c2

Student: _____

Match the letter with the correct definition.
a. Research designed to increase knowledge about social behavior
b. Tactics used to disguise the true purpose or intent of the research paradigm
c. Measures the metabolic activity of different regions of the brain by measuring fluctuations in naturally occurring blood oxygen levels
d. Individuals who are selected to participate in a research study
e. Correlation coefficient that represents the strength of the association between two variables
f. Occurs when people completing a survey try to portray themselves in a positive light, rather than respond honestly
g. Research designed to increase the understanding of and solutions to real-world problems by using current social psychological knowledge
h. Summarize and briefly describe the behavior or characteristics of a particular sample of participants in a study
i. A descriptive scientific method that investigates behavior in its usual natural environment
j. All members of an identifiable group from which a sample is taken
k. The experimental variable that is observed
l. The committee within a university that oversees and approves of research paradigms before experiments are conducted
m. A set of procedures used to gather, analyze, and interpret information that is valid and allows for reliable generalizations
n. The level of agreement among judges who are observing the same behavior
o. Draw conclusions about the larger population from which the sample is drawn
p. A specific proposition or expectation about the nature of things derived from a theory
q. The extent to which the results of an experiment can be generalized to people beyond those in the study itself
r. Measures the metabolic activity of different regions of the brain by showing the consumption of glucose
s. A method of testing the relationships among variables that are not controlled by the experimenter
t. Occurs when researchers' expectations about what they will find affect their observations or interpretation of the data
u. An organized set of ideas that seeks to explain how two or more events are related
v. A method of collecting data that involves asking participants about their subjective states
w. The experimental variable that the researcher manipulates
x. Accomplice working for an experimenter whom research participants assume is a fellow bystander
y. The extent to which the results of an experiment suggest a causal conclusion about the variables investigated
z. A statistical technique for combining the results of multiple studies to objectively determine whether specific variables have important effects across these studies
aa. A method of testing the relationships among variables that are controlled by the experimenter
bb. A procedure whereby each individual in the population has an equal chance of being chosen for the sample

1. Scientific method

_____

2. Basic research

_____

3. Applied research

_____

4. Theory

_____

5. Hypothesis

_____

6. Sample

_____

7. Population

_____

8. Experimental design

_____

9. Correlational design

_____

10. Independent variable

_____

11. Dependent variable

_____

12. Naturalistic observation

_____

13. Self-reports

_____

14. Observer bias

_____

15. Random selection

_____

16. Social desirability bias

_____

17. Descriptive statistics

_____

18. Inferential statistics

_____

19. Deception

_____

20. Meta-analysis

_____

21. Institutional review board (IRB)

_____

22. r

_____

23. Interobserver reliability

_____

24. Internal validity

_____

25. External validity

_____

26. Confederate

_____

27. PET scan

_____

28. fMRI scan

_____

29. Research designed to expand our general knowledge of social behavior is called _____ research.

_____

30. Research designed to address real-world problems is called _____ research.

_____

31. A _____ explains why two or more variables are related to one another.

_____

32. A researcher is going to measure the number of bombs participants drop in a video game in order to assess aggression. Bomb dropping represents a(n) _____ _____ of aggression.

_____

33. _____ is a way to combine the effects from many studies on the same topic to see which variables have been important across the studies.

_____

34. The model that views human social behavior as a rational, information-processing–based phenomenon has led to a tremendous amount of research. In other words, this theoretical approach may be described as being very _____.

_____

35. The expression "the simplest explanation is usually correct," when applied to scientific theories, means that we should prefer theories that are the most _____.

_____

36. A specific proposition or expectation about the nature of things derived from a theory is called a/an _____.

_____

37. Betty is examining the performance of high school seniors on the SAT. The specific students that participate in her study represent the _____.

_____

38. If someone is interested in studying the academic performance of high school students in Boston, then all students registered in Boston high schools represents the research _____.

_____

39. Dr. Kim is interested in whether the depth of an emotional relationship can be predicted by observing the degree of closeness between two people standing together. She photographs pairs of people in a shopping mall and then asks them to rate the closeness of their relationship. This study is called a _____ _____.

_____

40. A researcher records the amount of time teenagers spend playing video games and their level of computer skills. He then evaluates this information to see whether there is any relationship between these two variables. This research has been carried out in the _____

_____

41. A researcher records the amount of time women spend with their children and the children's intelligence to see whether there is any relationship between these two variables. This is an example of a(n) _____ design.

_____

42. To evaluate whether the differences between two groups are due to chance factors or to a treatment effect, a researcher must utilize _____ statistics.

_____

43. When an observed correlation comes about because of an unmeasured variable, the correlation is described as being the result of the _____ _____ problem.

_____

44. _____ _____ are used to determine whether the data gathered in an experiment are significantly affected by the independent variable at a rate higher than chance.

_____

45. _____ _____ are used to summarize observations collected in an experiment.

_____

46. In an experiment, the participants who are NOT exposed to the independent variable constitute the _____ group.

_____

47. In an experiment, the participants who are exposed to the independent variable constitute the _____ group.

_____

48. In order to ensure that different researchers' observations of the same behavior are consistent with one another, _____ _____ should be high.

_____

49. A disadvantage of most surveys is that they rely on _____ _____ data.

_____

50. A(n) _____ is an accomplice of an experimenter whom research participants assume is a fellow participant or bystander.

_____

51. At times, knowing the true purpose of an experiment may cause participants' responses to change in undesirable ways. In those cases, researchers may have to employ _____ to assess their research question accurately.

_____

52. At the end of an experiment, researchers must always be certain to fully _____ the participants about the purpose and goals of the research design.

_____

53. Social psychologists consider groups significantly different from each other if there is a less than _____ percent chance that the observed differences occurred randomly.

_____

54. Data obtained from existing records and documents are _____ information.

_____

55. "No research without action, and no action without research" is a phrase that illustrates
A. the advantages of basic research.
B. the advantages of applied research.
C. how to form a fertile theory.
D. the interplay between basic and applied research.

56. Of the following, which is the first step in social psychological research?
A. reviewing existing research
B. obtaining approval from the IRB
C. developing a theory or hypothesis
D. designing an experiment

57. What is a legitimate source for coming up with a topic to study?
A. existing research
B. pressing current events
C. personal experience
D. All the choices are correct.

58. Which of the following is NOT a characteristic of a good theory?
A. the ability to be applied to real-world problems
B. internal coherence
C. economy
D. fertility

59. What is the logical extension of a theory?
A. independent variable
B. dependent variable
C. hypothesis
D. statistical analyses

60. What guides social psychologists in choosing a method to use in research?
A. considering which method will yield the best results
B. considering which method minimizes errors
C. considering which method leads to reliable results
D. both considering which method minimizes errors and considering which method leads to reliable results

61. Which of the following represents an operational definition of intellectual ability?
A. cognitive capacity
B. attention
C. SAT scores
D. All the choices are correct.

62. Markus wants to test the effects of playing sports on self-esteem. He surveys 250 students from local high schools, which represents Markus' research
A. population.
B. sample.
C. independent variable.
D. dependent variable.

63. Jane records the amount of time teenagers play video games and their computer skills. She compares this information to see if there is a relationship between the two variables. This research makes use of a(n)
A. experimental design.
B. correlational design.
C. field study.
D. natural setting research study.

64. As part of an experiment, you record people's conversations about their happiest memories. Later, you ask them to rate on a five-point scale how happy they were when recounting their memories during the experiment. The former method is _____ data, whereas the latter method is _____ data.
A. reliable; self-report
B. self-report; qualitative
C. qualitative; quantitative
D. quantitative; qualitative

65. In order to measure the most realistic response to a social phenomenon, which research method would be the MOST appropriate to use?
A. quasi-experiment
B. controlled experiment
C. survey
D. naturalistic observation

66. Why are inferential statistics preferred in social psychology?
A. they are most accurate
B. they provide information about the findings' generalizability
C. they minimize statistical errors
D. both they provide information about the findings' generalizability and they minimize statistical errors

67. What does a correlation at or near zero possibly indicate?
A. no relationship between the two variables
B. a curvilinear relationship between the two variables
C. a poor research design
D. both no relationship between the two variables and a curvilinear relationship between the two variables

68. What was the most important result of Leon Festinger's participation in the doomsday cult?
A. The cult was disbanded.
B. Festinger formulated cognitive dissonance theory.
C. Festinger disrupted the usual behavior of the group.
D. It raised ethical issues regarding deception.

