal validity.
 - It facilitates the testing of both hypotheses and theories.

ANS: C REF: 31 OBJ: 2 KEY: C

28. In a study concerning the cues that signal deception, Winston uses the number of times a person shifts in his or her seat as a measure of lying. Virginia points out that people may shift their position because they are nervous about being perceived as a liar, even though they are actually telling the truth. Virginia is questioning the _____ of Winston's measure of lying.
- construct validity
 - inter-rater reliability
 - mundane realism
 - internal validity

ANS: A REF: 31 OBJ: 2 KEY: A

29. Which of the following statements concerning self-report measures is *false*?
- They allow researchers access to individuals' private thoughts and feelings.
 - They are not influenced by the phrasing of a question or the response options provided.
 - They are sometimes inaccurate because people intentionally present themselves in a socially desirable way.
 - One problem they have is that individuals may not explicitly remember the thoughts or behaviors they are asked about.

ANS: B REF: 31-32 OBJ: 3 KEY: F

30. Your book describes a study in which participants were provided with information about either the success rate or failure rate of condoms. The findings of this study indicate that
- college students tend to be naively ignorant of the risks associated with some of their behaviors.
 - the simple wording and/or positioning of a question can have a drastic effect on self-report responses.
 - participants often lie when they are asked about sensitive personal issues.
 - all of these.

ANS: B REF: 32 OBJ: 3 KEY: C

31. Which of the following has been shown to increase the accuracy of self-reports?
- a. Experimental research
 - b. Construct validity
 - c. Bogus pipeline
 - d. Random sampling

ANS: C REF: 31-32 OBJ: 3 KEY: F

32. Dr. Gillig is worried that when he asks participants to indicate on a questionnaire how they feel about members of other racial groups, they will respond in a socially desirable manner instead of indicating how they really feel. If Dr. Gillig uses a bogus pipeline in his research, he is hoping to convince participants
- a. that it is not important whether they look good or look bad.
 - b. he can tell when they are lying as opposed to telling the truth.
 - c. that their responses are completely anonymous and confidential.
 - d. he, too, is biased, so they should feel free to admit their own racial biases.

ANS: B REF: 31-32 OBJ: 3 KEY: A

33. Unlike questionnaire studies, narrative studies require
- a. that participants answer specific questions.
 - b. that participants forsake anonymity.
 - c. coding of participant responses.
 - d. strict time limits.

ANS: C REF: 33 OBJ: 3 KEY: A

34. Researchers have developed interval-contingent, signal-contingent, and event-contingent report methods in order to
- a. reduce the time that elapses between an actual experience and the person's report of it.
 - b. observe participants' behavior unobtrusively.
 - c. strengthen the ethical standards used in experiments.
 - d. incorporate a more diverse sample of participants and cultures in their research.

ANS: A REF: 32-33 OBJ: 3 KEY: C

35. In her research on mood, Selena asks research participants to keep a journal for a period of one month. In this journal, participants write as much as they can about the various emotions they experience each day. Selena's research would *best* be described as
- a. relying on signal-contingent self-reports.
 - b. high in inter-rater reliability.
 - c. a narrative study.
 - d. archival research.

ANS: B REF: 33 OBJ: 3 KEY: A

36. In comparison to self-report measures, observational measures are *not* affected by
- a. experimenter expectancy effects.
 - b. participants' social desirability concerns.
 - c. sampling biases.
 - d. participants' memory biases.

ANS: D REF: 33 OBJ: 3 KEY: F

37. Self-report measures and observational measures are similar in that both
- a. can be influenced by social desirability concerns.

- b. require high inter-rater reliability to be considered accurate.
- c. are subject to biases and distortions in memory.
- d. provide direct access to people's thoughts and feelings.

ANS: A REF: 31-33 OBJ: 3 KEY: C

38. To assess the extent to which students are reading their textbooks, a professor notes how creased the spine of each book is. This professor is relying on
- a. a descriptive study.
 - b. signal-contingent self-reports.
 - c. event-contingent self-reports.
 - d. observational measures.

ANS: D REF: 33 OBJ: 3 KEY: A

39. The use of machines to measure dependent variables in observational studies can reduce the need for
- a. internal validity.
 - b. random sampling.
 - c. construct validity.
 - d. inter-rater reliability.

