

# CHAPTER 1     An Invitation to Social Psychology

## LEARNING OBJECTIVES

### 1.1 Characterizing Social Psychology

- A. Define *social psychology* and describe its value for our society

### 1.2 The Power of the Situation

- A. Describe Kurt Lewin's theory of the field of forces
- B. Explain what the Milgram experiment and the Good Samaritan study reveal about the power of the situation
- C. Define channel factors
- D. Define the *fundamental attribution error*

### 1.3 The Role of Construal

- A. Define *construals* and give some examples for construals of situations
- B. Define *schemas* and describe how they relate to social behavior and interaction

### 1.4 Automatic vs. Controlled Processing

- A. Distinguish between *automatic processing* and *controlled processing*

### 1.5 Evolution and Human Behavior: How We Are the Same

- A. Describe the evolutionary perspective on social behavior, including the emerging field of *social neuroscience*

### 1.6 Culture and Human Behavior: How We Are Different

- A. Distinguish between independent (individualistic) and interdependent (collectivistic) cultures, and explain how these cultural differences relate to the ways people think, feel, and behave

### 1.7 The Uses of Social Psychology

- A. Explain how social psychology can improve critical thinking.

## MULTIPLE CHOICE

1. Social psychology can be defined as the \_\_\_\_\_ study of the \_\_\_\_\_ of individuals in social situations.
- rational; feelings, thoughts, and behaviors
  - scientific; behaviors
  - scientific; feelings, thoughts, and behaviors
  - behavioral; thoughts and feelings

ANS: C                      DIF: Easy                      REF: 1.1 Characterizing Social Psychology  
OBJ: 1.1A                      MSC: Remembering

2. Social psychologists would be MOST likely to focus on which of the following potential causes underlying the military abuses at Abu Ghraib prison during the Iraq War?
- The soldiers who instigated these abuses were bad people.
  - The power imbalance at the prison facilitated the soldiers' bad behavior.
  - American foreign policy encouraged anti-Arab behavior in many spheres.
  - The soldiers were not in their right minds, having been traumatized by their experiences during the war.

ANS: B                      DIF: Difficult                      REF: 1.1 Characterizing Social Psychology  
OBJ: 1.1A                      MSC: Applying

3. Sandra thinks that smiling a lot during a job interview increases a person's chances of getting a job offer. The main difference between Sandra's folk theory and social psychological theories is that social psychological theories are
- always more complicated.
  - almost always counterintuitive.
  - based on logic.
  - tested using the scientific method.

ANS: D                      DIF: Easy                      REF: 1.1 Characterizing Social Psychology  
OBJ: 1.1A                      MSC: Understanding

4. Which of the following statements about social psychology is the most accurate?
- Social psychologists rely primarily on correlational research.
  - Social psychologists argue that genetics do not exert causal effects on social behavior.
  - Social psychologists examine the influence of situations on behaviors.
  - Social psychologists stress individual differences in behavior.

ANS: C                      DIF: Moderate                      REF: 1.1 Characterizing Social Psychology  
OBJ: 1.1A                      MSC: Analyzing

5. Which of the following is LEAST characteristic of the goals of social psychology?
- understanding how people in different cultures think, feel, and behave
  - understanding how people control each other's behaviors
  - evaluating the accuracy of folk theories about how situations influence behavior
  - understanding how personality traits predispose people to respond to major events in their lives

ANS: D                      DIF: Moderate                      REF: 1.1 Characterizing Social Psychology  
OBJ: 1.1A                      MSC: Analyzing

6. Which of the following phenomena best illustrates the relationship between social influence and behavior?
- acting more cooperative when you are in a good mood (as opposed to a bad mood)
  - preferring to drive with the car radio on (as opposed to off)
  - cycling faster when people are watching you (as opposed to when you are alone)
  - getting into more arguments when the temperature is above 80 degrees (as opposed to under 80 degrees)

ANS: C                      DIF: Difficult                      REF: 1.1 Characterizing Social Psychology  
OBJ: 1.1A                      MSC: Analyzing

7. What is the "field of forces" that Kurt Lewin emphasized in understanding human behavior?
- personal attributes
  - social situations
  - underlying genetics
  - biological factors

ANS: B                      DIF: Easy                      REF: 1.2 The Power of the Situation  
OBJ: 1.2A                      MSC: Remembering

8. Kurt Lewin's concept of channel factors emphasizes how \_\_\_\_\_ rather than \_\_\_\_\_ shape(s) human behavior.
- childhood upbringing; genetic predisposition
  - genetic predisposition; childhood upbringing
  - subtle situational features; internal dispositions
  - internal dispositions; subtle situational features

ANS: C                      DIF: Moderate                      REF: 1.2 The Power of the Situation  
OBJ: 1.2C                      MSC: Analyzing

9. Kurt Lewin's concept of the field of forces emphasizes that \_\_\_\_\_ underlie(s) much of human behavior.
- genetics
  - physical stimulation
  - the characteristics of a situation
  - natural selection

ANS: C                      DIF: Easy                      REF: 1.2 The Power of the Situation  
OBJ: 1.2A                      MSC: Understanding

10. Kurt Lewin, the founder of modern social psychology, argued that the effects of psychological forces can be understood in the same way that \_\_\_\_\_ forces are understood.
- physical
  - attributional
  - personality
  - armed

ANS: A                      DIF: Easy                      REF: 1.2 The Power of the Situation  
OBJ: 1.2A                      MSC: Understanding

11. Research on \_\_\_\_\_ suggests it is \_\_\_\_\_ for people to assume that dispositions are the underlying causes of most behaviors.
- the fundamental attribution error; common
  - the fundamental attribution error; uncommon
  - channel factors; common
  - channel factors; uncommon

ANS: A                      DIF: Easy                      REF: 1.2 The Power of the Situation  
OBJ: 1.2D                      MSC: Remembering

12. The classic Milgram study showed that about \_\_\_\_\_ percent of participants delivered \_\_\_\_\_ to the "learner."
- 1; a 330-volt shock or higher (i.e., after the learner let out an agonized scream)
  - 10; no shocks
  - 20; a 450-volt shock (highest possible)
  - 60; a 450-volt shock (highest possible)

ANS: D                      DIF: Moderate                      REF: 1.2 The Power of the Situation  
OBJ: 1.2B                      MSC: Remembering

13. According to social psychologists, which of the following conditions is most likely to make someone do what an authority figure says to do, even if it involves hurting someone?
- when people know ahead of time that an authority figure will be ordering them around
  - when people have been raised in abusive families
  - when people can hold an authority figure responsible for his or her actions
  - when people are used to hurting other people

ANS: C                      DIF: Moderate                      REF: 1.2 The Power of the Situation  
OBJ: 1.2B                      MSC: Understanding

14. The Good Samaritan study conducted by Darley and Batson (1973) examined helping behavior in seminary students at Princeton University. These students were either rushed or not rushed to get to an appointment. The results of this study showed that

- a. participants who viewed religion as a means toward personal salvation were less likely to help a person in need than participants who viewed religion as a means to develop moral and spiritual values.
- b. when rushed, only participants who viewed religion as a means for personal salvation were less likely to help a person in need.
- c. when rushed, only participants who viewed religion as a means to develop moral and spiritual values were less likely to help a person in need.
- d. the nature of participants' religious orientations did not predict helping behavior; only whether or not they were rushed predicted whether they helped a person in need.

ANS: D                      DIF: Moderate                      REF: 1.2 The Power of the Situation  
 OBJ: 1.2B                      MSC: Understanding

15. Your waiter seems to be doing everything wrong. He has forgotten to take your drink order. He delivers someone else's food to your table. He does not come out and say it, but his facial expressions seem to say he would rather be someplace else. If you assume his behavior is caused primarily by \_\_\_\_\_, your assumption is consistent with the fundamental attribution error.

- a. channel factors
- b. situational factors he can control
- c. his disposition
- d. situational factors beyond his control

ANS: C                      DIF: Easy                      REF: 1.2 The Power of the Situation  
 OBJ: 1.2D                      MSC: Understanding

16. Which of the following scenarios is LEAST consistent with the fundamental attribution error?

- a. When someone swerves into your lane while driving, you think to yourself, "This person is a terrible driver!"
- b. When someone at a party smiles at you, you think to yourself, "This person smiles at everyone."
- c. When you slip and fall down at a shopping mall, you think to yourself, "I was born clumsy!"
- d. When someone talks loudly to his or her friend on the bus, you think to yourself, "This person might be talking to someone who has a hearing problem."