69. Which of the following helps minimize observer bias?
A. manipulating the independent variable
B. using multiple judges
C. using inferential statistics
D. using cross-lagged panel designs

70. After the completion of the study, participants in the Milgram experiment on obedience reported
A. being disturbed by the experimenters' deception.
B. strong negative emotions.
C. being glad to have participated.
D. both strong negative emotions and being glad to have participated

71. You show up to an experiment and are asked to read a form detailing the procedures of the experiment. You read that you may have to eat a worm as part of the study and are not sure you want to continue. After you tell the experimenter that you do not want to continue, what is the next step?
A. You must at least start the experiment before deciding to stop.
B. The experimenter must let you go.
C. The experimenter will likely pressure you to go on.
D. You should report the experimenter to the IRB.

72. Archival information can be especially useful in studying the effects of
A. self-esteem.
B. culture.
C. social cognition.
D. obedience.

73. Content analysis involves
A. coding archival information.
B. the use of multiple judges.
C. collecting observational data.
D. both coding archival information and the use of multiple judges

74. An organized system of ideas that attempts to explain the relationship among events or phenomena is called a(n)
A. concept.
B. hypothesis.
C. theory.
D. experiment.

75. Which of the following items is out of place?
A. internal validity
B. economy
C. generalizability
D. meta-analysis

76. A theorist believes that the larger the group to which an individual belongs, the more conformity that group will elicit from its members. An experiment, however, finds no greater conformity in groups of 50 than in groups of 10. In other words, this theory has been shown to be low in
A. economy.
B. internal validity.
C. fertility.
D. None of the choices are correct.

77. Freudian theory has a very complex explanation for why little boys come to be like their fathers rather than like their mothers, but learning theory can explain this same phenomenon with few variables. In this case, learning theory is considered to be
A. less fertile.
B. more economical.
C. high in internal coherence.
D. low in predictive accuracy.

78. A researcher is interested in measuring student attitudes toward homosexuality. She uses an attitude questionnaire to test for rates of homophobia in a college sample. She finds that men are more homophobic than women. During the next term, she conducts the same experiment again using a different sample and a different questionnaire. The researcher is trying to _____ the results from the first study.
A. validate
B. invalidate
C. replicate
D. correct

79. A researcher predicts that girls will behave less aggressively if they see an adult female being punished for behaving aggressively. This researcher is
A. conducting a field experiment.
B. formulating a hypothesis.
C. proposing a correlation.
D. making this theory more economical.

80. Most laboratory research involves
A. correlations.
B. experimentation.
C. self-reports.
D. archival information.

81. Which of the following items is out of place?
A. direct observation
B. correlational design
C. natural setting
D. laboratory study

82. Which of the following is an effective way to obtain information about the relationship between two variables?
A. field experiments
B. direct observation
C. laboratory experiments
D. all of the choices are correct

83. Which research design involves intentional variation or manipulation of some factor?
A. surveys
B. correlations
C. experiments
D. field research

84. One group of children is shown a cartoon in which an older child shares her toys with a younger one. A second group is shown a cartoon in which the older child merely plays with her toys in the presence of a younger child. The researcher then measures how much toy sharing occurs in both groups of children. This researcher is employing a(n)
A. archival technique.
B. self-report.
C. correlational design.
D. experimental design.

85. Which of the following items is out of place?
A. manipulation of some variable
B. control
C. correlation
D. experimentation

86. A social psychologist interviews psychology majors regarding their attitudes toward the psychology curriculum at their school. This researcher is making use of
A. archival information.
B. self-reports.
C. direct observation.
D. experimentation.

87. At a playground, a researcher compares the number of aggressive acts carried out by little boys versus those by little girls. This study involves
A. direct observation.
B. self-reports.
C. archival information.
D. experimentation.

88. A researcher examines old college class enrollment forms to determine whether more students drop out of courses taught by minority instructors as compared to courses taught by white instructors. This study involves
A. self-reports.
B. direct observation.
C. archival information.
D. experimentation.

89. One major advantage of self-reports is that the researcher can
A. use inferential statistics.
B. collect data about subjective states such as feelings.
C. assume that the collected data is accurate.
D. conclude that there is high external validity in the data.

90. One major disadvantage of self-report data is the
A. likelihood of inaccurate information.
B. difficulty of calculating correlations.
C. tendency to emphasize person variables over situational variables.
D. high likelihood of violations of ethical principles.

91. Which of the following is likely to provide information regarding the amount of alcohol a person consumes over a month's time?
A. self-reported drinking behavior
B. an examination of his or her bar, restaurant, and liquor bills
C. an observation of his or her behavior in a bar or restaurant
D. All the choices are correct.

92. One of the purposes of an Institutional Review Board is to:
A. confirm a theory.
B. encourage the use of an experimental design.
C. evaluate the use of statistical procedures.
D. calculate a risk/benefit ratio.

93. Descriptive statistics are used to inform the reader of the
A. behavior and characteristics of participants in a study.
B. significant effect, if any, of the independent variable.
C. ethical concerns addressed in a study.
D. degree to which the research findings support a particular theory.

94. Which of the following items is out of place?
A. testing for differences unlikely to have occurred by chance
B. describing the major characteristics and behaviors of participants in a study
C. using inferential statistics
D. generalizing findings beyond the particular group of participants

95. In a study, the differences between two groups are described as being statistically significant. This means that
A. descriptive statistics were used to describe how the groups differed.
B. the different participants were a sample drawn from a larger population.
C. the differences were unlikely to have occurred by chance.
D. the differences described in the results are important.

96. After receiving some "treatment," one group scores an average of 84. The average scores of a control group are 78. To determine if this difference is just chance variation or is unlikely to have occurred by chance, the researcher must employ
A. self-report measures.
B. inferential statistics.
C. correlational analysis.
D. descriptive statistics.

97. Which of the following does NOT describe a feature of correlational research?
A. provides information regarding the direction and strength of relationships
B. involves naturally occurring variables
C. describes the causes of changes in a particular variable
D. allows prediction of behavior regarding a particular variable

98. Which of the following items is out of place?
A. level of association among two or more variables
B. generalizability to a different population
C. strength and direction of a linear relationship
D. prediction of the value of one variable by knowing the value of another

99. A researcher finds a correlation of 0.58 between the number of books in a household and the GPA of college students in that household. This researcher can safely conclude that
A. the presence of a lot of books in the house causes the college students who live there to do well.
B. educated parents purchase many books and therefore produce academically oriented children.
C. students with high GPAs are likely to have many books at home.
D. doing well in college leads students and their families to purchase many books.

100. A researcher finds that, for men, there is a correlation of 0.67 between college GPA and salary level ten years after graduation. For women, the correlation is 0.32. This can be interpreted to mean that
A. overall, college women had lower GPAs.
B. GPA does not predict women's salaries as well as it does for men.
C. a high GPA causes men to have higher salaries and women to have lower salaries.
D. there is a negative relationship between women's salaries and GPA.

101. A researcher finds a positive correlation between the availability of pornography and the likelihood of committing sex crimes. How might the problem of reverse causality apply here?
A. The correlation could indicate that both sex crimes and use of pornography may be caused by another factor.
B. Correlations cannot describe how strong this relationship might be.
C. An experimental approach will be needed in order to determine the actual association between these two variables.
D. Such a result can be interpreted to mean either that the use of pornography may cause sex crimes or that proclivity to committing sex crimes may cause use of pornography.

102. Which of the following statements accurately describes the third-variable problem?
A. An unmeasured variable may be causing the changes in the observed variables.
B. It is difficult to tell which variable in a correlation is causing the observed changes in the other variable.
C. It is difficult to determine causation in correlational designs.
D. A correlation may be greater than 1.00.

103. In a study, one group of children watches a high-aggression cartoon while a second group watches a low-aggression cartoon. Afterward, the children's levels of aggression are measured. Here, the independent variable is the
A. number of children in each group.
B. level of aggression in the cartoon.
C. children's level of aggression.
D. hypothesis being tested.

104. Which of the following items is out of place here?
A. random assignment
B. independent variable
C. correlation coefficient
D. dependent variable

105. Another name for the "treatment" in an experiment is the
A. independent variable.
B. dependent variable.
C. correlation coefficient.
D. experimental group.

106. Independent variable is to dependent variable as
A. experimental group is to control group.
B. cause is to effect.
C. correlation is to experiment.
D. random assignment is to third-variable problem.