ANS: D REF: 33 OBJ: 3 KEY: C

40. Which of the following examples *best* reflects the use of inter-rater reliability?
- a. In a study examining the creativity of children's paintings, several judges are asked to rate the creativity of each painting. The degree to which the judges agree in their ratings is assessed.
 - b. In a study examining the favorite foods of college students, a large sample of students rate several foods according to their preferences. The degree to which students' responses are correlated is assessed.
 - c. In a study examining toy preferences of toddlers, the children are left alone to play with several toys for an hour. During the first half hour, one researcher observes their play. During the second half hour, a second researcher observes their play. The researchers' observations are then compared.
 - d. In a study examining well-being in the elderly, respondents living in different nursing homes are asked to rate the quality of their nursing home. Researchers then obtain a copy of participants' medical records. The relationship between the quality ratings and actual health is assessed.

ANS: A REF: 33 OBJ: 3 KEY: A

41. Which of the following is *not* mentioned in your book as a new technology used by social psychologists in obtaining observational data?
- a. Polygraphs (lie detector machines)
 - b. Eye tracking
 - c. fMRI
 - d. Computer-based reaction time measurement

ANS: A REF: 33-34 OBJ: 4 KEY: F

42. The different research methods used by social psychologists tend to emphasize all of the following *except*
- a. an objective approach.
 - b. a variable approach.
 - c. a systematic approach.
 - d. a quantifiable approach.

ANS: B REF: 34-35 OBJ: 4 KEY: F

43. Social psychologists tend to prefer which of the following research methods above all others?
- a. Meta-analysis
 - b. Correlational research
 - c. Experimentation
 - d. Descriptive research

ANS: C REF: 34 OBJ: 4 KEY: F

44. Social psychologists use descriptive research in order to describe
- a. general patterns and trends in the variables of interest.
 - b. cause-and-effect relationships between independent and dependent variables.
 - c. associations between two or more variables of interest.
 - d. the strength of an observed effect.

ANS: A REF: 34 OBJ: 4 KEY: C

45. A study that examines existing records or databases is referred to as a
- a. case study.
 - b. archival study.
 - c. anecdotal study.
 - d. survey.

ANS: B REF: 35 OBJ: 4 KEY: F

46. For which of the following questions would a researcher be *most* likely to use an observational study?
- a. Is memory for television commercials influenced by the content of the programs in which the commercials appear?
 - b. Is there any relationship between taking social psychology courses and happiness later in life?
 - c. Does the consumption of alcohol lead to increased aggressiveness?
 - d. Do banks tend to offer heterosexual couples lower interest rates on home mortgages than homosexual couples?

ANS: D REF: 35 OBJ: 4 KEY: C

47. To examine potential gender differences in the qualities individuals seek in their romantic partners, HaeJin compares the personal ads placed by men and women. HaeJin is conducting a(n)
- a. survey study.
 - b. observational study.
 - c. archival study.
 - d. experiment.

ANS: C REF: 35 OBJ: 4 KEY: A

48. Latrell, the editor of a popular sports magazine, would like to know more about the demographics of the magazine's readers. He designs a questionnaire to assess this information and sends it to a random sample of the magazine's readers. Latrell is conducting a(n)
- a. survey.
 - b. observational study.
 - c. archival study.
 - d. experiment.

ANS: A REF: 35-36 OBJ: 4 KEY: A

49. The *most* important aspect of sampling in a survey study is
- a. its inclusion of equal numbers of individuals from different groups in the population.
 - b. the number of people in the sample.
 - c. the ratio of the sample size to the population size.
 - d. the extent to which the sample in this study matches the population proportionally in terms of demographic variables.

ANS: D REF: 35-36 OBJ: 4 KEY: F

50. A television producer is interested in whether women like soap operas more than sitcoms. The producer uses a random number table to select a sample of one hundred households, and then makes phone calls to these households every afternoon for three weeks. Of those who were home when the producer called, 75% reported they liked soap operas more than sitcoms. Which of the following might raise questions about the results?
- The use of archival data
 - The representativeness of the sample
 - The construct validity of the measure
 - The operational definition advanced by the magazine

ANS: B REF: 35-36 OBJ: 4 KEY: A

51. Which of the following does *not* make use of random sampling?
- Public opinion polling
 - Election Day exit polling
 - Market research telemarketing surveys
 - A Population Census

ANS: D REF: 36 OBJ: 4 KEY: A

52. In principle, the purpose of random sampling is to make sure that research participants
- have the right to withdraw from a study without incurring any penalty.
 - are fully informed as to the procedures and hypotheses of the study.
 - do not differ from one another in systematic ways.
 - constitute a representative sample from the population of interest.

ANS: D REF: 36 OBJ: 4 KEY: C

53. What is one general difference between descriptive and correlational research methods?
- Descriptive research does not look at relationships between variables.
 - Descriptive research is more useful when one wants to infer causation.
 - Correlational research cannot make use of archival data.
 - Correlational research imbues the researcher with more control over the research participants.