ANS: D                      DIF: Difficult                      REF: 1.2 The Power of the Situation  
 OBJ: 1.2D                      MSC: Analyzing

17. The president of a fraternity wants to increase the number of fraternity members who volunteer for nonprofit organizations in the community. Which of the following strategies would BEST fit with Kurt Lewin's concept of channel factors?

- a. induce guilt among members who are not currently volunteering
- b. leave information about when and how members might volunteer on the counter
- c. offer a prize to the member who volunteers the most hours
- d. ask members to publicly commit to a particular volunteer opportunity

ANS: B                      DIF: Difficult                      REF: 1.2 The Power of the Situation  
 OBJ: 1.2C                      MSC: Applying

18. Which of the following concepts is most relevant to people who want to make someone act on his or her intentions?

- a. channel factors
- b. the fundamental attribution error
- c. tension systems
- d. naturalistic fallacy

ANS: A                      DIF: Easy                      REF: 1.2 The Power of the Situation  
 OBJ: 1.2C                      MSC: Applying

19. Marco, a physics major, and Tim, a social work major, always take the school bus together. Today the bus was delayed. Tim is going to be late for a midterm, whereas Marco does not have class for the first few hours. While walking from the bus stop, Marco and Tim pass a woman crying on a bench. According to Darley and Batson's Good Samaritan study, how are Marco and Tim likely to behave?

- a. Marco is more likely to help the woman, given that he does not have to rush to a midterm.
- b. Tim is more likely to help the woman because he will feel especially heroic helping her despite being in a rush.
- c. As a social work major, Tim is more likely to help the woman.
- d. As a physics major, Marco is more likely to help the woman.

ANS: A                      DIF: Difficult                      REF: 1.2 The Power of the Situation  
OBJ: 1.2B                      MSC: Applying

20. What do the results of the Milgram experiment and Darley and Batson's Good Samaritan study have in common?
- Both highlight the power of the situation in determining behavior.
  - Both highlight how people respond differently to the same situation.
  - Both highlight cultural differences in behavior.
  - Both highlight universality in behavior across cultures.

ANS: A                      DIF: Difficult                      REF: 1.2 The Power of the Situation  
OBJ: 1.2B                      MSC: Analyzing

21. Howard Leventhal and colleagues (1965) tried to persuade college students to get a free tetanus shot on campus by presenting scary information about tetanus and pictures of people with lockjaw. Participants who were additionally given a map with the health center circled and asked to form a plan about when they would visit were \_\_\_\_\_. These results suggest that \_\_\_\_\_.
- more likely than others to get the shot; a subtle nudge can have a big impact on behavior
  - no more likely than others to get the shot; a subtle nudge has little impact on behavior
  - less likely than others to get the shot; people react negatively when others try to nudge their behavior
  - more likely than others to get the shot; people are desperate for others to nudge their behavior

ANS: A                      DIF: Difficult                      REF: 1.2 The Power of the Situation  
OBJ: 1.2C                      MSC: Understanding

22. \_\_\_\_\_ psychology stresses the fact that people tend to generate active and unconscious interpretations of what an object represents as a whole.
- Behavioral
  - Gestalt
  - Cognitive
  - Personality

ANS: B                      DIF: Easy                      REF: 1.3 The Role of Construal  
OBJ: 1.3A                      MSC: Remembering

23. The term *construal* refers to
- an expectation about how group members should behave.
  - a personal interpretation about situations and other people's behaviors.
  - perceiving situations by means of an automatic registering device.
  - generalized knowledge about the physical and social world.

ANS: B                      DIF: Easy                      REF: 1.3 The Role of Construal  
OBJ: 1.3A                      MSC: Remembering

24. Which of the following statements is true of schemas?
- They are exactly the same across many different kinds of situations.
  - They guide our expectations in only a few situations.
  - They do not influence our judgments.
  - They are elaborate collections of systematized knowledge.

ANS: D                      DIF: Easy                      REF: 1.3 The Role of Construal  
OBJ: 1.3B                      MSC: Remembering

25. Pro-affirmative action advocates try to activate schemas related to \_\_\_\_\_, whereas anti-affirmative action advocates try to activate schemas related to \_\_\_\_\_.
- fairness; diversity
  - diversity; fairness
  - African-Americans; Caucasians
  - Caucasians; African-Americans

ANS: B                      DIF: Moderate                      REF: 1.3 The Role of Construal  
OBJ: 1.3B                      MSC: Remembering

26. Judy continually compliments the people with whom she works. Bob, one of Judy's best friends, thinks that Judy is genuinely thoughtful and friendly. Sarah, who does not know Judy well, thinks that Judy is shallow and fake. This example suggests how friendship influences
- behaviors.
  - personality.
  - construals.
  - folk theories.

ANS: C                      DIF: Moderate                      REF: 1.3 The Role of Construal  
OBJ: 1.3A                      MSC: Applying

27. Which of the following methods is most clearly suited for testing whether construals exert a causal effect on game performance?
- manipulating the name of a game
  - manipulating room temperature during the game
  - manipulating participants' moods after a game has been played
  - manipulating the age of study participants

ANS: A                      DIF: Difficult                      REF: 1.3 The Role of Construal  
OBJ: 1.3A                      MSC: Analyzing

28. Professor Hansen expects that students will sit quietly and take notes during his large lecture course. Thus, a student who talks in class and never opens a notebook violates Professor Hansen's \_\_\_\_\_ about students.
- theory of mind
  - automaticity
  - construal
  - schema

ANS: D                      DIF: Easy                      REF: 1.3 The Role of Construal  
OBJ: 1.3B                      MSC: Applying

29. A stereotype is best characterized as a type of
- schema.
  - channel factor.
  - attribution.
  - theory of mind.

ANS: A                      DIF: Easy                      REF: 1.3 The Role of Construal  
OBJ: 1.3B                      MSC: Remembering

30. The mind processes information in two different ways in a social situation. Automatic processing is often based on \_\_\_\_\_, whereas controlled processing is often based on \_\_\_\_\_.
- careful thought; emotional factors
  - emotional factors; careful thought
  - dispositional factors; situational factors
  - situational factors; dispositional factors

ANS: B                      DIF: Easy                      REF: 1.4 Automatic vs. Controlled Processing  
OBJ: 1.4A                      MSC: Remembering

31. Studies that find that unprejudiced people can still show negative implicit attitudes toward people of different races highlight the importance of distinguishing between
- automatic and controlled.
  - nonconscious and automatic.
  - conscious and explicit.
  - controlled and conscious.

ANS: A                      DIF: Moderate                      REF: 1.4 Automatic vs. Controlled Processing  
OBJ: 1.4A                      MSC: Understanding

32. A key difference between automatic processes and controlled processes is that automatic processes
- are objectively more accurate.
  - run only serially.
  - do not influence behavior.
  - can operate in parallel.

ANS: D                      DIF: Moderate                      REF: 1.4 Automatic vs. Controlled Processing  
OBJ: 1.4A                      MSC: Analyzing

33. In one study, white participants were unconsciously primed with an African-American stereotype and then asked to make a judgment about a man's ambiguous behavior (without knowing his race). In this condition, even those participants who consciously reported unprejudiced attitudes tended to rate the man as higher in hostility. How were these results interpreted?

- a. Despite *explicit* unprejudiced attitudes, the word prime activated *implicit* attitudes that influenced their interpretation of his behavior.
- b. Despite *implicit* unprejudiced attitudes, the word prime activated *explicit* attitudes that influenced their interpretation of his behavior.
- c. Participants intentionally hid their *explicit* prejudice from the research team.
- d. Participants intentionally hid their *implicit* prejudice from the research team.

ANS: A                      DIF: Difficult                      REF: 1.4 Automatic vs. Controlled Processing  
 OBJ: 1.4A                      MSC: Applying

34. Suppose you are driving home from school and suddenly realize that you have not noticed anything you have driven past for the last few minutes. This experience of driving without paying attention to your route is an example of \_\_\_\_\_ processing.

- a. automatic
- b. explicit
- c. biased
- d. controlled

ANS: A                      DIF: Easy                      REF: 1.4 Automatic vs. Controlled Processing  
 OBJ: 1.4A                      MSC: Applying

35. While boarding a plane, Doug feels fear after he notices a seated passenger looking agitated, sweating profusely, and holding a backpack. In this situation, Doug's

- a. emotional reaction is probably controlled by careful, systematic thought.
- b. emotional reaction probably occurs before careful, systematic thought takes over.
- c. careful, systematic thought is probably controlled by his emotional reaction.
- d. careful, systematic thought probably occurs before his emotional reaction takes over.