107. Three groups of social psychology students are learning about "dissonance theory." The first group reads a one-page description of the theory, the second group hears a lecture about the theory, and the third group observes a demonstration of the theory. All three groups are tested on their understanding of the theory, and their scores are compared. What is the dependent variable in this study?
A. the teaching technique used
B. the demonstration of the theory
C. the exam scores
D. student attitudes toward cognitive dissonance theory

108. Two groups of heterosexual college students are shown to have about the same level of negative attitudes toward homosexual individuals. One group spends a day in an "Understanding Human Sexual Diversity" workshop, and the second group does not. Attitudes toward homosexual individuals are measured again. If the first group demonstrates a substantial change in their attitudes, the researcher is most reasonable in claiming that
A. she has proven workshops are effective in changing attitudes.
B. she can tentatively conclude that the change was caused by the workshop.
C. she should assume that a higher initial level of homophobia existed in the second group.
D. she should assume that the measurement of attitudes was false.

109. Which item is out of place here?
A. laboratory experiment
B. greater spontaneity
C. natural setting
D. field experiment

110. In order to measure the most realistic response to a social phenomenon, which research method would be the MOST appropriate to use?
A. quasi-experiment
B. controlled experiment
C. survey
D. naturalistic observation

111. Which of the following is a disadvantage of field experiments?
A. decreased generalizability of results
B. increased experimental realism
C. decreased precision of measurement
D. increased level of natural behavior

112. In an experiment, a person who poses as a participant but actually is acting on behalf of the researcher is called
A. the independent variable.
B. a confederate.
C. a deceiver.
D. unethical.

113. Katherine wants to test the hypothesis that daily meditation is causes a decrease in blood pressure. Katherine should use _____ as her method to obtain the most valid conclusion.
A. naturalistic observation
B. experiments
C. a case study
D. correlations

114. Correlational studies are to _____ as experimental studies are to _____.
A. cause-effect; relationship
B. dependent variable; independent variable
C. naturalistic; controlled
D. relationship; cause-effect

115. The purpose of random assignment in an experiment is to
A. equalize the number of people in the experimental control groups.
B. vary the level of exposure to the independent variable.
C. increase confidence that all groups of participants are equivalent.
D. obtain informed consent from all participants.

116. In order to be assured that a research sample is representative of the population, which of the following procedures is required?
A. random selection
B. random assignment
C. interjudge reliability
D. correlation analysis

117. In a well-designed experiment, the researcher places participants in the experimental and control groups by
A. calculating a correlational coefficient.
B. gender.
C. using self-report measures.
D. random assignment.

118. In an experiment, in order to make the participating groups as equivalent as possible before exposure to the independent variable, a researcher should
A. use random assignment to create the groups.
B. use descriptive statistics.
C. calculate a correlation coefficient.
D. test for significant differences between the groups.

119. One group of children is shown a cartoon in which an older child shares her toys with a younger one. A second group is shown a cartoon in which the older child merely plays with her toys in the presence of a younger child. The researcher then measures how much toy sharing occurs in both groups of children. Which of the following is the <u>independent variable</u>?
A. the age of the children
B. the amount of sharing the children engaged in
C. the types of cartoons the children were shown
D. the amount of time the children <u>normally</u> watch cartoons on their own

120. Dr. Bob wants to know whether alcohol consumption affects people's reaction time while driving. Using a driving simulation (i.e. a video game), he has one group of subjects drink one beer, another group of subjects drink three beers, and a final group of subjects drink no beer at all. Dr. Bob measures how often subjects go off of the road or strike objects in the video game. The amount of alcohol each group consumes is considered the _____, while how often they go off the road is considered a(n) _____.
A. dependent variable; independent variable
B. independent variable; dependent variable
C. independent variable; research variable
D. dependent variable; research variable

121. People who are more depressed tend to have lower levels of serotonin in their brains than non-depressed people. This relationship is best described as a _____.
A. positive correlation
B. negative correlation
C. zero correlation
D. extraneous variable

122. In a field study, groupings may occur naturally. In what way does an experimenter deal with the lack of random assignment?
A. by using intuition to determine the equivalence of the groups
B. by conducting cross-lagged panel designs that test all the groups over multiple measurement periods
C. by calculating a correlation coefficient on relevant variables to check for unusual relationships
D. by collecting additional data to determine whether there are any preexisting differences between the groups

123. Laboratory experiments often consist of very artificial situations. This often leads to
A. statistical significance.
B. frequent violations of ethical principles.
C. low external validity.
D. low internal validity.

124. Control is to _____, as the ability to generalize is to _____.
A. reliability; validity
B. internal validity; external validity
C. validity; reliability
D. external validity; internal validity

125. Which of the following would represent an example of the social desirability bias often found in participant responses?
A. A student who resents having to take part in a research study inaccurately responds to every question.
B. A woman who meticulously analyzes each question to make sure that there is no deceit involved in the study.
C. A man who responds that he is strongly in favor of recycling, even though he does not recycle unless it is convenient for him.
D. A man who carefully answers the questions in a way that does not give away his identity to the researcher.

126. In comparison to laboratory research, two drawbacks to field experiments are that researchers have less control over what is happening to each participant and how precisely the dependent variable is being measured. These problems of control decrease the study's
A. internal validity.
B. external validity.
C. statistical significance.
D. All the choices are correct.

127. Participants are given a series of meaningless questionnaires. Half are told that their responses indicate "potentially serious personality defects," while the other half are told that they have "highly effective personalities." The ability of both groups to solve word puzzles is then measured. Both groups really believed the feedback they received. This laboratory study had
A. high external validity.
B. high internal validity.
C. strong random assignment effects.
D. weak statistical potential.

128. Laboratory and field research each have their own set of drawbacks; therefore, it is suggested that social psychologists
A. take a cross-cultural approach.
B. rely more on direct observation.
C. expand their use of correlational designs.
D. employ a multimethod approach.

129. A researcher combines the findings from many studies on a particular topic and estimates the reliability and overall size of the effect. This research technique is called
A. meta-analysis.
B. random assignment.
C. inferential statistics.
D. interactionism.

130. A researcher gathers the results of several hundred studies about the effects of feeling anxious and the rate of having a heart attack. She then estimates the overall size of the effect of the relationship between anxiety and heart attack risk. This researcher is using the technique called
A. laboratory experimentation.
B. interactionism.
C. archival examination.
D. meta-analysis.

131. A researcher misleads participants about the nature of the study in which they are involved. Such behavior is referred to as
A. psychological harm.
B. debriefing.
C. deception.
D. a violation of confidentiality.

132. Why are social psychologists concerned about the use of deception in research?
A. Such techniques increase mistrust of scientists.
B. These techniques reduce the external validity of laboratory experiments, thus weakening the results.
C. Research has shown lasting psychological harm after participant exposure to deception.
D. Deception decreases the risk/benefit ratio of laboratory research.

133. A researcher wants to see whether people's self-esteem level can be determined by looking at their faces. To gather the self-esteem score, she asks participants to complete a scale; to gather facial information, she uses drivers' license photos. The former is _____ and the latter is _____.
A. self-report data; observational data.
B. self-report data; archival data.
C. archival data; deception.
D. archival data; unethical.

134. Which of the following items is out of place?
A. weighing potential harm to participants
B. self-fulfilling prophecy
C. degree of gain from potential knowledge and understanding
D. risk/benefit ratio

135. When evaluating the ethics of any study, the most critical factor is the
A. welfare of the participants.
B. importance of the knowledge to be gained.
C. reputation of the researcher.
D. acceptance of the theory to be tested.

136. Lisa volunteers to participate in a social psychological study. She reads and signs a form that describes what she will have to do as a participant and that also asks if she understands what she will be required to do. Her signature indicates her agreement to do these things. Lisa can be said to have
A. been evaluated by an IRB.
B. given informed consent.
C. given up her right to confidentiality.
D. been debriefed.

137. According to APA research guidelines, deception may be acceptable if
A. participants remain unaware that they were deceived.
B. researchers want to trick participants.
C. adequate debriefing occurs.
D. the potential risks outweigh the potential benefits.

138. Ken thinks that science should be driven by a responsibility to address societal and political issues; Katie thinks that science should involve seeking the truth, without regard to political issues. Ken adheres to the perspective of _____, whereas Katie adheres to the perspective of _____.
A. value-free science; value-laden science.
B. value-laden science; value-free science.
C. ethical science; unethical science.
D. descriptive science; deceptive science.

139. Which of the following items is out of place?
A. random assignment
B. protection from physical and psychological harm
C. consideration of risk/benefit ratio
D. provision of informed consent

140. A negative consequence of institutional review boards has been the
A. neglect of the risk/benefit ratio during the review process.
B. greater likelihood of rejecting politically sensitive proposals.
C. failure to obtain informed consent when conducting research.
D. increased use of deception in research.