ANS: A REF: 36 OBJ: 5 KEY: C

54. Luke would like to know if there is a relationship between the number of psychology courses people take and their level of empathy. He surveys a randomly selected group of college students. Each student indicates the number of psychology courses he or she has taken and then completes an empathy scale. Luke's research is *best* described as a(n)
- correlational study.
 - experiment.
 - prospective study.
 - archival study.

ANS: A REF: 36-38 OBJ: 5 KEY: A

55. The primary goal of using correlational research is to
- determine the causal relationship between an independent and dependent variable.
 - describe the population's average score on a particular measure.
 - manipulate one variable but hold the other constant.
 - determine the nature and strength of the association between two measured variables.

ANS: D REF: 36-38 OBJ: 5 KEY: C

56. Which of the following statements concerning correlational research is *true*?
- In correlational research, variables are measured, but not manipulated.
 - In correlational research, one variable is manipulated and one is measured.
 - Correlational research can be conducted using observational, but not archival, measures.
 - Correlational research can be conducted using archival, but not observational, measures.

ANS: A REF: 36-38 OBJ: 5 KEY: C

57. The stronger the relationship between two variables
- the further from zero the correlation coefficient will be.
 - the less appropriate is a correlational research design.
 - the greater the probability that the observed association was due to chance.
 - the more likely the correlation coefficient is to be a positive number.

ANS: A REF: 37 OBJ: 5 KEY: F

58. Which of the following correlation coefficients reflects the *strongest* meaningful relationship?
- 0.67
 - 0
 - +0.86
 - +1.25

ANS: C REF: 37 OBJ: 5 KEY: F

59. When decreases in one variable are accompanied by decreases in another variable, the variables are described as
- negatively correlated.
 - positively correlated.
 - causally related.
 - prospectively related.

ANS: B REF: 38 OBJ: 5 KEY: C

60. Which of the following is *not* a causal explanation that would be consistent with a positive correlation between the number of hours a person sleeps per night and her level of positive mood?
- The more sleep a person gets, the better her mood.
 - People who are happy are less likely to suffer from insomnia.
 - Stress causes people to sleep less and be in a bad mood.
 - People who are depressed tend to need more sleep than other people.

ANS: D REF: 38 OBJ: 5 KEY: A

61. Vito finds a correlation of -0.35 between procrastination behaviors and academic achievement. Which of the following is an appropriate conclusion for Vito to draw?
- Procrastination leads students to perform more poorly.
 - Poor academic performance causes more procrastination.
 - Elimination of procrastination behaviors will lead students to perform better.
 - none of these.

ANS: D REF: 37-38 OBJ: 5 KEY: A

62. Carmella finds a correlation of $+0.47$ between self-esteem and academic achievement. Which of the following is the *most* appropriate interpretation of this correlation?
- High self-esteem motivates students to achieve more academically.
 - Doing well academically increases students' self-esteem.

- c. The higher students' self-esteem, the greater their academic achievement.
- d. As self-esteem increases, academic achievement decreases.

ANS: C REF: 37-38 OBJ: 5 KEY: A

63. Which of the following is an example of a negative correlation?
- a. The more pets you own, the greater your physical health tends to be.
 - b. The more money people make the bigger their house tends to be.
 - c. The more alcohol you consume, the lower your GPA tends to be.
 - d. The more points the higher the score.

ANS: C REF: 38 OBJ: 5 KEY: C

64. Suppose the correlation between the number of times couples go to the movies and the number of times they go out to dinner is +0.79. Among the following conclusions, which one is *not* consistent with this computation?
- a. The more often that couples go to the movies, the more often they go out to dinner.
 - b. The less often that couples go to the movies, the less often they go out to dinner.
 - c. There is a strong positive correlation between the number of times couples go to the movies and the number of times they go out to dinner.
 - d. Because the correlation coefficient is less than 1.0, the association between these two variables is very weak and probably unreliable.

ANS: D REF: 37-38 OBJ: 5 KEY: A

65. Dr. Vandelay found the correlation between shoe size and sexual deviancy to be +0.83. Which of the following can you conclude from this correlation?
- a. As shoe size increases, sexual deviancy increases.
 - b. As shoe size increases, sexual deviancy decreases.
 - c. There is virtually no relationship between shoe size and sexual deviancy.
 - d. Engaging in sexually deviant acts causes your feet to grow.