ANS: B                      DIF: Easy                      REF: 1.4 Automatic vs. Controlled Processing  
 OBJ: 1.4A                      MSC: Applying

36. Maisie, a junior in high school, is studying for her SAT exam. Although she is tired after a long day of school, she sits down with her study guide and slowly works through five new math problems. Maisie is likely employing

- a. controlled processing.
- b. automatic processing.
- c. an independent mind-set.
- d. an interdependent mind-set.

ANS: A                      DIF: Moderate                      REF: 1.4 Automatic vs. Controlled Processing  
 OBJ: 1.4A                      MSC: Applying

37. \_\_\_\_\_ is observing and copying another person's body language and is a form of \_\_\_\_\_ processing.

- a. Somatic parroting; conscious
- b. Somatic parroting; nonconscious
- c. Ideomotor mimicry; conscious
- d. Ideomotor mimicry; nonconscious

ANS: D                      DIF: Moderate                      REF: 1.4 Automatic vs. Controlled Processing  
 OBJ: 1.4A                      MSC: Analyzing

38. \_\_\_\_\_ molds animals and plants so that traits that enhance the probability of survival are passed on to subsequent generations.

- a. Social Darwinism
- b. The naturalistic fallacy
- c. Natural selection
- d. Connectionism

ANS: C                      DIF: Easy  
 REF: 1.5 Evolution and Human Behavior: How We Are the Same  
 OBJ: 1.5A                      MSC: Remembering

39. Which of the following do people share with animals, especially higher primates?

- a. social taboos
- b. belief in the supernatural
- c. wariness around spiders
- d. facial expressions

ANS: D                      DIF: Easy  
 REF: 1.5 Evolution and Human Behavior: How We Are the Same  
 OBJ: 1.5A                      MSC: Understanding

40. The naturalistic fallacy refers to the claim that
- things should be different from the way they are now.
  - people can overcome many things they are predisposed to do.
  - the process of evolution can select for disadvantageous characteristics.
  - the way things are is the way they should be.

ANS: D                      DIF: Easy  
 REF: 1.5 Evolution and Human Behavior: How We Are the Same  
 OBJ: 1.5A                      MSC: Remembering

41. Imagine the following scenario: In a research study of theory of mind, children are shown a candy box with the lid closed. The researcher asks them to predict what is in the box. Naturally, the children say, "Candy." Next, the researcher shows the children that, in reality, there are pencils in the box. Finally, the researcher asks the children to predict what a friend will say is in the box. \_\_\_\_\_ 4-year-olds would most likely tend to say

- Nonautistic; "Pencils."
- Nonautistic; "Candy."
- Autistic; "Candy."
- Autistic; "Popcorn."

ANS: B                      DIF: Moderate  
 REF: 1.5 Evolution and Human Behavior: How We Are the Same  
 OBJ: 1.5A                      MSC: Applying

42. According to evolutionary theory, males put \_\_\_\_\_ investment in their offspring than females because males \_\_\_\_\_.

- less; have more opportunities to produce offspring
- more; have fewer opportunities to produce offspring
- less; are more likely to die before their offspring reach maturity
- more; are less likely to die before their offspring reach maturity

ANS: A                      DIF: Easy  
 REF: 1.5 Evolution and Human Behavior: How We Are the Same  
 OBJ: 1.5A                      MSC: Understanding

43. One of the most commonly used social neuroscience techniques is known as functional magnetic resonance imaging. This technique measures changes in the brain associated with \_\_\_\_\_ to determine which parts of the brain are active during certain activities.

- electrical activity
- radioactive isotopes
- blood flow
- neurotransmitter levels

ANS: C                      DIF: Easy                      REF: 1.4 Automatic vs. Controlled Processing  
 OBJ: 1.5A                      MSC: Remembering

44. Why might social Darwinism be a distorted application of Darwin's theory?

- It assumes that some groups of people are more deserving of survival than others.
- It assumes that many characteristics that people share are the result of natural selection.
- It assumes that some groups of people are stronger than others.
- It assumes that many human behaviors and institutions are universal.

ANS: A                      DIF: Easy  
 REF: 1.5 Evolution and Human Behavior: How We Are the Same  
 OBJ: 1.5A                      MSC: Evaluating

45. Which of the following statements is NOT consistent with the evolutionary perspective?

- People share many practices and institutions with animals, especially higher primates.
- Behavioral propensities are subject to selection pressures.
- Physical characteristics are subject to selection pressures.
- People will inevitably do what they are biologically predisposed to do.

ANS: D                      DIF: Moderate  
 REF: 1.5 Evolution and Human Behavior: How We Are the Same  
 OBJ: 1.5A                      MSC: Understanding



46. Theory of mind is important for group living because it
- is necessary for language acquisition.
  - can treat autism.
  - can prevent misunderstandings that could lead to aggression or death.
  - decreases selection pressures.

ANS: C                      DIF: Moderate  
REF: 1.5 Evolution and Human Behavior: How We Are the Same  
OBJ: 1.5A                      MSC: Understanding

47. What do neuroscience techniques (such as functional magnetic resonance imaging) allow social psychologists to do?
- distinguish between proximal and distal causes of behavior
  - correlate social behavior with regions of brain activity
  - distinguish between cultural and evolutionary causes of behavior
  - correlate social behavior with evolutionary causes

ANS: B                      DIF: Easy  
REF: 1.5 Evolution and Human Behavior: How We Are the Same  
OBJ: 1.5A                      MSC: Understanding

48. The propensity to show facial expressions and the tendency to live in groups are related in that they both
- strongly vary across cultures.
  - are human universals.
  - appear only in humans.
  - are signs of the naturalistic fallacy.

ANS: B                      DIF: Difficult  
REF: 1.5 Evolution and Human Behavior: How We Are the Same  
OBJ: 1.5A                      MSC: Analyzing

49. Which of the following studies takes a social neuroscience approach?
- measuring changes in participants' heart rates in response to receiving negative feedback from a romantic partner
  - measuring changes in participants' heart rates in response to receiving an electric shock
  - measuring changes in participants' brain activations in response to receiving negative feedback from a romantic partner
  - measuring changes in participants' brain activations in response to receiving an electric shock

ANS: C                      DIF: Difficult  
REF: 1.5 Evolution and Human Behavior: How We Are the Same  
OBJ: 1.5A                      MSC: Analyzing

50. Activation of the \_\_\_\_\_ is associated with our gut feelings (particularly fear) in response to environmental stimuli, whereas activation of the \_\_\_\_\_ seems to heighten in response to rewards.
- nucleus accumbens; amygdala
  - amygdala; nucleus accumbens
  - prefrontal cortex; amygdala
  - amygdala; prefrontal cortex

ANS: B                      DIF: Moderate  
REF: 1.5 Evolution and Human Behavior: How We Are the Same  
OBJ: 1.5A                      MSC: Remembering

51. In an independent culture, a person's sense of self tends to be based largely on
- personal achievements.
  - bringing credit to his or her family.
  - political or religious values.
  - group membership.

ANS: A                      DIF: Easy  
REF: 1.6 Culture and Human Behavior: How We Are Different  
OBJ: 1.6A                      MSC: Remembering

52. Societies may differ from each other in many ways, but it is important to recognize that
- there are also regional and subcultural differences within any large society.
  - people living within the same society tend to think and behave similarly.
  - there are few individual differences within a society.

- d. broad generalizations about psychological differences between societies rarely are supported by research findings.

ANS: A                      DIF: Easy  
REF: 1.6 Culture and Human Behavior: How We Are Different  
OBJ: 1.6A                      MSC: Remembering

53. In the United States, a large luxury sedan is marketed with the slogan, "Feel good about yourself. Drive a Lexmark." According to broad generalizations surrounding the individualist-collectivist distinction, why might this slogan be LESS successful in Japan?
- People in Japan already have extremely high levels of self-esteem.
  - People in Japan tend not to base their self-worth on personal status.
  - People in Japan are less materialistic than Americans.
  - People in Japan prefer smaller, more intimate cars.

ANS: B                      DIF: Moderate  
REF: 1.6 Culture and Human Behavior: How We Are Different  
OBJ: 1.6A                      MSC: Applying

54. Which of the following is a fundamental difference between individualist and collectivist cultures?
- Independent cultures tend to value group status and success, whereas collectivist cultures do not.
  - Independent cultures have few social norms, whereas collectivist cultures have many.
  - Independent cultures tend to view family relationships as voluntary, whereas collectivists tend to see family relationships as more binding.
  - Independent cultures tend to emphasize hierarchical relationships with others, whereas collectivist cultures do not.