141. Which of the following is NOT true concerning the use of the Internet for survey research?
A. Researchers can control the nature of the sample that they will obtain.
B. A researcher cannot be assured that people do not submit multiple copies their responses.
C. Researchers can collect large amounts of data in a relatively short period of time.
D. A researcher cannot guarantee that their sample will be representative of the population.

142. Consider the advantages and disadvantages of self-report data versus direct observation. List one type of research question that is well suited to direct observation and one that is well suited to self-report. Explain why, for these two questions, the advantages of the chosen method outweigh the disadvantages.

_____

143. Describe two possible ways to operationally define aggression.

_____

144. Name one advantage and one disadvantage of using either a written, phone, or computer survey.

_____

145. Correlation coefficients may theoretically be as high as 1.00. Why do social psychologists consider coefficients of .50 to .60 to be strong correlations?

_____

146. Define correlational and experimental research designs and list two potential problems associated with each of them.

_____

147. Given the problems with correlational research compared to experimental research, list two reasons that a scientist may favor a correlational approach.

_____

148. A scientist wants to investigate how positive and negative emotions influence people's ability to persist on a task. Briefly detail one experimental and one correlational design to test this topic.

_____

149. Explain the purpose of using random selection in a research study.

_____

150. A researcher finds a negative correlation between the number of minority group teachers in high schools and the level of prejudice among students. How might the reverse causality problem apply here?

_____

151. Describe three possible interpretations to the finding that children with behavior problems are more likely than children without behavior problems to be raised by parents with high levels of anger.

_____

152. Define the method of meta-analysis. What are its advantages? What possible cautions can you think of associated with its methods?

_____

153. In a famous social psychological experiment, participants believed they were in groups of two, three, or five members. Researchers measured how quickly the participants in each group responded to an emergency as a function of its size. What was the independent variable in this study? What was the dependent variable? What kind of statistics would be used to determine whether the groups differed?

_____

154. List three arguments in support of the idea that the costs of deception outweigh its potential benefits and three arguments in support of the idea that the benefits of deception outweigh its potential costs.

_____

155. Explain how the use of virtual environment technology could increase both internal and external validity.

_____

156. Describe the advantages and disadvantages of using the Internet for conducting survey research.

_____

c2 Key

Match the letter with the correct definition.
a. Research designed to increase knowledge about social behavior
b. Tactics used to disguise the true purpose or intent of the research paradigm
c. Measures the metabolic activity of different regions of the brain by measuring fluctuations in naturally occurring blood oxygen levels
d. Individuals who are selected to participate in a research study
e. Correlation coefficient that represents the strength of the association between two variables
f. Occurs when people completing a survey try to portray themselves in a positive light, rather than respond honestly
g. Research designed to increase the understanding of and solutions to real-world problems by using current social psychological knowledge
h. Summarize and briefly describe the behavior or characteristics of a particular sample of participants in a study
i. A descriptive scientific method that investigates behavior in its usual natural environment
j. All members of an identifiable group from which a sample is taken
k. The experimental variable that is observed
l. The committee within a university that oversees and approves of research paradigms before experiments are conducted
m. A set of procedures used to gather, analyze, and interpret information that is valid and allows for reliable generalizations
n. The level of agreement among judges who are observing the same behavior
o. Draw conclusions about the larger population from which the sample is drawn
p. A specific proposition or expectation about the nature of things derived from a theory
q. The extent to which the results of an experiment can be generalized to people beyond those in the study itself
r. Measures the metabolic activity of different regions of the brain by showing the consumption of glucose
s. A method of testing the relationships among variables that are not controlled by the experimenter
t. Occurs when researchers' expectations about what they will find affect their observations or interpretation of the data
u. An organized set of ideas that seeks to explain how two or more events are related
v. A method of collecting data that involves asking participants about their subjective states
w. The experimental variable that the researcher manipulates
x. Accomplice working for an experimenter whom research participants assume is a fellow bystander
y. The extent to which the results of an experiment suggest a causal conclusion about the variables investigated
z. A statistical technique for combining the results of multiple studies to objectively determine whether specific variables have important effects across these studies
aa. A method of testing the relationships among variables that are controlled by the experimenter
bb. A procedure whereby each individual in the population has an equal chance of being chosen for the sample

1. Scientific method
m

Franzoi - 002 Chapter... #1

2. Basic research
a

Franzoi - 002 Chapter... #2

3. Applied research
g

Franzoi - 002 Chapter... #3

4. Theory
u

Franzoi - 002 Chapter... #4

5. Hypothesis
p

Franzoi - 002 Chapter... #5

6. Sample
d

Franzoi - 002 Chapter... #6

7. Population
j

Franzoi - 002 Chapter... #7

8. Experimental design
aa

Franzoi - 002 Chapter... #8

9. Correlational design
s

Franzoi - 002 Chapter... #9

10. Independent variable
w

Franzoi - 002 Chapter... #10

11. Dependent variable
k

Franzoi - 002 Chapter... #11

12. Naturalistic observation
i

Franzoi - 002 Chapter... #12

13. Self-reports
v

Franzoi - 002 Chapter... #13

14. Observer bias
t

Franzoi - 002 Chapter... #14

15. Random selection
bb

Franzoi - 002 Chapter... #15

16. Social desirability bias
f

Franzoi - 002 Chapter... #16

17. Descriptive statistics
h

Franzoi - 002 Chapter... #17

18. Inferential statistics
o

Franzoi - 002 Chapter... #18

19. Deception
b

Franzoi - 002 Chapter... #19

20. Meta-analysis
z

Franzoi - 002 Chapter... #20

21. Institutional review board (IRB)
l

Franzoi - 002 Chapter... #21

22. r
e

Franzoi - 002 Chapter... #22

23. Interobserver reliability
n

Franzoi - 002 Chapter... #23

24. Internal validity
y

Franzoi - 002 Chapter... #24

25. External validity
q

Franzoi - 002 Chapter... #25

26. Confederate
x

Franzoi - 002 Chapter... #26

27. PET scan
r

Franzoi - 002 Chapter... #27

28. fMRI scan
c

Franzoi - 002 Chapter... #28

29. Research designed to expand our general knowledge of social behavior is called _____ research.
basic

Franzoi - 002 Chapter... #29

30. Research designed to address real-world problems is called _____ research.
applied

Franzoi - 002 Chapter... #30

31. A _____ explains why two or more variables are related to one another.
theory

Franzoi - 002 Chapter... #31

32. A researcher is going to measure the number of bombs participants drop in a video game in order to assess aggression. Bomb dropping represents a(n) _____ _____ of aggression.
operational definition

Franzoi - 002 Chapter... #32

33. _____ is a way to combine the effects from many studies on the same topic to see which variables have been important across the studies.
Meta-analysis

Franzoi - 002 Chapter... #33

34. The model that views human social behavior as a rational, information-processing–based phenomenon has led to a tremendous amount of research. In other words, this theoretical approach may be described as being very _____.
fertile

Franzoi - 002 Chapter... #34

35. The expression "the simplest explanation is usually correct," when applied to scientific theories, means that we should prefer theories that are the most _____.
economical

Franzoi - 002 Chapter... #35

36. A specific proposition or expectation about the nature of things derived from a theory is called a/an _____.
hypothesis

Franzoi - 002 Chapter... #36

37. Betty is examining the performance of high school seniors on the SAT. The specific students that participate in her study represent the _____.
sample

Franzoi - 002 Chapter... #37

38. If someone is interested in studying the academic performance of high school students in Boston, then all students registered in Boston high schools represents the research _____.
population

Franzoi - 002 Chapter... #38

39. Dr. Kim is interested in whether the depth of an emotional relationship can be predicted by observing the degree of closeness between two people standing together. She photographs pairs of people in a shopping mall and then asks them to rate the closeness of their relationship. This study is called a _____ _____.
field experiment

Franzoi - 002 Chapter... #39

40. A researcher records the amount of time teenagers spend playing video games and their level of computer skills. He then evaluates this information to see whether there is any relationship between these two variables. This research has been carried out in the _____
field.