ANS: A REF: 37-38 OBJ: 5 KEY: A

66. Camryn uses a survey to measure the association between students' grade point average and weekly consumption of alcohol. She finds that higher GPAs tend to predict lower levels of alcohol consumption (and vice versa). This study is best described as a(n)
- a. experiment.
 - b. observational study.
 - c. concurrent study.
 - d. correlational study.

ANS: D REF: 37-38 OBJ: 5 KEY: A

67. To examine the relationship between media violence and aggressive behavior, Lomez first measures the number of hours of violent television watched per week for a sample of boys. Ten years later, the same boys are contacted and asked to complete a questionnaire to measure their aggressiveness. Lomez's work is *best* described as a(n)
- a. experiment.
 - b. observational study.
 - c. concurrent study.
 - d. prospective study.

ANS: D REF: 37-38 OBJ: 5 KEY: A

68. In a correlational study, the researcher _____; in an experiment the researcher _____.
- a. is limited in what she can study by practical and ethical constraints; examines the full

range of two variables

- b. considers both independent and dependent variables; can draw causal conclusions
- c. may be worried about random selection; compares the responses of two or more groups of participants
- d. must use random assignment to condition; manipulates a variable and measures another variable

ANS: C REF: 37-39 OBJ: 5 KEY: C

69. One of the many advantages of correlational research is that
- a. it allows researchers to study variables that cannot be manipulated in the lab.
 - b. it allows the researcher to test for and determine the nature of causal relationships.
 - c. it exhibits high internal validity.
 - d. it tends to be statistically significant.

ANS: A REF: 38-39 OBJ: 5 KEY: C

70. Which of the following statements concerning correlational research is *false*?
- a. Correlational research aids researchers in the development of new hypotheses.
 - b. Correlational research permits researchers to determine whether one variable can predict another.
 - c. Correlational research is often useful for studying phenomena for which experimentation is impractical or unethical.
 - d. Correlational research allows researchers to measure relationships between independent and dependent variables.

ANS: D REF: 37-38 OBJ: 5 KEY: C

71. Which of the following statements about correlational studies is *false*?
- a. They are useful for studying questions that can't be examined by experiments for practical reasons.
 - b. They are often more sophisticated than descriptive studies.
 - c. Their major limitation involves their inability to speak directly to issues of causality.
 - d. They free a researcher from any type of ethical concerns in collecting the data.

ANS: D REF: 37-38 OBJ: 5 KEY: C

72. Which of the following is *true* of correlational research?
- a. It is a powerful way to establish causal relationships between variables.
 - b. It allows an experimenter to control extraneous variables.
 - c. It permits researchers to determine whether one variable is predictive of another.
 - d. It is limited to the study of variables that can be measured in the laboratory.

ANS: C REF: 37-38 OBJ: 5 KEY: C

73. Relative to experimental studies, the primary *disadvantage* of correlation studies is that
- a. they are more labor-intensive.
 - b. cause and effect cannot be determined with them.
 - c. the results are more difficult to understand.
 - d. the choice of variables that can be studied is limited.

ANS: B REF: 38 OBJ: 5 KEY: F

74. Causation cannot be inferred from correlational studies because
- they are so low in external validity.
 - they do not involve the manipulation of variables.
 - they are always conducted outside of the research lab.
 - researchers have too much control over the variables in correlational research.

ANS: B REF: 38 OBJ: 5 KEY: C

75. Experiments require all of the following *except*
- equal treatment of participants in different groups except for the manipulation of the independent variable.
 - control over experimental procedures.
 - manipulation of an independent variable.
 - a laboratory environment.

ANS: D REF: 39-40 OBJ: 6 KEY: F

76. In a well-designed experiment, all participants must
- be treated in exactly the same manner except for the specific differences the experimenter wants to create.
 - not realize that they are involved in an experiment.
 - be influenced by experimenter expectancy effects.
 - be allowed to choose their own experimental conditions without interference or bias from the experimenter.

ANS: A REF: 39 OBJ: 6 KEY: F

77. Buster runs an experiment in which she finds that participants placed in a good mood by a happy film clip are more likely to offer help to a fellow participant than participants who see a sad film clip. Gob suggests that perhaps this difference simply results from the fact that the participants in the happy film clip condition were more helpful people to begin with. What methodological aspect of a successful experiment can Buster point to in order to refute this criticism?

- External validity
- Random selection
- Random assignment
- Manipulation

ANS: C REF: 39-40 OBJ: 6 KEY: A

78. Among the following, which is *most* relevant to ensuring that any differences one obtains after the experimental manipulation of a study have been produced only by that manipulation?