ANS: C                      DIF: Moderate  
REF: 1.6 Culture and Human Behavior: How We Are Different  
OBJ: 1.6A                      MSC: Analyzing

55. Which statement is most consistent with the beliefs of an individualist culture?
- Eat, drink, and be merry.
  - Live by the sword, die by the sword.
  - Different strokes for different folks.
  - The nail that stands out gets pounded down.

ANS: C                      DIF: Moderate  
REF: 1.6 Culture and Human Behavior: How We Are Different  
OBJ: 1.6A                      MSC: Analyzing

56. Pat has listed ten things that describe who he is. The first three are "I am a son," "I am fun when I am with my friends," and "I am a manager." Pat is most likely part of a(n) \_\_\_\_\_ culture.
- evolutionary
  - independent
  - interdependent
  - universal

ANS: C                      DIF: Easy  
REF: 1.6 Culture and Human Behavior: How We Are Different  
OBJ: 1.6A                      MSC: Applying

57. A reader for American schoolchildren from the 1930s shows a little boy running, whereas a reader for Chinese children from the same time period shows a boy with his brother. What cultural difference does this highlight?
- Individualistic cultures place a higher value on self-esteem than collectivistic cultures.
  - Individualistic cultures emphasize individual action, whereas collectivistic cultures emphasize relationships.
  - Individualistic cultures emphasize active relationships, whereas collectivistic cultures emphasize passive relationships.
  - This example does not relate to any consistent cultural difference.

ANS: B                      DIF: Difficult  
REF: 1.6 Culture and Human Behavior: How We Are Different  
OBJ: 1.6A                      MSC: Applying

58. Tamara just bought a brand new purse. According to research on culture and social class in the United States, how is Tamara likely to respond when her best friend buys the same purse?
- If Tamara is from the upper class, she is likely happy to share the similarity with her best friend.
  - If Tamara is from the middle class, she is likely happy to share the similarity with her best friend.
  - If Tamara is from the working class, she is likely disappointed that she is no longer unique.
  - If Tamara is from the middle class, she is likely disappointed that she is no longer unique.

ANS: D                      DIF: Difficult  
REF: 1.6 Culture and Human Behavior: How We Are Different  
OBJ: 1.6A                      MSC: Applying

59. Social psychologists are particularly interested in studying the influence of which contemporary technology?
- social media
  - smart TVs
  - streaming services
  - driverless cars

ANS: A                      DIF: Easy                      REF: 1.7 The Uses of Social Psychology  
OBJ: 1.7A                      MSC: Remembering

60. Why are social psychologists interested in social media platforms such as Facebook?
- Merchants can make use of social media to increase their customer base.
  - Social media represents a commonly used space for social interactions.
  - An increasing proportion of digital advertising dollars are spent on social media.
  - Creative content can be distributed to a wide and diverse audience with minimal expense.

ANS: B                      DIF: Moderate                      REF: 1.7 The Uses of Social Psychology  
OBJ: 1.7A                      MSC: Understanding

61. Social psychologists have shown that all of the following practices boost happiness EXCEPT
- being generous.
  - expressing gratitude to others.
  - valuing material goods.
  - valuing experiences.

ANS: C                      DIF: Easy                      REF: 1.7 The Uses of Social Psychology  
OBJ: 1.7A                      MSC: Remembering

## SHORT ANSWER

1. Define social psychology and explain how this field differs from the fields of personality psychology and sociology.

ANS:

Social psychology is the scientific study of the feelings, thoughts, and behaviors of individuals in social situations. Social psychology emphasizes the power of the situation to extract behavior in consistent ways across different people. In contrast, personality psychology emphasizes the consistency of a person's personality or behavior across different situations. Social psychologists focus on individual behavior, whereas sociologists emphasize the behavior of people in the aggregate.

DIF: Moderate                      REF: 1.1 Characterizing Social Psychology  
OBJ: 1.1A                      MSC: Analyzing

2. Describe the benefits of a social psychological approach to understanding why people behave the way they do. That is, how does social psychology go beyond basic human intuition? Why is this important?

ANS:

Social psychology goes beyond basic human intuition by testing research questions and theories using the scientific method. This is important because without testing our intuitions empirically, we are unable to know whether they are accurate.

DIF: Difficult                      REF: 1.1 Characterizing Social Psychology  
OBJ: 1.1A                      MSC: Evaluating

3. Now that you know what social psychology is, generate three social psychological research questions to which you would like the answers.

ANS:

Many social psychological questions are acceptable provided they pose a potential link between social situations and cognition, emotion, or behavior.

DIF: Difficult      REF: 1.1 Characterizing Social Psychology  
OBJ: 1.1A      MSC: Creating

4. What is a channel factor? How is this concept relevant to the use of health care?

ANS:

A channel factor is a situational circumstance that may appear unimportant on the surface but may actually have great consequences for behavior, either facilitating or blocking it, or guiding behavior in a particular direction. Several answers regarding the relevance of channel factors to health care usage are acceptable, including Howard Leventhal's research. He showed that when participants formed a concrete plan regarding when and how they would visit the student center to get a tetanus shot, the likelihood of getting the shot increased. Another channel factor relevant to health care usage is the distance to the closest health care facility.

DIF: Moderate      REF: 1.2 The Power of the Situation      OBJ: 1.2C  
MSC: Applying

5. Many people believe that the atrocities committed by the Nazis during World War II or by American soldiers at Abu Ghraib prison were the work of bad seeds. Others believe that almost anyone is vulnerable to these kinds of antisocial behaviors, given the right situational circumstances. Take a stance one way or the other and present two pieces of social psychological research that support your perspective.

ANS:

According to the chapter, anyone is vulnerable to these kinds of antisocial behaviors, given the right situational circumstances. Several pieces of evidence in support of this position are acceptable. For example, the Milgram experiment showed that the majority of participants would deliver potentially fatal shocks to a fellow participant if an authority figure urged them to do so. In Zimbardo's Stanford Prison experiment, participants who were randomly assigned to the role of "guard" engaged in verbal abuse and inflicted physical humiliation.

DIF: Difficult      REF: 1.2 The Power of the Situation      OBJ: 1.2B  
MSC: Evaluating

6. Suppose that while you are having dinner at a restaurant, your waiter is curt and fails to answer your questions. What would the fundamental attribution error predict about the cause to which you will attribute the waiter's behavior?

ANS:

The fundamental attribution error is the failure to recognize the importance of situational influences on behavior, and the corresponding tendency to overemphasize the importance of dispositions on behavior. Accordingly, you are likely to assume that the waiter is a generally rude person rather than thinking that he or she is having a bad day or is just overwhelmed by the number of patrons in the restaurant.

DIF: Difficult      REF: 1.2 The Power of the Situation      OBJ: 1.2D  
MSC: Applying

7. Describe Kurt Lewin's idea of the field of forces. Compare the forces that act on the physical world and those that act on the psychological world.

ANS:

The field of forces idea suggests that the behavior of both an object and a person varies as a function of the forces that are acting on it. Several examples of forces that act on the physical world are acceptable, including viscosity, gravity, pressure, and so on. Several examples of forces that act on the psychological world are acceptable, such as a person's attributes and, especially, the social situation.

DIF: Difficult      REF: 1.2 The Power of the Situation      OBJ: 1.2A  
MSC: Analyzing

8. What is a construal? Describe two different ways in which a person might construe the same situation.

ANS:

A construal is an interpretation or inference about the stimuli or situations people confront. Several answers regarding the ways in which a person construes a situation are acceptable. For example, the same person may be construed as a migrant worker or an undocumented immigrant.

DIF: Easy      REF: 1.3 The Role of Construal      OBJ: 1.3A  
MSC: Applying

9. What are schemas? Describe one advantage and one disadvantage of using schemas.

ANS:

A schema is an organized body of stored knowledge. Several answers are acceptable regarding the advantages and disadvantages of using schemas. For example, schemas allow us to process information efficiently and to use past information to guide our expectations rather than having to start from scratch each day. However, we may judge others in inaccurate or biased ways when we rely on our schemas.

DIF: Difficult      REF: 1.3 The Role of Construal      OBJ: 1.3B  
MSC: Evaluating

10. Describe automatic and controlled processing and give one example of each.

ANS:

Automatic processing is quick and nonconscious and is often based on emotional factors. Several examples of automatic processing are acceptable, including a fear reaction to an agitated person carrying a backpack at the airport. Controlled processing is systematic and conscious and is often based on careful thought. Several examples of controlled processing are acceptable, including considering that the agitated person carrying a backpack at the airport is probably just late for his or her flight.