Franzoi - 002 Chapter... #40

41. A researcher records the amount of time women spend with their children and the children's intelligence to see whether there is any relationship between these two variables. This is an example of a(n) _____ design.
correlational

Franzoi - 002 Chapter... #41

42. To evaluate whether the differences between two groups are due to chance factors or to a treatment effect, a researcher must utilize _____ statistics.
inferential

Franzoi - 002 Chapter... #42

43. When an observed correlation comes about because of an unmeasured variable, the correlation is described as being the result of the _____ _____ problem.
third variable

Franzoi - 002 Chapter... #43

44. _____ _____ are used to determine whether the data gathered in an experiment are significantly affected by the independent variable at a rate higher than chance.
Inferential statistics

Franzoi - 002 Chapter... #44

45. _____ _____ are used to summarize observations collected in an experiment.
Descriptive statistics

Franzoi - 002 Chapter... #45

46. In an experiment, the participants who are NOT exposed to the independent variable constitute the _____ group.
control

Franzoi - 002 Chapter... #46

47. In an experiment, the participants who are exposed to the independent variable constitute the _____ group.
treatment

Franzoi - 002 Chapter... #47

48. In order to ensure that different researchers' observations of the same behavior are consistent with one another, _____ _____ should be high.
interjudge reliability

Franzoi - 002 Chapter... #48

49. A disadvantage of most surveys is that they rely on _____ _____ data.
self-report

Franzoi - 002 Chapter... #49

50. A(n) _____ is an accomplice of an experimenter whom research participants assume is a fellow participant or bystander.
confederate

Franzoi - 002 Chapter... #50

51. At times, knowing the true purpose of an experiment may cause participants' responses to change in undesirable ways. In those cases, researchers may have to employ _____ to assess their research question accurately.
deception

Franzoi - 002 Chapter... #51

52. At the end of an experiment, researchers must always be certain to fully _____ the participants about the purpose and goals of the research design.
debrief

Franzoi - 002 Chapter... #52

53. Social psychologists consider groups significantly different from each other if there is a less than _____ percent chance that the observed differences occurred randomly.
five

Franzoi - 002 Chapter... #53

54. Data obtained from existing records and documents are _____ information.
archival

Franzoi - 002 Chapter... #54

55. "No research without action, and no action without research" is a phrase that illustrates
A. the advantages of basic research.
B. the advantages of applied research.
C. how to form a fertile theory.
D. the interplay between basic and applied research.

Franzoi - 002 Chapter... #55
Learning Objective: 1
Level: M
PR:26
Type: F

56. Of the following, which is the first step in social psychological research?
A. reviewing existing research
B. obtaining approval from the IRB
C. developing a theory or hypothesis
D. designing an experiment

Franzoi - 002 Chapter... #56
Learning Objective: 2
Level: E
PR: 26
Type: F

57. What is a legitimate source for coming up with a topic to study?
A. existing research
B. pressing current events
C. personal experience
D. All the choices are correct.

Franzoi - 002 Chapter... #57
Learning Objective: 1
Learning Objective: 2
Level: E
PR:27
Type: F

58. Which of the following is NOT a characteristic of a good theory?
A. the ability to be applied to real-world problems
B. internal coherence
C. economy
D. fertility

Franzoi - 002 Chapter... #58
Learning Objective: 2
Level: E
PR:28
Type: F

59. What is the logical extension of a theory?
A. independent variable
B. dependent variable
C. hypothesis
D. statistical analyses

Franzoi - 002 Chapter... #59
Learning Objective: 2
Level: E
PR:28
Type: C

60. What guides social psychologists in choosing a method to use in research?
A. considering which method will yield the best results
B. considering which method minimizes errors
C. considering which method leads to reliable results
D. both considering which method minimizes errors and considering which method leads to reliable results

Franzoi - 002 Chapter... #60
Learning Objective: 2
Level: M
PR:28
Type: F

61. Which of the following represents an operational definition of intellectual ability?
A. cognitive capacity
B. attention
C. SAT scores
D. All the choices are correct.

Franzoi - 002 Chapter... #61
Learning Objective: EMPTY
Level: H
PR:29
Type: F

62. Markus wants to test the effects of playing sports on self-esteem. He surveys 250 students from local high schools, which represents Markus' research
A. population.
B. sample.
C. independent variable.
D. dependent variable.

Franzoi - 002 Chapter... #62
Learning Objective: EMPTY
Level: H
PR:29
Type: A

63. Jane records the amount of time teenagers play video games and their computer skills. She compares this information to see if there is a relationship between the two variables. This research makes use of a(n)
A. experimental design.
B. correlational design.
C. field study.
D. natural setting research study.

Franzoi - 002 Chapter... #63
Learning Objective: EMPTY
Level: M
PR:29
Type: A

64. As part of an experiment, you record people's conversations about their happiest memories. Later, you ask them to rate on a five-point scale how happy they were when recounting their memories during the experiment. The former method is _____ data, whereas the latter method is _____ data.
A. reliable; self-report
B. self-report; qualitative
C. qualitative; quantitative
D. quantitative; qualitative

Franzoi - 002 Chapter... #64
Learning Objective: 1
Level: M
PR:29
Type: A

65. In order to measure the most realistic response to a social phenomenon, which research method would be the MOST appropriate to use?
A. quasi-experiment
B. controlled experiment
C. survey
D. naturalistic observation

Franzoi - 002 Chapter... #65
Learning Objective: EMPTY
Level: E
PR:29
Type: C

66. Why are inferential statistics preferred in social psychology?
A. they are most accurate
B. they provide information about the findings' generalizability
C. they minimize statistical errors
D. both they provide information about the findings' generalizability and they minimize statistical errors

Franzoi - 002 Chapter... #66
Learning Objective: 1
Level: M
PR: 30
Type: F

67. What does a correlation at or near zero possibly indicate?
A. no relationship between the two variables
B. a curvilinear relationship between the two variables
C. a poor research design
D. both no relationship between the two variables and a curvilinear relationship between the two variables

Franzoi - 002 Chapter... #67
Learning Objective: 3
Level: M
PR:30
Type: F

68. What was the most important result of Leon Festinger's participation in the doomsday cult?
A. The cult was disbanded.
B. Festinger formulated cognitive dissonance theory.
C. Festinger disrupted the usual behavior of the group.
D. It raised ethical issues regarding deception.

Franzoi - 002 Chapter... #68
Learning Objective: 3
Learning Objective: 5
Level: M
PR:31
Type: F

69. Which of the following helps minimize observer bias?
A. manipulating the independent variable
B. using multiple judges
C. using inferential statistics
D. using cross-lagged panel designs

Franzoi - 002 Chapter... #69
Learning Objective: 3
Level: E
PR: 32
Type: F

70. After the completion of the study, participants in the Milgram experiment on obedience reported
A. being disturbed by the experimenters' deception.
B. strong negative emotions.
C. being glad to have participated.
D. both strong negative emotions and being glad to have participated

Franzoi - 002 Chapter... #70
Learning Objective: 7
Level: M
PR:46
Type: F

71. You show up to an experiment and are asked to read a form detailing the procedures of the experiment. You read that you may have to eat a worm as part of the study and are not sure you want to continue. After you tell the experimenter that you do not want to continue, what is the next step?
A. You must at least start the experiment before deciding to stop.
B. The experimenter must let you go.
C. The experimenter will likely pressure you to go on.
D. You should report the experimenter to the IRB.

Franzoi - 002 Chapter... #71
Learning Objective: 8
Level: E
PR:47
Type: F

72. Archival information can be especially useful in studying the effects of
A. self-esteem.
B. culture.
C. social cognition.
D. obedience.

Franzoi - 002 Chapter... #72
Learning Objective: 3
Level: M
PR:33
Type: F

73. Content analysis involves
A. coding archival information.
B. the use of multiple judges.
C. collecting observational data.
D. both coding archival information and the use of multiple judges

Franzoi - 002 Chapter... #73
Learning Objective: 3
Level: M
PR:33
Type: F

74. An organized system of ideas that attempts to explain the relationship among events or phenomena is called a(n)
A. concept.
B. hypothesis.
C. theory.
D. experiment.

Franzoi - 002 Chapter... #74
Learning Objective: 2
Level: M
PR:28
Type: F

75. Which of the following items is out of place?
A. internal validity
B. economy
C. generalizability
D. meta-analysis

Franzoi - 002 Chapter... #75
Learning Objective: 6
Level: E
PR:40
Type: C

76. A theorist believes that the larger the group to which an individual belongs, the more conformity that group will elicit from its members. An experiment, however, finds no greater conformity in groups of 50 than in groups of 10. In other words, this theory has been shown to be low in
A. economy.
B. internal validity.
C. fertility.
D. None of the choices are correct.

Franzoi - 002 Chapter... #76
Learning Objective: 9
Level: H
PR:40
Type: A

77. Freudian theory has a very complex explanation for why little boys come to be like their fathers rather than like their mothers, but learning theory can explain this same phenomenon with few variables. In this case, learning theory is considered to be
A. less fertile.
B. more economical.
C. high in internal coherence.
D. low in predictive accuracy.