- Statistical interactions
- External validity
- Construct validity
- Experimenter control

ANS: D REF: 39-40 OBJ: 6 KEY: C

79. Random assignment is a defining feature of an experiment. It means that
- participants are able to select the particular experimental manipulations they wish to experience.
 - participants were randomly selected from the population of interest.
 - whether participants are in one condition or another is determined at random.
 - participants are assigned to the experimental conditions on the basis of their pre-existing differences.

ANS: C REF: 39-40 OBJ: 6 KEY: F

80. A researcher was interested in the effects of mood on aggression. She decided to see how receiving an insult or a compliment affects aggression, and she measured aggression by having participants administer small shocks to another participant. The researcher found that participants in the insult condition were more aggressive than those in the compliment condition. One of her colleagues reads about this research and voices concern that people in the insult condition may have been more naturally aggressive than people in the compliment condition, causing the differences observed by the researcher. This concern about pre-existing differences between participants in the two conditions would only be valid if
- participants were not a representative sample of the population.
 - participants were not randomly assigned to the condition.
 - participants were not randomly selected from the population.
 - all of these.

ANS: B REF: 39-40 OBJ: 6 KEY: C

81. Random assignment is essential to establishing causality because it
- permits researchers to verify that they have a diverse and representative sample of participants.
 - reduces the possibility that individual characteristics of the participants produced the observed results.
 - increases the external validity of the experiment.
 - allows researchers to determine whether or not their operational definitions reflect the variables of interest.

ANS: B REF: 39-40 OBJ: 6 KEY: C

82. The procedure used to ensure that research participants have an equal chance of being placed in either the experimental or control group in an experiment is called
- random assignment.
 - random sampling.
 - debriefing.
 - experimental realism.

ANS: A REF: 39-40 OBJ: 6 KEY: F

83. In comparison to field experiments, laboratory experiments
- permit researchers greater control.
 - allow more naturalistic observation of behavior.
 - are less susceptible to experimenter expectancy effects.
 - have fewer problems caused by the limitations of self-report data.

ANS: A REF: 40-41 OBJ: 6 KEY: C

84. One advantage of field research is that
- random assignment is more likely to be used in field experiments.
 - they pose fewer threats to external validity than lab studies.
 - participants are more likely to behave naturally in the field than in the lab.
 - they face fewer potential ethical problems than do lab experiments.

ANS: C REF: 41 OBJ: 6 KEY: F

85. In an experiment, the independent variable is _____ while the dependent variable is _____.
- held constant; varied
 - correlational; descriptive
 - manipulated; measured
 - general; specific

ANS: C REF: 42 OBJ: 6 KEY: C

86. Subject variables are characterized by all of the following except
- They are neither dependent nor truly independent variables.
 - They cannot be manipulated or randomly assigned.
 - They may include gender and ethnicity of participants.
 - They are essential for field experiments.

ANS: D REF: 42 OBJ: 6 KEY: C

87. To examine the impact of group size on conformity behavior, Stanley has groups of two, five, or ten people stand on a city street and stare up at a window. Stanley then records the number of passersby who stop and stare at the window. This study is an example of a(n)
- meta-analysis.
 - archival study.
 - experiment with one independent variable.
 - experiment with two independent variables.

ANS: C REF: 42 OBJ: 6 KEY: A

88. Dr. Van Nostrand studies the impact of pornography on attitudes toward women. Attitudes toward women are the _____ in this research.
- independent variable
 - control factor
 - interaction
 - dependent variable

ANS: D REF: 42 OBJ: 6 KEY: A

89. Vera thinks that having pets increases psychological functioning and well-being. To test this, one group of randomly selected nursing home residents is each given a pet while a second group is not. Over two months, the overall level of psychological functioning is evaluated on a daily basis. What is the independent variable in this study?
- Having pets increases psychological functioning
 - Whether or not the residents received a pet
 - The level of psychological functioning demonstrated by the residents
 - This is a correlation study, so there is no independent variable.

ANS: B REF: 42 OBJ: 6 KEY: A

90. Barb examines the impact that sitting in front of a mirror has on the academic performance of female adolescents. In her study, the number of math questions answered correctly appears to be the
- conceptual independent variable.
 - conceptual dependent variable.
 - operational definition of the independent variable.
 - operational definition of the dependent variable.

ANS: D REF: 42 OBJ: 6 KEY: A

91. Castilla wonders whether environmental factors influence how long juries take to select a foreperson. Mock jurors are brought into a room with either a rectangular table or a round table. The jurors are asked to select a foreperson before starting deliberation. Castilla records how long it takes each jury to select a foreperson. The shape of the table is the
- independent variable.
 - subject variable.