DIF: Moderate      REF: 1.4 Automatic vs. Controlled Processing  
OBJ: 1.4A      MSC: Applying

11. What is the naturalistic fallacy? Explain how this phenomenon is relevant to racism.

ANS:

The naturalistic fallacy is the claim that the way things are is the way things should be. Several examples of how this phenomenon is relevant to racism are acceptable, including the notion that if racial groups within a society have differential access to resources and education, this is the way it should be. That is, according to the naturalistic fallacy, one might argue that some racial groups are on the top in a society because they are more intelligent or advanced, whereas other racial groups are on the bottom in a society because they are less intelligent or advanced.

DIF: Moderate      REF: 1.5 Evolution and Human Behavior: How We Are the Same  
OBJ: 1.5A      MSC: Analyzing

12. Describe two aspects of behavior that appear to be universal, meaning that they are common across many different cultures. Why, according to the evolutionary perspective, would different cultures manifest these commonalities?

ANS:

Several answers are acceptable, including group living, theory of mind, gender roles, and those listed in Table 1.1 in the text. According to the evolutionary perspective, in the process of evolution, humans acquired these behavioral propensities because they helped us adapt to the physical and social environment, and, therefore, became ingrained in human genetic material.

DIF: Difficult      REF: 1.5 Evolution and Human Behavior: How We Are the Same

OBJ: 1.5A            MSC: Analyzing

13. Describe the emerging field of social neuroscience. What tools are used by social neuroscientists? Describe one interesting finding coming from this field.

ANS:

Social neuroscience evaluates the neural underpinnings of social behavior. To conduct this research, social neuroscientists rely on neuroimaging techniques such as functional magnetic resonance imaging, which reveals activation in the brain based on the degree of blood flow to a region. Several of the interesting findings coming from this field are acceptable as long as they relate changes in the brain to social experiences.

DIF: Moderate            REF: 1.5 Evolution and Human Behavior: How We Are the Same  
OBJ: 1.5A            MSC: Understanding

14. Summarize the differences between independent and interdependent cultures.

ANS:

In independent cultures people tend to think of themselves as distinct social entities, whereas in interdependent cultures people tend to define themselves as part of a collective. Several differences are acceptable, including beliefs and values, conceptions of the self and others, and personal goals and strivings.

DIF: Difficult            REF: 1.6 Culture and Human Behavior: How We Are Different  
OBJ: 1.6A            MSC: Analyzing

15. Compare and contrast the evolutionary and cultural perspectives on human behavior.

ANS:

Both evolutionary and cultural psychologists evaluate influences on human behavior. The evolutionary perspective argues that many aspects of human behavior are the result of natural selection, behavioral tendencies that became ingrained in our genes because they enhance our ability to survive and reproduce. Evolutionary psychologists argue that the universality we see in human behavior across cultures (e.g., facial expressions, group living) lends support to their perspective. The cultural perspective, in contrast, argues that many aspects of human behavior are determined by the culture in which one finds himself or herself. Cultural psychologists argue that the differences in human behavior across cultures (e.g., social relations, self-understanding) lend support to their perspective.

DIF: Difficult            REF: 1.6 Culture and Human Behavior: How We Are Different  
OBJ: 1.6A            MSC: Analyzing

# CHAPTER 2    The Methods of Social Psychology

## LEARNING OBJECTIVES

- 2.1 The Value of Social Psychology Research
  - A. Describe the *hindsight bias* and explain its relevance to social psychology
  
- 2.2 How Social Psychologists Test Ideas
  - A. Distinguish between *hypotheses* and *theories*
  - B. Describe five types of research methods social psychologists use
  - C. Describe the key features of *correlational research*
  - D. Describe the key features of *experimental research*
  
- 2.3 The Criteria of Sound Research
  - A. Distinguish between *internal validity*, *external validity*, and *reliability*
  - B. Describe basic statistical concepts including *regression to the mean* and *statistical significance*
  
- 2.4 Ethical Concerns in Social Psychology Research
  - A. Describe the procedures used to maintain the ethicality of social psychological research
  
- 2.5 Basic and Applied Science
  - A. Distinguish between *basic science* and *applied science*
  - B. Explain the importance of replication

## MULTIPLE CHOICE

1. \_\_\_\_\_ is the tendency to believe you could have predicted an outcome accurately, when in reality you probably could not have.

- a. The prediction bias
- b. The hindsight bias
- c. External validity
- d. Internal validity

ANS: B                      DIF: Easy                      REF: 2.1 The Value of Social Psychology Research  
OBJ: 2.1A                      MSC: Remembering

2. In her social psychology course, Maria learns that the more one is exposed to something, such as a song on the radio, the more one tends to like it. Maria thinks this is obvious and questions why she signed up for the class. What might Maria be displaying?

- a. random sampling
- b. biased sampling
- c. the hindsight bias
- d. the learning bias

ANS: C                      DIF: Easy                      REF: 2.1 The Value of Social Psychology Research  
OBJ: 2.1A                      MSC: Applying

3. The halo effect is the tendency to believe that physically attractive people have a host of other positive qualities, such as a high level of intelligence or a good personality. When asked to guess what the halo effect is before learning about it, many mistakenly assume that the reverse is true (that attractive people are seen as less smart or less kind). Once they learn about the effect, however, many say that it is no surprise and that they knew it all along. This reflects

- a. self-selection.
- b. convenience sampling.
- c. the hindsight bias.
- d. a false memory bias.

ANS: C                      DIF: Moderate                      REF: 2.1 The Value of Social Psychology Research  
OBJ: 2.1A                      MSC: Understanding

4. All of the following are examples of resources used in archival research EXCEPT

- a. police records.
- b. newspaper articles.
- c. firsthand observations of behavior.
- d. databases.

ANS: C                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2B                      MSC: Remembering

5. Interviews and written questionnaires are forms of which type of research method?

- a. observation
- b. archival
- c. applied
- d. survey

ANS: D                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2B                      MSC: Remembering

6. A social psychologist finds a relationship between socioeconomic status and relationship satisfaction in married couples. This study most likely describes which type of research method?

- a. observational
- b. archival
- c. experimental
- d. correlational

ANS: D                      DIF: Difficult                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2C                      MSC: Applying

7. Dr. Samanta is interested in how personality changes over adolescence. She enrolls a sample of 10-year-olds and follows them through age 17. This kind of study is known as a(n) \_\_\_\_\_ study.

- a. observational
- b. longitudinal
- c. cross-sectional
- d. mixed design

ANS: B                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2C                      MSC: Applying

8. Experiments are different from other research methods in that they encompass which of the following components?



- a. self-selection
- b. two variables
- c. random sampling
- d. random assignment

ANS: D                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2D                      MSC: Analyzing

9. The independent variable in an experiment is
- a. manipulated and is the hypothesized cause of a particular outcome.
  - b. measured and is the hypothesized effect of a particular manipulation.
  - c. based on self-selection.
  - d. an indication of the degree of the relationship between two variables.

ANS: A                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2D                      MSC: Remembering

10. In an experiment, the control condition
- a. does not include an independent variable.
  - b. is run before the experimental condition.
  - c. is compared with the experimental condition.
  - d. does not include a dependent variable.

ANS: C                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2D                      MSC: Understanding

11. The primary difference between natural experiments and standard experiments is that natural experiments
- a. do not involve independent variables.
  - b. do not involve dependent variables.
  - c. typically involve the random assignment of individuals.
  - d. typically do not involve the random assignment of individuals.

ANS: D                      DIF: Moderate                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2D                      MSC: Analyzing

12. Which of the following best describes a research study that randomly assigns people to different conditions and carefully controls all of the other circumstances so that they will be the same across the two conditions?
- a. experiment
  - b. correlation
  - c. survey
  - d. observation

ANS: A                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2D                      MSC: Understanding

13. When random sampling is used, it means that
- a. participants are equally likely to be assigned to one condition or another.
  - b. every member of a population has an equal chance of being selected.
  - c. some members of a population are more likely than others to be selected.
  - d. participants are assigned to different conditions based on a particular trait or variable.

ANS: B                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2B                      MSC: Remembering

14. Which of the following is the best example of observational research?
- a. living with a group of people and observing their behavior
  - b. reviewing historical records to find trends in behavior patterns
  - c. examining the relationship between two variables
  - d. recording participants' responses on questionnaires

ANS: A                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2B                      MSC: Understanding

15. Which of the following would be an example of random sampling in a survey study designed to learn more about the student body at a particular college?
- a. asking students to fill out a survey in a campus magazine and then mail it to the investigators

- b. writing the name of every student on a piece of paper and selecting participants by pulling names out of a hat
- c. surveying all customers who visit a particular coffee shop on campus
- d. surveying fraternity and sorority members on campus

ANS: B                      DIF: Moderate                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2B                      MSC: Analyzing

16. What is one of the most important differences between correlational and experimental research designs?
- a. Experiments measure the degree of the relationship between two variables.
  - b. Correlations only examine one variable.
  - c. Experiments use random assignment.
  - d. It is impossible to determine cause by doing an experiment.