Franzoi - 002 Chapter... #77
Learning Objective: 2
Level: E
PR:28
Type: A

78. A researcher is interested in measuring student attitudes toward homosexuality. She uses an attitude questionnaire to test for rates of homophobia in a college sample. She finds that men are more homophobic than women. During the next term, she conducts the same experiment again using a different sample and a different questionnaire. The researcher is trying to _____ the results from the first study.
A. validate
B. invalidate
C. replicate
D. correct

Franzoi - 002 Chapter... #78
Learning Objective: 2
Level: M
PR:42
Type: A

79. A researcher predicts that girls will behave less aggressively if they see an adult female being punished for behaving aggressively. This researcher is
A. conducting a field experiment.
B. formulating a hypothesis.
C. proposing a correlation.
D. making this theory more economical.

Franzoi - 002 Chapter... #79
Learning Objective: 2
Level: M
PR:28
Type: A

80. Most laboratory research involves
A. correlations.
B. experimentation.
C. self-reports.
D. archival information.

Franzoi - 002 Chapter... #80
Learning Objective: 5
Level: E
PR:40
Type: C

81. Which of the following items is out of place?
A. direct observation
B. correlational design
C. natural setting
D. laboratory study

Franzoi - 002 Chapter... #81
Learning Objective: 5
Level: E
PR:32
Type: C

82. Which of the following is an effective way to obtain information about the relationship between two variables?
A. field experiments
B. direct observation
C. laboratory experiments
D. all of the choices are correct

Franzoi - 002 Chapter... #82
Learning Objective: 3
Learning Objective: 5
Level: M
PR:39
Type: F

83. Which research design involves intentional variation or manipulation of some factor?
A. surveys
B. correlations
C. experiments
D. field research

Franzoi - 002 Chapter... #83
Learning Objective: 4
Level: E
PR:39
Type: F

84. One group of children is shown a cartoon in which an older child shares her toys with a younger one. A second group is shown a cartoon in which the older child merely plays with her toys in the presence of a younger child. The researcher then measures how much toy sharing occurs in both groups of children. This researcher is employing a(n)
A. archival technique.
B. self-report.
C. correlational design.
D. experimental design.

Franzoi - 002 Chapter... #84
Learning Objective: 4
Level: M
PR:39
Type: A

85. Which of the following items is out of place?
A. manipulation of some variable
B. control
C. correlation
D. experimentation

Franzoi - 002 Chapter... #85
Learning Objective: 4
Level: M
PR:40
Type: C

86. A social psychologist interviews psychology majors regarding their attitudes toward the psychology curriculum at their school. This researcher is making use of
A. archival information.
B. self-reports.
C. direct observation.
D. experimentation.

Franzoi - 002 Chapter... #86
Learning Objective: 3
Learning Objective: 5
Level: E
PR:35
Type: A

87. At a playground, a researcher compares the number of aggressive acts carried out by little boys versus those by little girls. This study involves
A. direct observation.
B. self-reports.
C. archival information.
D. experimentation.

Franzoi - 002 Chapter... #87
Learning Objective: 3
Learning Objective: 5
Level: E
PR: 32
Type: A

88. A researcher examines old college class enrollment forms to determine whether more students drop out of courses taught by minority instructors as compared to courses taught by white instructors. This study involves
A. self-reports.
B. direct observation.
C. archival information.
D. experimentation.

Franzoi - 002 Chapter... #88
Learning Objective: 3
Level: E
PR:33
Type: A

89. One major advantage of self-reports is that the researcher can
A. use inferential statistics.
B. collect data about subjective states such as feelings.
C. assume that the collected data is accurate.
D. conclude that there is high external validity in the data.

Franzoi - 002 Chapter... #89
Learning Objective: 4
Level: M
PR:34
Type: C

90. One major disadvantage of self-report data is the
A. likelihood of inaccurate information.
B. difficulty of calculating correlations.
C. tendency to emphasize person variables over situational variables.
D. high likelihood of violations of ethical principles.

Franzoi - 002 Chapter... #90
Learning Objective: 4
Level: M
PR:34
Type: C

91. Which of the following is likely to provide information regarding the amount of alcohol a person consumes over a month's time?
A. self-reported drinking behavior
B. an examination of his or her bar, restaurant, and liquor bills
C. an observation of his or her behavior in a bar or restaurant
D. All the choices are correct.

Franzoi - 002 Chapter... #91
Learning Objective: 5
Level: M
PR:34
Type: A

92. One of the purposes of an Institutional Review Board is to:
A. confirm a theory.
B. encourage the use of an experimental design.
C. evaluate the use of statistical procedures.
D. calculate a risk/benefit ratio.

Franzoi - 002 Chapter... #92
Learning Objective: 8
Level: M
PR:47
Type: A

93. Descriptive statistics are used to inform the reader of the
A. behavior and characteristics of participants in a study.
B. significant effect, if any, of the independent variable.
C. ethical concerns addressed in a study.
D. degree to which the research findings support a particular theory.

Franzoi - 002 Chapter... #93
Learning Objective: 3
Level: H
PR:36
Type: F

94. Which of the following items is out of place?
A. testing for differences unlikely to have occurred by chance
B. describing the major characteristics and behaviors of participants in a study
C. using inferential statistics
D. generalizing findings beyond the particular group of participants

Franzoi - 002 Chapter... #94
Learning Objective: 5
Level: H
PR:40
Type: C

95. In a study, the differences between two groups are described as being statistically significant. This means that
A. descriptive statistics were used to describe how the groups differed.
B. the different participants were a sample drawn from a larger population.
C. the differences were unlikely to have occurred by chance.
D. the differences described in the results are important.

Franzoi - 002 Chapter... #95
Learning Objective: 5
Level: M
PR:30
Type: C

96. After receiving some "treatment," one group scores an average of 84. The average scores of a control group are 78. To determine if this difference is just chance variation or is unlikely to have occurred by chance, the researcher must employ
A. self-report measures.
B. inferential statistics.
C. correlational analysis.
D. descriptive statistics.

Franzoi - 002 Chapter... #96
Learning Objective: 4
Level: H
PR: 30
Type: A

97. Which of the following does NOT describe a feature of correlational research?
A. provides information regarding the direction and strength of relationships
B. involves naturally occurring variables
C. describes the causes of changes in a particular variable
D. allows prediction of behavior regarding a particular variable

Franzoi - 002 Chapter... #97
Learning Objective: 3
Level: M
PR: 36
Type: F

98. Which of the following items is out of place?
A. level of association among two or more variables
B. generalizability to a different population
C. strength and direction of a linear relationship
D. prediction of the value of one variable by knowing the value of another

Franzoi - 002 Chapter... #98
Learning Objective: 3
Level: H
PR: 36
Type: C

99. A researcher finds a correlation of 0.58 between the number of books in a household and the GPA of college students in that household. This researcher can safely conclude that
A. the presence of a lot of books in the house causes the college students who live there to do well.
B. educated parents purchase many books and therefore produce academically oriented children.
C. students with high GPAs are likely to have many books at home.
D. doing well in college leads students and their families to purchase many books.

Franzoi - 002 Chapter... #99
Learning Objective: 3
Level: H
PR: 36
Type: A

100. A researcher finds that, for men, there is a correlation of 0.67 between college GPA and salary level ten years after graduation. For women, the correlation is 0.32. This can be interpreted to mean that
A. overall, college women had lower GPAs.
B. GPA does not predict women's salaries as well as it does for men.
C. a high GPA causes men to have higher salaries and women to have lower salaries.
D. there is a negative relationship between women's salaries and GPA.

Franzoi - 002 Chapter... #100
Learning Objective: 3
Level: H
PR: 36
Type: A

101. A researcher finds a positive correlation between the availability of pornography and the likelihood of committing sex crimes. How might the problem of reverse causality apply here?
A. The correlation could indicate that both sex crimes and use of pornography may be caused by another factor.
B. Correlations cannot describe how strong this relationship might be.
C. An experimental approach will be needed in order to determine the actual association between these two variables.
D. Such a result can be interpreted to mean either that the use of pornography may cause sex crimes or that proclivity to committing sex crimes may cause use of pornography.

Franzoi - 002 Chapter... #101
Learning Objective: 3
Level: H
PR: 36
Type: A

102. Which of the following statements accurately describes the third-variable problem?
A. An unmeasured variable may be causing the changes in the observed variables.
B. It is difficult to tell which variable in a correlation is causing the observed changes in the other variable.
C. It is difficult to determine causation in correlational designs.
D. A correlation may be greater than 1.00.