- c. are theoretically meaningful.
- d. are null because of their low level of reliability.

ANS: A REF: 43 OBJ: 7 KEY: C

104. Zachary observes a significant negative correlation between binge drinking and grades among college students. Which of the following is *true*?
- a. There is a 5 percent probability or less that this correlation occurred by chance.
 - b. Zachary cannot be sure what causes what, but he can be sure that either binge drinking causes lower grades or vice versa.
 - c. Zachary will probably try to replicate his findings by conducting an experiment.
 - d. Zachary would not have been able to conduct the study if students received written evaluations from instructors rather than grades.

ANS: A REF: 43 OBJ: 7 KEY: A

105. According to standard convention, a researcher must be ___ % sure that the difference she observed between experimental conditions were not simply the result of chance in order to conclude that the difference is statistically significant.
- a. 90
 - b. 95
 - c. 99
 - d. 99.9

ANS: B REF: 43 OBJ: 7 KEY: F

106. One reason that social psychologists attempt to replicate the results of their research is that doing so
- a. reduces the probability that the results are due to chance.
 - b. increases the construct validity of the experiment.
 - c. allows them to examine multiple relationships among variables.
 - d. increases the likelihood that participants have been treated ethically.

ANS: A REF: 43 OBJ: 7 KEY: C

107. Participants who are subjected to all of the experimental procedures *except* the experimental manipulation are called
- a. raters.
 - b. confederates.
 - c. samples.
 - d. controls.

ANS: D REF: 44 OBJ: 7 KEY: F

108. The purpose of using control groups is to
- a. address ethical concerns about experiments.
 - b. determine if there are any interactions among the independent variables.
 - c. ensure a high level of experimental realism.
 - d. provide a baseline against which to compare the effects of the independent variables.

ANS: D REF: 44 OBJ: 7 KEY: C

109. Which of the following *best* represents a challenge to internal validity?
- a. Failure to use a randomization procedure when selecting a sample
 - b. Use of a dependent measure high in inter-rater reliability but low in construct validity
 - c. Differential compensation given to two groups in an experiment
 - d. Designing laboratory conditions to be very different from everyday conditions

ANS: C REF: 43-44 OBJ: 7 KEY: C

110. The *best* solution to the problem of experimenter expectancy effects is
- the use of different experimenters in different conditions.
 - letting participants choose their own condition.
 - keeping experimenters uninformed about group assignment.
 - strict attention to random assignment.

ANS: C REF: 44 OBJ: 7 KEY: F

111. You are a new researcher in a social psychology lab. The study you are working on is examining the effects of alcohol on aggressiveness. You are aware of the hypotheses of the study and eager to find evidence that supports them, and you find yourself acting in a less polite manner with participants who are assigned to the alcohol condition. This differential treatment of participants across conditions will threaten
- the statistical significance of the results.
 - the internal validity of the study.
 - the external validity of the study.
 - none of these.

ANS: B REF: 43-44 OBJ: 7 KEY: A

112. Rosenthal and Fode (1968) asked students to teach a rat to learn a maze. Some students were told they had been given a genetically engineered "intelligent" rat, whereas others were told that they had a "dull" rat. Although there were no actual differences among the rats, the "intelligent" rats learned the maze more quickly than the "dull" rats. Which of the following topics discussed in your book can best explain the results of this experiment?
- experimenter expectancy effects.
 - mundane realism.
 - experimental realism.
 - high construct validity.

ANS: A REF: 44 OBJ: 7 KEY: A

113. External validity refers to the degree to which
- there can be reasonable certainty that the independent variables in an experiment caused the observed effects on the dependent variables.
 - there can be reasonable confidence that the same results would be obtained for other people and in other situations.
 - participants were assigned to the various conditions on the basis of representative criteria.
 - the experimental situation engages participants and leads them to behave naturally and spontaneously.

ANS: B REF: 44-45 OBJ: 7 KEY: F

114. If a study is high in external validity,
- the theoretical constructs are accurately represented by the study's manipulations and measures.
 - the results can be generalized to different types of people and situations.
 - changes in the dependent variable are caused by changes in the independent variable.
 - the theory that the study is testing is correct.

ANS: B REF: 44-45 OBJ: 7 KEY: F

115. A social psychologist wants to study the impact of listening to classical music on people's level of comfort in social interactions. She runs a study using a convenience sample of college undergraduates. The use of this particular sample is a threat to

- a. mundane realism.
- b. experimental realism.
- c. internal validity.
- d. external validity.