ANS: C                      DIF: Moderate                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2D                      MSC: Analyzing

17. Which of the following correlations indicates the weakest relationship between two variables?
- a. -0.2
  - b. 0.8
  - c. -0.6
  - d. 0.1

ANS: D                      DIF: Moderate                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2C                      MSC: Applying

18. Which of the following scatterplot graphs displays the strongest relationship between two variables?



ANS: D                      DIF: Moderate                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2C                      MSC: Applying

19. Which of the following research methods is the best way to identify a *causal relationship* between two variables?
- a. observational
  - b. archival
  - c. correlational
  - d. experimental

ANS: D                      DIF: Moderate                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2D                      MSC: Understanding

20. An experiment by Darley and Batson (1973) looked at seminary students' willingness to help. In one condition, participants were made to hurry from one building to another by being told they were late to give a speech, which was described as part of the study requirements. In the other condition, participants were only told to go over to another building in order to give the speech. Both groups encountered a person lying on the ground on their way to the other building. The experimenter observed the participants from both groups and counted the number of people who stopped to check on the person lying on the ground. It was found that the participants who were in a hurry stopped much less frequently than the participants who were not in a hurry. In this experiment, what was the independent variable?
- a. being made to hurry from one building to another or not
  - b. the person lying on the ground
  - c. the number of people stopping to check on the person lying on the ground
  - d. going from one building to another

ANS: A                      DIF: Difficult                      REF: 2.2 How Social Psychologists Test Ideas

OBJ: 2.2D MSC: Applying

21. A researcher measures the galvanic skin response (GSR), or degree of sweating, of people holding a clear plastic jar containing a spider. She compares the GSRs of people with spider phobias with the GSRs of people without spider phobias. In this experiment, the galvanic skin response functions as the
- independent variable.
  - dependent variable.
  - control condition.
  - experimental condition.

ANS: B DIF: Moderate REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2D MSC: Applying

22. The problem with self-selection in research is that
- people are often unaware which condition they should choose to be in.
  - people often overestimate their own contributions to the research.
  - it makes causal interpretations difficult.
  - it violates ethical guidelines.

ANS: C DIF: Difficult REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2C MSC: Evaluating

23. A study shows that people who watch the local evening news believe the world is more dangerous than people who do not watch the evening news. On the basis of this study, a newspaper reporter concludes that watching the evening news causes people to believe the world is more dangerous than it actually is. This is a flawed conclusion because
- the reporter has a bias caused by working for the newspaper.
  - it confuses a correlational relationship with a causal relationship.
  - it fails to compare evening news viewers with newspaper readers.
  - one study does not provide enough evidence to make this type of conclusion.

ANS: B DIF: Difficult REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2C MSC: Evaluating

24. A biased sample would most likely result in which of the following?
- invalid conclusions based on the study results
  - a violation of ethical principles in research
  - valid interpretation of the study results
  - too small a sample size to make a valid conclusion

ANS: A DIF: Moderate REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2B MSC: Understanding

25. It is very common for magazines to conduct surveys in which readers voluntarily fill out survey cards and mail the cards to the publisher. The main problem with conducting a survey in this manner is that
- some of these surveys will be lost by the postal service.
  - people are not truthful when filling out anonymous surveys.
  - mail-in surveys are generally not as effective as surveys conducted over the Internet.
  - people who respond to the survey are likely to be different from those who do not respond.

ANS: D DIF: Moderate REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2B MSC: Evaluating

26. Experiments are the best research method for finding causal relationships between variables because they incorporate \_\_\_\_\_ and \_\_\_\_\_ into their design.
- control conditions; self-selection
  - control conditions; random assignment
  - external validity; dependent variables
  - independent variables; informed consent

ANS: B DIF: Moderate REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2D MSC: Understanding

27. Random assignment is an important aspect of experiments because it

- a. allows for more statistically significant results.
- b. is consistent with institutional review board policies.
- c. ensures fairness because everyone has an equal chance for selection in the study.
- d. cancels out individual differences and reduces selection biases between conditions.

ANS: D                      DIF: Moderate              REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2D                      MSC: Understanding

28. If a researcher finds a correlation between two variables, it is always possible that there is some unmeasured variable out there in the world that is the true cause of the other two, and is responsible for the relationship between them. This reflects

- a. the third variable problem.
- b. the problem of reverse causality.
- c. an issue of statistical significance.
- d. convenience sampling issues.

ANS: A                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2C                      MSC: Understanding

29. You read the results of a survey that reports that two-thirds of *Cosmopolitan* readers lost weight by “going vegan.” You should not give the report of this survey much credence because

- a. *Cosmopolitan* readers are disinterested in participating in surveys.
- b. readers were not properly assigned to control and experimental conditions.
- c. readers who responded to the survey are not likely the same as those who did not.
- d. *Cosmopolitan* readers are overly eager to participate in surveys.

ANS: C                      DIF: Difficult                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2B                      MSC: Evaluating

30. Which of the following is a limitation of correlational research?

- a. We can never be sure about causality.
- b. The strength of the relationship cannot be inferred.
- c. Independent variables can be manipulated.
- d. There may be a difference across conditions besides the independent variable.

ANS: A                      DIF: Difficult                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2C                      MSC: Evaluating

31. Which of the following indicates the strongest relationship between variables?

- a. -0.9
- b. +0.8
- c. -0.6
- d. -0.2

ANS: A                      DIF: Moderate                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2C                      MSC: Applying

32. Dr. Lee runs a study to test whether people with low self-esteem prefer to spend time with someone who evaluates them more negatively rather than someone who evaluates them more positively. Dr. Lee hopes that this study will contribute to the broader research on self-verification, which argues that people have a strong desire for others to see them in ways consistent with how they see themselves. Dr. Lee’s study tests \_\_\_\_\_, whereas the total research on self-verification tests \_\_\_\_\_.

- a. internal validity; reliability
- b. reliability; internal validity
- c. a theory; a hypothesis
- d. a hypothesis; a theory

ANS: D                      DIF: Difficult                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2A                      MSC: Applying

33. A hypothesis \_\_\_\_\_, whereas a theory \_\_\_\_\_.

- a. is tested by a specific study; encompasses a body of related research
- b. encompasses a body of related research; is tested by a specific study
- c. is tested scientifically; is not tested scientifically
- d. is not tested scientifically; is tested scientifically

ANS: A                      DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
 OBJ: 2.2A                      MSC: Analyzing

34. Which of the following is the best example of a correlational research study?
- Researchers assigned participants to do either a stressful task or an easy task and then measured their blood pressure.
  - Researchers compared the blood pressure of participants that were trained to reduce stress by meditating and participants that were trained to reduce stress by drawing.
  - Researchers measured the stress levels in participants that were given a blood pressure drug and participants that were given a placebo drug.
  - Researchers measured the association between participants' blood pressures and their degrees of chronic stress.

ANS: D                      DIF: Difficult                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2C                      MSC: Analyzing

35. Which of the following reflects a *theory* rather than a *hypothesis*?
- Homicides in response to insult are more common in the American South than in the North.
  - Aggressive responses to threats to the home and family are endorsed at higher rates in the American South than in the North.
  - Southern men show larger increases in testosterone after an insult than Northern men.
  - The American South is more of a culture of honor than the North.

ANS: D                      DIF: Difficult                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2A                      MSC: Analyzing

36. Imagine that a researcher finds a statistically significant positive correlation between how much time couples spend doing fun things together each week and their relationship satisfaction. Although the researcher concludes that spending more time doing fun things together boosts relationship satisfaction, there are many alternative explanations for these correlational results. Which of the following reflects the third-variable problem?
- Couples who are satisfied in their relationships are more eager to spend time doing fun things together.
  - Having greater financial resources allows couples to do more fun things together and enhances relationship satisfaction (e.g., by removing financial stress or by supporting therapy).
  - The sample size in the study was too small, so the statistically significant correlation may have been a fluke.
  - The researchers evaluated time doing fun things together with a self-report question and therefore do not know whether this measure accurately reflects how they spent their time.