Franzoi - 002 Chapter... #102
Learning Objective: 3
Level: M
PR: 38
Type: F

103. In a study, one group of children watches a high-aggression cartoon while a second group watches a low-aggression cartoon. Afterward, the children's levels of aggression are measured. Here, the independent variable is the
A. number of children in each group.
B. level of aggression in the cartoon.
C. children's level of aggression.
D. hypothesis being tested.

Franzoi - 002 Chapter... #103
Learning Objective: 4
Level: M
PR: 39
Type: A

104. Which of the following items is out of place here?
A. random assignment
B. independent variable
C. correlation coefficient
D. dependent variable

Franzoi - 002 Chapter... #104
Learning Objective: 4
Level: H
PR: 40
Type: C

105. Another name for the "treatment" in an experiment is the
A. independent variable.
B. dependent variable.
C. correlation coefficient.
D. experimental group.

Franzoi - 002 Chapter... #105
Learning Objective: 4
Level: E
PR: 39
Type: F

106. Independent variable is to dependent variable as
A. experimental group is to control group.
B. cause is to effect.
C. correlation is to experiment.
D. random assignment is to third-variable problem.

Franzoi - 002 Chapter... #106
Learning Objective: 4
Level: M
PR: 39
Type: C

107. Three groups of social psychology students are learning about "dissonance theory." The first group reads a one-page description of the theory, the second group hears a lecture about the theory, and the third group observes a demonstration of the theory. All three groups are tested on their understanding of the theory, and their scores are compared. What is the dependent variable in this study?
A. the teaching technique used
B. the demonstration of the theory
C. the exam scores
D. student attitudes toward cognitive dissonance theory

Franzoi - 002 Chapter... #107
Learning Objective: 4 PR 39
Level: M
Type: A

108. Two groups of heterosexual college students are shown to have about the same level of negative attitudes toward homosexual individuals. One group spends a day in an "Understanding Human Sexual Diversity" workshop, and the second group does not. Attitudes toward homosexual individuals are measured again. If the first group demonstrates a substantial change in their attitudes, the researcher is most reasonable in claiming that
A. she has proven workshops are effective in changing attitudes.
B. she can tentatively conclude that the change was caused by the workshop.
C. she should assume that a higher initial level of homophobia existed in the second group.
D. she should assume that the measurement of attitudes was false.

Franzoi - 002 Chapter... #108
Learning Objective: 4
Level: H
PR: 39
Type: A

109. Which item is out of place here?
A. laboratory experiment
B. greater spontaneity
C. natural setting
D. field experiment

Franzoi - 002 Chapter... #109
Learning Objective: 5
Level: E
PR: 40
Type: C

110. In order to measure the most realistic response to a social phenomenon, which research method would be the MOST appropriate to use?
A. quasi-experiment
B. controlled experiment
C. survey
D. naturalistic observation

Franzoi - 002 Chapter... #110
Learning Objective: EMPTY
Level: E
PR: 39
Type: C

111. Which of the following is a disadvantage of field experiments?
A. decreased generalizability of results
B. increased experimental realism
C. decreased precision of measurement
D. increased level of natural behavior

Franzoi - 002 Chapter... #111
Learning Objective: 5
Level: M
PR: 40
Type: F

112. In an experiment, a person who poses as a participant but actually is acting on behalf of the researcher is called
A. the independent variable.
B. a confederate.
C. a deceiver.
D. unethical.

Franzoi - 002 Chapter... #112
Learning Objective: 5
Level: E
PR: 40
Type: F

113. Katherine wants to test the hypothesis that daily meditation is causes a decrease in blood pressure. Katherine should use _____ as her method to obtain the most valid conclusion.
A. naturalistic observation
B. experiments
C. a case study
D. correlations

Franzoi - 002 Chapter... #113
Learning Objective: EMPTY
Level: E
PR: 39
Type: A

114. Correlational studies are to _____ as experimental studies are to _____.
A. cause-effect; relationship
B. dependent variable; independent variable
C. naturalistic; controlled
D. relationship; cause-effect

Franzoi - 002 Chapter... #114
Learning Objective: EMPTY
Level: E
PR: 39
Type: C

115. The purpose of random assignment in an experiment is to
A. equalize the number of people in the experimental control groups.
B. vary the level of exposure to the independent variable.
C. increase confidence that all groups of participants are equivalent.
D. obtain informed consent from all participants.

Franzoi - 002 Chapter... #115
Learning Objective: 5
Level: M
PR: 35
Type: A

116. In order to be assured that a research sample is representative of the population, which of the following procedures is required?
A. random selection
B. random assignment
C. interjudge reliability
D. correlation analysis

Franzoi - 002 Chapter... #116
Learning Objective: EMPTY
Level: M
PR: 35
Type: F

117. In a well-designed experiment, the researcher places participants in the experimental and control groups by
A. calculating a correlational coefficient.
B. gender.
C. using self-report measures.
D. random assignment.

Franzoi - 002 Chapter... #117
Learning Objective: 5
Level: E
PR: 35
Type: F

118. In an experiment, in order to make the participating groups as equivalent as possible before exposure to the independent variable, a researcher should
A. use random assignment to create the groups.
B. use descriptive statistics.
C. calculate a correlation coefficient.
D. test for significant differences between the groups.

Franzoi - 002 Chapter... #118
Learning Objective: 5
Level: M
PR: 35
Type: C

119. One group of children is shown a cartoon in which an older child shares her toys with a younger one. A second group is shown a cartoon in which the older child merely plays with her toys in the presence of a younger child. The researcher then measures how much toy sharing occurs in both groups of children. Which of the following is the independent variable?
A. the age of the children
B. the amount of sharing the children engaged in
C. the types of cartoons the children were shown
D. the amount of time the children normally watch cartoons on their own

Franzoi - 002 Chapter... #119
Learning Objective: EMPTY
Level: H
PR: 39
Type: A

120. Dr. Bob wants to know whether alcohol consumption affects people's reaction time while driving. Using a driving simulation (i.e. a video game), he has one group of subjects drink one beer, another group of subjects drink three beers, and a final group of subjects drink no beer at all. Dr. Bob measures how often subjects go off of the road or strike objects in the video game. The amount of alcohol each group consumes is considered the _____, while how often they go off the road is considered a(n) _____.
A. dependent variable; independent variable
B. independent variable; dependent variable
C. independent variable; research variable
D. dependent variable; research variable

Franzoi - 002 Chapter... #120
Learning Objective: EMPTY
Level: M
PR: 39
Type: A

121. People who are more depressed tend to have lower levels of serotonin in their brains than non-depressed people. This relationship is best described as a _____.
A. positive correlation
B. negative correlation
C. zero correlation
D. extraneous variable

Franzoi - 002 Chapter... #121
Learning Objective: EMPTY
Level: M
PR: 36
Type: A

122. In a field study, groupings may occur naturally. In what way does an experimenter deal with the lack of random assignment?
A. by using intuition to determine the equivalence of the groups
B. by conducting cross-lagged panel designs that test all the groups over multiple measurement periods
C. by calculating a correlation coefficient on relevant variables to check for unusual relationships
D. by collecting additional data to determine whether there are any preexisting differences between the groups

Franzoi - 002 Chapter... #122
Learning Objective: 5
Level: H
PR: 35
Type: A

123. Laboratory experiments often consist of very artificial situations. This often leads to
A. statistical significance.
B. frequent violations of ethical principles.
C. low external validity.
D. low internal validity.

Franzoi - 002 Chapter... #123
Learning Objective: 5
Level: M
PR: 40
Type: C

124. Control is to _____, as the ability to generalize is to _____.
A. reliability; validity
B. internal validity; external validity
C. validity; reliability
D. external validity; internal validity

Franzoi - 002 Chapter... #124
Learning Objective: EMPTY
Level: M
PR: 40
Type: C

125. Which of the following would represent an example of the social desirability bias often found in participant responses?
A. A student who resents having to take part in a research study inaccurately responds to every question.
B. A woman who meticulously analyzes each question to make sure that there is no deceit involved in the study.
C. A man who responds that he is strongly in favor of recycling, even though he does not recycle unless it is convenient for him.
D. A man who carefully answers the questions in a way that does not give away his identity to the researcher.