ANS: D REF: 44-45 OBJ: 7 KEY: A

116. Joel argues that the use of confederates provides for real interactions that emulate the types of reactions that occur in real life. Dale argues that the use of confederates simply makes an experiment more involving for the participant. Which of the following is *true*?
- a. Joel and Dale both believe that confederates increase mundane realism.
 - b. Joel and Dale both believe that confederates increase experimental realism.
 - c. Joel believes that confederates increase mundane realism; Dale believes that confederates increase experimental realism.
 - d. Joel believes that confederates increase experimental realism; Dale believes that confederates increase mundane realism.

ANS: C REF: 45 OBJ: 7 KEY: A

117. The reliance of many social psychology studies on college student participants poses a threat to
- a. internal validity.
 - b. external validity.
 - c. mundane realism.
 - d. experimental realism.

ANS: B REF: 44-45 OBJ: 7 KEY: C

118. Which of the following is *not* a benefit of using deception in social psychological research?
- a. Experimental realism is increased.
 - b. Future meta-analyses become unnecessary.
 - c. Participants' reactions tend to be more natural and less affected by social desirability.
 - d. It allows researchers to study potentially harmful or controversial behaviors in a relatively safe environment.

ANS: B REF: 46 OBJ: 7 KEY: C

119. Research using meta-analysis procedures
- a. computes correlations among more than two variables.
 - b. approaches a research question using both correlational and experimental studies.
 - c. statistically assesses the consistency of several tests of the same hypothesis.
 - d. is used when self-report data regarding a particular topic are not available.

ANS: C REF: 46 OBJ: 7 KEY: F

120. Which of the following is *true* regarding ethical standards of social psychological research?
- a. All participants in any study must provide informed consent.
 - b. All participants in any study must be debriefed at the end of the study.
 - c. Even archival analyses of data obtained from participants many years ago must be approved by an Institutional Review Board beforehand.
 - d. Participants must be told the hypotheses being tested when providing informed consent.

ANS: C REF: 48-49 OBJ: 8 KEY: F

121. Which of the following types of studies must be approved by an Institutional Review Board
- a. Experiments using deception
 - b. Correlational studies
 - c. Descriptive studies
 - d. all of these.

ANS: D REF: 48-49 OBJ: 8 KEY: C

122. Providing research participants with information concerning the potential risks and benefits of their participation
- is part of obtaining informed consent.
 - is usually done only after a study is over.
 - tends to increase the internal validity of a study.
 - tends to increase the external validity of a study.

ANS: A REF: 48-49 OBJ: 8 KEY: F

123. The disclosure made to participants after research procedures are completed, in which the researcher explains the purpose of the research, is called
- informed consent.
 - a post-hoc test.
 - experimenter expectancy effects.
 - debriefing.

ANS: D REF: 48-49 OBJ: 8 KEY: F

124. Which of the following statements concerning personal values and morals in social psychology is *false*?
- Values can influence the questions social psychologists choose to ask.
 - The impact of values can be reduced through the use of the scientific method.
 - Values impact the hypotheses researchers advance.
 - Values do not affect the research methods selected to address a particular issue.

ANS: D REF: 48-49 OBJ: 8 KEY: C

125. It is probably fair to say that
- institutional review boards have had little effect on the types of research conducted by social psychologists.
 - most social psychologists believe they have a moral imperative to study important topics even if doing so poses high risk for the study participants.
 - social psychology research is devoid of human biases.
 - strict adherence to scientific methods reduce but do not eliminate human biases in social psychology.

ANS: D REF: 48-49 OBJ: 8 KEY: C

ESSAY

- Explain the difference between random sampling and random assignment, and indicate how these procedures affect a study's internal and external validity.

ANS:

A random sample indicates that all members of the target population have an equal chance of being selected for the study. Random samples are particularly attractive because they are more representative than other samples (such as convenience samples) of the populations from which they are taken. Moreover, because representative samples allow one to generalize the findings of a study to the larger population, random sampling increases external validity. Random assignment is a procedure that is only relevant when conducting an experiment; in this case, members of the sample (who have already been chosen, randomly or not) have an equal chance of being assigned to any of the experimental conditions. This procedure assures that, on average, members of experimental groups are equivalent in all ways before a study begins. This allows the researcher to infer that any differences between groups at the end of the study must be the result of the manipulation. In other words, it is random assignment that allows the researcher to conclude with confidence that the independent variable caused the changes in the dependent variable, which means that random assignment to condition increases internal validity.

REF: 40 | 42

2. What are the advantages and the primary disadvantage of doing correlational research rather than experiments? Give an example of two variables that you think probably are negatively correlated with each other. Explain why you think so.