ANS: B                      DIF: Difficult                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2C                      MSC: Evaluating

37. A longitudinal study is able to help resolve which of the following limitations of a traditional correlational study?
- whether the sample size is sufficient to detect a relationship between variables
  - whether there is a third, unmeasured variable causing both of the measured variables
  - the direction of a possible causal relationship between the variables
  - whether the relationship between variables is statistically significant

ANS: C                      DIF: Moderate                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2C                      MSC: Analyzing

38. How does the control condition compare to the experimental condition in experimental research designs?
- The first half of the participants who enroll in the study are assigned to the control condition and the rest are assigned to the experimental condition.
  - There are no substantive differences between the control condition and the experimental condition.
  - Certain dependent variables are measured in the control condition and other dependent variables are measured in the experimental condition.
  - The control condition is identical to the experimental condition in every way except for the independent variable.

ANS: D                      DIF: Moderate                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2D                      MSC: Analyzing

39. An experiment that is set in the real world, and in which the participants themselves are usually unaware that they are participating in a research study, is usually described as a
- longitudinal study.
  - laboratory experiment.
  - field experiment.
  - correlational study.

ANS: C                      DIF: Easy                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Remembering

40. One of the primary reasons field experiments are conducted is that they
- are logistically very easy to carry out.
  - are very high in external validity.
  - incorporate a high degree of consistency across conditions.
  - usually result in statistically significant results.

ANS: B                      DIF: Moderate                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Understanding

41. As they walked down the street, participants (who were unaware they were part of a study) were approached by a confederate posing as a panhandler (a person who begs for money). The confederate asked the participant either for 75 cents or for whatever change he or she had handy. The researchers compared how much money participants gave across these two conditions. This is best characterized as which type of research design?
- field experiment
  - natural experiment
  - correlational study
  - longitudinal study

ANS: A                      DIF: Difficult                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Applying

42. If an experiment produces reliable results, what does this mean?
- There is a low probability of obtaining these results by chance alone.
  - The independent variable had a strong effect on the dependent variable.
  - It is likely to yield the same results on repeated occasions.
  - There is a strong correlation between some measurement and what that measurement is supposed to predict.

ANS: C                      DIF: Easy                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Remembering

43. When there is a high correlation between a measurement instrument and the outcomes that the instrument is supposed to predict, this instrument is said to be high in
- measurement validity.
  - internal validity.
  - reliability.
  - statistical significance.

ANS: A                      DIF: Easy                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Remembering

44. If a social psychology experiment were conducted that had very little relation to real-life experiences or situations, this experiment would be low in
- external validity.
  - internal validity.
  - reliability.
  - statistical significance.

ANS: A                      DIF: Easy                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Understanding

45. When an experiment has poor internal validity, which of the following might be of concern?
- The results of the experiment may not relate to real-world situations.
  - It might be difficult to determine if the independent variable was what produced the result.
  - The observed results may not be statistically significant.
  - The measurement does not predict outcomes that it is supposed to predict.

ANS: B                      DIF: Moderate                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Understanding

46. Social psychologists often run pilot studies that are very similar to actual experiments that they intend to run later but that differ in that participants are used as consultants to check that the experiment instructions are understandable, that the scenarios are believable, and so forth. Running a pilot study such as this particularly helps to increase the \_\_\_\_\_ of an experiment.

- a. external validity
- b. internal validity
- c. measurement validity
- d. statistical significance

ANS: B                      DIF: Difficult                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Understanding

47. Random assignment is a crucial component of experiment design. Failing to use random assignment when placing participants into groups would have the strongest effect on the \_\_\_\_\_ of an experiment.

- a. external validity
- b. internal validity
- c. measurement validity
- d. statistical significance

ANS: B                      DIF: Difficult                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Understanding

48. A social psychologist conducts an experiment and finds a statistically significant result. This means that the

- a. probability of obtaining this finding by chance alone is less than some quantity.
- b. probability of obtaining this finding by chance alone is greater than some quantity.
- c. experiment is very high in external validity.
- d. experiment is very low in external validity.

ANS: A                      DIF: Moderate                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3B                      MSC: Understanding

49. High school seniors were given a test that is supposed to predict scholastic performance during the first year of college. When the results were analyzed, however, there was no correlation between the test scores and first-year performance. This is an example of poor

- a. statistical significance.
- b. reliability.
- c. measurement validity.
- d. internal validity.

ANS: C                      DIF: Moderate                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Applying

50. In an experiment, a statistically significant result depends the most on which two factors?

- a. the size of the difference between groups and the validity of the experiment
- b. the size of the difference between groups and the number of cases on which it is based
- c. the validity of the experiment and the number of cases on which it is based
- d. the validity of the experiment and the number of dependent variables the study used

ANS: B                      DIF: Difficult                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3B                      MSC: Remembering

51. The degree to which two observers or coders score a behavior in a similar way is a measure of

- a. reliability.
- b. measurement validity.
- c. external validity.
- d. internal validity.

ANS: A                      DIF: Easy                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                      MSC: Remembering

52. \_\_\_\_\_ is the tendency for extreme scores on one variable to be followed by, or accompany, less extreme scores on another.

- a. The extreme return effect
- b. The robust average effect
- c. Regression to the mean
- d. Extreme minimization

ANS: C                      DIF: Easy                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3B                      MSC: Remembering

53. An institutional review board (IRB) has reviewed a study and determined that participating is likely to make the participants feel uncomfortable and embarrassed. Could the IRB allow the researchers to begin this study?

- a. No; making participants uncomfortable is never acceptable.
- b. Yes; the IRB examines only whether participants will be in physical pain.
- c. Yes; as long as participants are not overly harmed and the research has significant value.
- d. No; if any aspects of research studies are harmful in any way, IRBs cannot allow them.

ANS: C                      DIF: Moderate  
 REF: 2.4 Ethical Concerns in Social Psychology Research                      OBJ: 2.4A  
 MSC: Remembering

54. The function of an institutional review board (IRB) is to review
- a. university research spending.
  - b. grant proposals, to ensure that they are financially feasible.
  - c. research proposals and judge the ethical appropriateness of the research.
  - d. the reliability of research findings at the institution.

ANS: C                      DIF: Easy  
 REF: 2.4 Ethical Concerns in Social Psychology Research                      OBJ: 2.4A  
 MSC: Remembering

55. Suppose a person volunteered to participate in an experiment but was not told anything about what the experiment involved until after it was finished. The failure to inform this participant about the experiment violates which ethical principle in research?
- a. institutional review board
  - b. informed consent
  - c. deception research
  - d. debriefing

ANS: B                      DIF: Moderate  
 REF: 2.4 Ethical Concerns in Social Psychology Research                      OBJ: 2.4A  
 MSC: Applying

56. Debriefing participants after an experiment is completed is always an important step in the experimental procedure. However, debriefing is particularly important when
- a. deception is used.
  - b. an institutional review board has not reviewed the study.
  - c. a monetary reward is given.
  - d. informed consent has not been obtained.

ANS: A                      DIF: Moderate  
 REF: 2.4 Ethical Concerns in Social Psychology Research                      OBJ: 2.4A  
 MSC: Remembering

57. An intervention is a(n)
- a. debriefing conducted at the conclusion of an experiment.
  - b. punishment delivered to a person.
  - c. effort to change a person's behavior.
  - d. measure taken by psychologists to minimize bias in study results.

ANS: C                      DIF: Easy                      REF: 2.5 Basic and Applied Science  
 OBJ: 2.5A                      MSC: Remembering

58. A group of social psychologists is working on a research project with the aim of promoting condom use as a way to prevent the spread of sexually transmitted diseases. This type of research project is probably best described as
- a. basic science.
  - b. applied science.
  - c. pseudo-science.
  - d. hard science.

ANS: B                      DIF: Moderate                      REF: 2.5 Basic and Applied Science  
 OBJ: 2.5A                      MSC: Applying

59. Research in basic science aims to
- a. solve real-world problems, without concern about understanding the phenomena in its own right.
  - b. understand simple questions in science.
  - c. solve difficult questions in science.



d. understand a phenomenon in its own right, without concern about real-world issues.

ANS: D                      DIF: Easy                      REF: 2.5 Basic and Applied Science  
OBJ: 2.5A                      MSC: Remembering

60. The social psychologist Carol Dweck and colleagues (1995) found that people who believe that intelligence is a matter of hard work actually study harder in school and get better grades. She used this finding to design an academic success program targeted for minority junior high school students. What does this illustrate about the connection between basic and applied research?
- Basic research always must precede applied research.
  - Applied research is not useful without also engaging in basic research.
  - Basic and applied research should not be conducted by the same person.
  - Basic research can lead to theories used to design applied interventions.