Franzoi - 002 Chapter... #125
Learning Objective: EMPTY
Level: H
PR: 36
Type: A

126. In comparison to laboratory research, two drawbacks to field experiments are that researchers have less control over what is happening to each participant and how precisely the dependent variable is being measured. These problems of control decrease the study's
A. internal validity.
B. external validity.
C. statistical significance.
D. All the choices are correct.

Franzoi - 002 Chapter... #126
Learning Objective: 5
Level: H
PR: 39
Type: F

127. Participants are given a series of meaningless questionnaires. Half are told that their responses indicate "potentially serious personality defects," while the other half are told that they have "highly effective personalities." The ability of both groups to solve word puzzles is then measured. Both groups really believed the feedback they received. This laboratory study had
A. high external validity.
B. high internal validity.
C. strong random assignment effects.
D. weak statistical potential.

Franzoi - 002 Chapter... #127
Learning Objective: 5
Level: H
PR: 39
Type: A

128. Laboratory and field research each have their own set of drawbacks; therefore, it is suggested that social psychologists
A. take a cross-cultural approach.
B. rely more on direct observation.
C. expand their use of correlational designs.
D. employ a multimethod approach.

Franzoi - 002 Chapter... #128
Learning Objective: 5
Level: E
PR: 40
Type: C

129. A researcher combines the findings from many studies on a particular topic and estimates the reliability and overall size of the effect. This research technique is called
A. meta-analysis.
B. random assignment.
C. inferential statistics.
D. interactionism.

Franzoi - 002 Chapter... #129
Learning Objective: 6
Level: E
PR: 41
Type: F

130. A researcher gathers the results of several hundred studies about the effects of feeling anxious and the rate of having a heart attack. She then estimates the overall size of the effect of the relationship between anxiety and heart attack risk. This researcher is using the technique called
A. laboratory experimentation.
B. interactionism.
C. archival examination.
D. meta-analysis.

Franzoi - 002 Chapter... #130
Learning Objective: 5
Level: M
PR: 41
Type: A

131. A researcher misleads participants about the nature of the study in which they are involved. Such behavior is referred to as
A. psychological harm.
B. debriefing.
C. deception.
D. a violation of confidentiality.

Franzoi - 002 Chapter... #131
Learning Objective: 7
Level: E
PR: 46
Type: F

132. Why are social psychologists concerned about the use of deception in research?
A. Such techniques increase mistrust of scientists.
B. These techniques reduce the external validity of laboratory experiments, thus weakening the results.
C. Research has shown lasting psychological harm after participant exposure to deception.
D. Deception decreases the risk/benefit ratio of laboratory research.

Franzoi - 002 Chapter... #132
Learning Objective: 7
Level: M
PR: 46
Type: C

133. A researcher wants to see whether people's self-esteem level can be determined by looking at their faces. To gather the self-esteem score, she asks participants to complete a scale; to gather facial information, she uses drivers' license photos. The former is _____ and the latter is _____.
A. self-report data; observational data.
B. self-report data; archival data.
C. archival data; deception.
D. archival data; unethical.

Franzoi - 002 Chapter... #133
Learning Objective: 3
Learning Objective: 5
Level: M
PR: 33
Type: A

134. Which of the following items is out of place?
A. weighing potential harm to participants
B. self-fulfilling prophecy
C. degree of gain from potential knowledge and understanding
D. risk/benefit ratio

Franzoi - 002 Chapter... #134
Learning Objective: 7
Level: E
PR: 46
Type: C

135. When evaluating the ethics of any study, the most critical factor is the
A. welfare of the participants.
B. importance of the knowledge to be gained.
C. reputation of the researcher.
D. acceptance of the theory to be tested.

Franzoi - 002 Chapter... #135
Learning Objective: 7
Level: E
PR: 46
Type: C

136. Lisa volunteers to participate in a social psychological study. She reads and signs a form that describes what she will have to do as a participant and that also asks if she understands what she will be required to do. Her signature indicates her agreement to do these things. Lisa can be said to have
A. been evaluated by an IRB.
B. given informed consent.
C. given up her right to confidentiality.
D. been debriefed.

Franzoi - 002 Chapter... #136
Learning Objective: 8
Level: E
PR: 47
Type: A

137. According to APA research guidelines, deception may be acceptable if
A. participants remain unaware that they were deceived.
B. researchers want to trick participants.
C. adequate debriefing occurs.
D. the potential risks outweigh the potential benefits.

Franzoi - 002 Chapter... #137
Learning Objective: 8
Level: M
PR: 46
Type: F

138. Ken thinks that science should be driven by a responsibility to address societal and political issues; Katie thinks that science should involve seeking the truth, without regard to political issues. Ken adheres to the perspective of _____, whereas Katie adheres to the perspective of _____.
A. value-free science; value-laden science.
B. value-laden science; value-free science.
C. ethical science; unethical science.
D. descriptive science; deceptive science.

Franzoi - 002 Chapter... #138
Learning Objective: 9
Level: M
PR: 48
Type: A

139. Which of the following items is out of place?
A. random assignment
B. protection from physical and psychological harm
C. consideration of risk/benefit ratio
D. provision of informed consent

Franzoi - 002 Chapter... #139
Learning Objective: 8
Level: E
PR: 47
Type: C

140. A negative consequence of institutional review boards has been the
A. neglect of the risk/benefit ratio during the review process.
B. greater likelihood of rejecting politically sensitive proposals.
C. failure to obtain informed consent when conducting research.
D. increased use of deception in research.

Franzoi - 002 Chapter... #140
Learning Objective: 8
Level: M
PR: 47
Type: A

141. Which of the following is NOT true concerning the use of the Internet for survey research?
A. Researchers can control the nature of the sample that they will obtain.
B. A researcher cannot be assured that people do not submit multiple copies their responses.
C. Researchers can collect large amounts of data in a relatively short period of time.
D. A researcher cannot guarantee that their sample will be representative of the population.

Franzoi - 002 Chapter... #141
Learning Objective: EMPTY
Level: E
PR: 43
Type: F

142. Consider the advantages and disadvantages of self-report data versus direct observation. List one type of research question that is well suited to direct observation and one that is well suited to self-report. Explain why, for these two questions, the advantages of the chosen method outweigh the disadvantages.
Answers will vary.

Franzoi - 002 Chapter... #142

143. Describe two possible ways to operationally define aggression.
Answers will vary.

Franzoi - 002 Chapter... #143

144. Name one advantage and one disadvantage of using either a written, phone, or computer survey.
Answers will vary.

Franzoi - 002 Chapter... #144

145. Correlation coefficients may theoretically be as high as 1.00. Why do social psychologists consider coefficients of .50 to .60 to be strong correlations?
Answers will vary.

Franzoi - 002 Chapter... #145

146. Define correlational and experimental research designs and list two potential problems associated with each of them.
Answers will vary.

Franzoi - 002 Chapter... #146

147. Given the problems with correlational research compared to experimental research, list two reasons that a scientist may favor a correlational approach.
Answers will vary.

Franzoi - 002 Chapter... #147

148. A scientist wants to investigate how positive and negative emotions influence people's ability to persist on a task. Briefly detail one experimental and one correlational design to test this topic.
Answers will vary.

Franzoi - 002 Chapter... #148

149. Explain the purpose of using random selection in a research study.
Answers will vary.

Franzoi - 002 Chapter... #149

150. A researcher finds a negative correlation between the number of minority group teachers in high schools and the level of prejudice among students. How might the reverse causality problem apply here?
Answers will vary.

Franzoi - 002 Chapter... #150

151. Describe three possible interpretations to the finding that children with behavior problems are more likely than children without behavior problems to be raised by parents with high levels of anger.
Answers will vary.

Franzoi - 002 Chapter... #151

152. Define the method of meta-analysis. What are its advantages? What possible cautions can you think of associated with its methods?
Answers will vary.

Franzoi - 002 Chapter... #152

153. In a famous social psychological experiment, participants believed they were in groups of two, three, or five members. Researchers measured how quickly the participants in each group responded to an emergency as a function of its size. What was the independent variable in this study? What was the dependent variable? What kind of statistics would be used to determine whether the groups differed?
Answers will vary.

Franzoi - 002 Chapter... #153

154. List three arguments in support of the idea that the costs of deception outweigh its potential benefits and three arguments in support of the idea that the benefits of deception outweigh its potential costs.
Answers will vary.

Franzoi - 002 Chapter... #154

155. Explain how the use of virtual environment technology could increase both internal and external validity.
Answers will vary.

Franzoi - 002 Chapter... #155

156. Describe the advantages and disadvantages of using the Internet for conducting survey research.
Answers will vary.

Franzoi - 002 Chapter... #156

c2 Summary

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