ANS:

An important advantage of doing correlational research rather than experiments is that correlational research can study associations of naturally occurring variables that cannot be manipulated or induced due to practical constraints, such as participants' gender, age, race, height, etc. Correlational research can also examine phenomena that would be difficult or unethical to create for research purposes, such as certain kinds of violence, love, abuse of alcohol, etc. Correlational research also offers more flexibility than experiments because a wide range of variables can be measured, including those obtained in the field, using archives, through national surveys, etc. The primary disadvantage of doing correlational research rather than experiments is that a correlational study cannot demonstrate causation. That is, correlations cannot demonstrate cause-and-effect relationships between variables. A well-designed experiment, in contrast, can demonstrate that changes in one variable can cause a change in another variable. Two variables are negatively correlated if as one variable increases the other decreases (and vice versa). One pair of variables that should be negatively correlated with each other is the amount of time spent studying and the number of courses failed. As the amount of time one spends studying increases, the number of courses one fails should decrease.

REF: 36-38

3. What are the two essential characteristics of an experiment? Why, and how, is each of these important for the internal validity of the experiment?

ANS:

One essential characteristic of an experiment is that the researcher has control over the experimental procedures. The researcher manipulates the variables of interest and keeps all else uniform. That is, all participants should be treated exactly the same way--except for the manipulations that the experimenter is investigating. The other essential characteristic of an experiment is that all participants are assigned randomly to the different conditions. Because of random assignment to condition, at the beginning of the study there should be no systematic differences between the groups of participants. Internal validity is the degree to which there can be reasonable certainty that the independent variables in an experiment caused the effects obtained on the dependent variable. By having a great deal of control over the experimental procedures, researchers can help ensure that the only differences between conditions are the manipulations themselves and not some other factors. If other factors vary along with the independent variables, then it is less clear that the independent variables are the cause of any differences found in the dependent variable, thereby reducing the internal validity of the experiment. Even if the researcher has a great deal of control and ensures that the only differences in the treatment received by the participants across conditions are the manipulations of the independent variables, it is possible that the participants in one condition are different from the participants in other conditions in important ways just by random chance. If this is the case, the differences found in the dependent variable may be a function of these other differences rather than the result of the manipulations. If the participants are randomly assigned to the conditions, however, the chances that the participants differed in ways other than those created by the manipulations become very improbable, especially with larger samples. Differences found in the dependent variable can thus be attributed to the manipulations of the independent variables rather than to pre-existing differences among the participants, thereby creating internal validity.

REF: 39-41 |43-44

4. Imagine that some researchers are interested in college students' self-reports about their reactions to various stressful situations. Rather than simply asking the students to recall various stressful situations and their reactions to them, the researchers want to reduce the time between the students' self-reports about the situations and the actual situations themselves. Describe two methods that have been developed by social psychologists that could serve this purpose.

ANS:

The textbook describes three such methods: interval-contingent, signal-contingent, and event-contingent. Using the interval-contingent method, the researchers would have the students report their experiences at regular intervals, such as once a day. Using the signal-contingent method, the researchers would ask the students to report their experiences as soon as possible after being signaled to do so, as with a beeper. Using the event-contingent method, the researchers would ask the students to report on a designated set of events as soon as possible after such events occurred; for example, the students might be asked to report their experiences as soon as possible after being confronted with a stressful situation.

REF: 29-31

5. What is informed consent? What is debriefing? Why are they important in conducting research in social psychology? What is the responsibility of institutional review boards?

ANS:

Informed consent is the individual's deliberate, voluntary decision to participate in research, based on the researcher's description of what will be required during such participation. Individuals must be given enough information about the research in order to make an informed decision about whether or not they wish to participate. Debriefing is a disclosure, made to participants after research procedures are completed, in which the researcher explains the purpose of the research, attempts to resolve any negative feelings, and emphasizes the scientific contribution made by individuals' participation. Both informed consent and debriefing are very important in protecting the welfare of the individuals who participate in the research. Informed consent, for example, is critically important from an ethical perspective. Human participants should know what the possible risks and dangers are of participating in some research before they agree to do so. The debriefing is also important from an ethical perspective. During the debriefing the researcher should attempt to make the participants feel good about having participated in the research, and any possible negative effects of having been in the study should be eliminated. Institutional review boards exist at all institutions that seek federal funding for research involving human participants. Their responsibility is to review research proposals to ensure that the physical and psychological welfare of the individuals who participate in the proposed research will be protected, both in the short-term and long-term.

REF: 48-50