ANS: D                      DIF: Moderate                      REF: 2.5 Basic and Applied Science  
OBJ: 2.5A                      MSC: Analyzing

61. Pooja conducts a study as part of her honors thesis in psychology and finds a surprising result. Before publishing the finding in a psychology journal, she wants to be more confident that it did not happen by chance. What should Pooja consider doing?
- debriefing her participants
  - rerunning the study to see if the result replicates
  - contacting the institutional review board (IRB)
  - rerunning the study, this time using deception

ANS: B                      DIF: Difficult                      REF: 2.5 Basic and Applied Science  
OBJ: 2.5B                      MSC: Applying

62. A researcher who runs the same study a second time to see if the results are the same is attempting to
- evaluate the internal validity of the study.
  - evaluate the external validity of the study.
  - replicate the results.
  - improve the results.

ANS: C                      DIF: Easy                      REF: 2.5 Basic and Applied Science  
OBJ: 2.5B                      MSC: Understanding

63. Open science practices include
- examining research proposals and making judgments about the ethical appropriateness of the research.
  - sharing data and research materials with the broader scientific community to increase the integrity and replicability of research.
  - being open with participants about the purpose of the research or the meaning of something that is done to them.
  - directly asking participants if they understood the instructions and found the setup to be reasonable.

ANS: B                      DIF: Easy                      REF: 2.5 Basic and Applied Science  
OBJ: 2.5B                      MSC: Remembering

## SHORT ANSWER

1. Jamal is taking a course in social psychology and learns about the Milgram experiment, in which the majority of participants administered potentially fatal shocks to another person when an experimenter told them to do so. After class, he thinks to himself that the results are really not that surprising. He most certainly would have guessed that people are willing to hurt others if someone tells them to. Identify the bias to which Jamal is potentially falling prey.

ANS:

Jamal is falling prey to the hindsight bias. This is the tendency for people to be overconfident about whether they could have predicted a given outcome.

DIF: Difficult                      REF: 2.1 The Value of Social Psychology Research  
OBJ: 2.1A                      MSC: Applying

2. Describe the difference between a natural experiment and a true experiment conducted in the laboratory.

ANS:

In a natural experiment, a naturally occurring event creates somewhat different conditions (before and after) that can be compared. This comparison can be done with nearly as much rigor as in a true experiment in which the researcher manipulates conditions. A natural experiment differs from a true experiment because there is no random assignment.

DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2D                      MSC: Analyzing

3. Describe the following research methods in social psychology: observational, archival, and survey. What are the advantages and disadvantages of each method?

ANS:

Several advantages and disadvantages are acceptable including those outlined below. Observational research involves observing participants at a close range and recording aspects of their behavior. It allows researchers to study people in real-life situations but can often be misleading as the researchers' presence may alter the situation. Archival research involves examining archives of various kinds. It allows researchers to discover broad patterns of behavior but cannot reveal causal relationships between variables. Survey research involves administering interviews and questionnaires. It may be easy to conduct, but it is also prone to random sampling errors.

DIF: Moderate                REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2B                      MSC: Evaluating

4. What is the goal of correlational research? What are some of the advantages and disadvantages of this type of research?

ANS:

Correlational research evaluates whether a relationship exists between two or more variables. Several advantages and disadvantages are acceptable. For example, researchers can rely on correlational methods to evaluate the relationship between variables when it is unethical or impossible to randomly assign participants to conditions. However, correlational research cannot reveal causal relationships between these variables.

DIF: Moderate                REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2C                      MSC: Evaluating

5. What are the advantages and disadvantages of experimental research compared with other types of research methods (observational, archival, survey, and correlational)?

ANS:

Several advantages and disadvantages are acceptable, including the following: As compared to all other research methods, experiments alone allow researchers to determine causal relationships between variables. However, researchers must rely on these other methods when it is impossible or unethical to randomly assign participants to conditions. Moreover, in order to have a carefully controlled experiment, external validity may suffer, meaning that the results of the experiment may not generalize to real-life settings.

DIF: Moderate                REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2B                      MSC: Evaluating

6. Describe the necessary components of a true experiment.

ANS:

Several answers are acceptable, including the following: A true experiment involves randomly assigning participants to experimental and control conditions. The only difference between these conditions must be the level of the independent variable.

DIF: Easy                      REF: 2.2 How Social Psychologists Test Ideas

OBJ: 2.2D                      MSC: Understanding

7. Why is random sampling so important to conducting research in social psychology? What are some of the potential pitfalls of not having a random sample?

ANS:

Random sampling is important when researchers are trying to understand the beliefs or attitudes of a particular population. In this process, every person in the population has an equal chance of being chosen. This helps to ensure that the sample being tested reasonably captures the proportions of different types of people in the population of interest. If the sample is biased in some way, the proportions of different types of people in the sample may be skewed, and as such, their responses may not do a good job of approximating responses in the population.

DIF: Difficult                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2B                              MSC: Evaluating

8. Explain the difference between hypotheses and theories.

ANS:

A hypothesis is a prediction about what will happen under particular circumstances. Typically a hypothesis is tested by a specific study. In contrast, a theory is a body of related propositions intended to describe some aspect of the world. Theories are more general than hypotheses but also typically have the support of empirical data. They may encompass the results of many studies.

DIF: Difficult                      REF: 2.2 How Social Psychologists Test Ideas  
OBJ: 2.2A                              MSC: Analyzing

9. What does it mean when there is a statistically significant relationship between two variables?

ANS:

A statistically significant relationship between two variables means that the probability of finding that relationship by chance is unlikely (typically less than 5 percent).

DIF: Difficult                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3B                              MSC: Understanding

10. Describe the types of concerns that an investigator might have about conducting a study with poor external validity.

ANS:

External validity refers to how closely the experimental setup resembles real-life situations. If a study has low external validity, any conclusions drawn from the research cannot generalize to contexts beyond those of the study itself.

DIF: Moderate                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                              MSC: Understanding

11. Compare and contrast external validity and internal validity.

ANS:

Both external and internal validity are concerned with whether a study measured something meaningful. External validity focuses on whether the results that emerge during the controlled environment of a research study actually relate to how the processes unfold in other situations. Do the results generalize outside of the laboratory? In contrast, internal validity considers whether the manipulated, or independent, variable is indeed responsible for the results. Was there a confound in the design? Did random assignment work? Did the participants understand the instructions? If either form of validity is lacking, the researchers may not have measured something meaningful.

DIF: Difficult                      REF: 2.3 The Criteria for Sound Research  
OBJ: 2.3A                              MSC: Analyzing

12. What are the benefits of conducting a debriefing after the conclusion of a study, for both the investigator and the participant?

ANS:

Debriefing participants involves explaining the purpose of the experiment and the knowledge gained. Several answers regarding the benefits of debriefing are acceptable, including the following: Debriefing is useful for the investigator, particularly during pilot studies, for determining whether the instructions and setup of the study were clear and reasonable. Debriefing is also an opportunity to educate participants regarding the questions studied, the research processes more generally, and how the research may contribute to society.

DIF: Moderate      REF: 2.4 Ethical Concerns in Social Psychology Research  
OBJ: 2.4A      MSC: Remembering

13. What is the purpose of an institutional review board (IRB)? What must the board consider?

ANS:

An IRB examines research proposals and makes judgments about their ethical appropriateness. The members of the board must consider both the discomfort and harm caused to participants as well as the value of the scientific information obtained.

DIF: Difficult      REF: 2.4 Ethical Concerns in Social Psychology Research  
OBJ: 2.4A      MSC: Understanding

14. Dr. Gupta reads a colleague's research report and is very surprised by the results. She decides to run the study herself, using exactly the same procedures. Dr. Gupta does not get the same results, so she confronts her colleague about this issue. Describe the process in which Dr. Gupta is engaging and consider its importance for social psychology and science more generally.

ANS:

Dr. Gupta is attempting to replicate the results of her colleague's study. She is running the study a second time, using the original procedures, to confirm whether the same results emerge. This process is important to social psychology, as well as science more generally, as the results of replication attempts suggest whether a finding, particularly a surprising one, should be accepted by the field or be challenged.

DIF: Difficult      REF: 2.5 Basic and Applied Science      OBJ: 2.5B  
MSC: Applying

15. Describe the difference between basic science and applied science.

ANS:

Basic science is research concerned with trying to understand some phenomenon in its own right. Here, the focus is on building theories about the way the world works. In contrast, applied science is research concerned with solving real-world problems.

DIF: Difficult      REF: 2.5 Basic and Applied Science      OBJ: 2.5A  
MSC: Analyzing