

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) What a person tells you about his or her attitudes would be considered 1) _____
A) S-data. B) L-data. C) T-data. D) O-data.

Answer: A

- 2) What a person's friend tells you about that person would be considered 2) _____
A) T-data. B) S-data. C) O-data. D) L-data.

Answer: C

- 3) How a person performs on an intelligence test would be considered 3) _____
A) O-data. B) S-data. C) T-data. D) L-data.

Answer: C

- 4) A person's police record would be considered 4) _____
A) T-data. B) O-data. C) L-data. D) S-data.

Answer: C

- 5) Which type of data is most commonly used to measure personality? 5) _____
A) T-data B) O-data C) S-data D) L-data

Answer: C

- 6) I conduct a study of safe drivers for a major insurance company and collect data from a sample of 1,000 drivers and examine their driving records over a 10-year period. This study is using 6) _____
A) test data. B) observer-report data.
C) self-report data. D) life-outcome data.

Answer: D

- 7) Of the different ways to collect self-report data, which is most common? 7) _____
A) Questionnaires B) Interviews
C) Periodic reports D) Experience sampling

Answer: A

- 8) Which of the following is the best reason for collecting self-report data? 8) _____
A) There is an almost total lack of bias in self-report data.
B) Observer bias is very difficult to remove from the data.
C) The desire to portray oneself in a positive light is very prevalent.
D) Individuals have access to a wealth of information about themselves.

Answer: D

9) You are asked to describe Dr. Larsen's personality on a questionnaire. This is an example of _____
of
A) observer data. B) omniscient data.
C) subordinate data. D) student data.

Answer: A

10) Which of the following is an example of an unstructured questionnaire? _____
A) Rorschach test B) Open-ended
C) Forced choice D) True/False

Answer: B

11) The Twenty Statements Test (i.e., the "Who am I?" test) is an example of a(n) _____
A) bias-free test. B) structured questionnaire.
C) projective test. D) unstructured questionnaire.

Answer: D

12) In the Twenty Statements Test (i.e., the "Who am I?" test), which of the following is _____
important to the scoring?
A) The order and content of the statements
B) The order and syntax of the statements
C) The context and structure of the statements
D) The complexity and syntax of the statements

Answer: A

13) Which of the following has been noted as a potential problem with the Twenty _____
Statements Test, i.e., the "Who am I?" test?
A) It can show biases due to the participants' cultural differences.
B) It can show differences between people in adjusted and unadjusted marriages.
C) It can be biased by intelligence differences in participants.
D) It can show biases due to the gender of the participants.

Answer: C

14) Research has shown that compared to people from Western cultures, people from _____
Eastern cultures tend to have more references to _____ in their self-concept.
A) themselves B) their culture
C) other people D) their environment

Answer: C

15) Among Chinese-born Canadian university students, completing the Twenty Statement _____
Test in Chinese resulted in
A) fewer references to Canadian culture.
B) more incomplete responses due to lack of sufficient completion time.
C) more references that were in line with a collectivistic cultural orientation.
D) reduced reliability of responses over time.

Answer: C

- 16) Personality scales are usually made up of 16) _____
A) the sum of a few individual ratings. B) open-ended questions.
C) one rating on a Likert scale. D) projective ratings of personality.

Answer: A

- 17) Which of the following is NOT a weakness of self-report data? 17) _____
A) People may not know how to answer questions accurately.
B) People may intentionally distort reports on unusual experiences.
C) Self-report data is especially difficult to collect.
D) People may intentionally lie about themselves.

Answer: C

- 18) One strength of experience-sampling data is that 18) _____
A) it is a completely objective form of self-report data.
B) one is able to detect rhythms over time in behaviour or feelings.
C) it is free of biases associated with other self-report data.
D) it is easier to collect than other self-report data.

Answer: B

- 19) In order to collect experience sampling data, a researcher might 19) _____
A) manipulate participants' experiences in the lab.
B) conduct a telephone survey.
C) record participants' physiological reactions in the lab.
D) ask participants to fill out the same questionnaire many times.

Answer: D

- 20) Dr. Larsen conducts a study in which participants are given pagers. Every time the 20) _____
participants are paged they complete a short questionnaire. Participants are paged three
times for eight days. This type of research is called
A) life sampling. B) experience sampling.
C) observer query. D) experiential research.

Answer: B

- 21) Which of the following is NOT an advantage of observer-report data? 21) _____
A) Observers can best capture the subjective experience of the person being measured.
B) Many observers' data can be combined.
C) It provides another point of view to self-report data.
D) Observers have unique access to information about a person.

Answer: A

- 22) Usually, combining the data from many observers is 22) _____
- A) less reliable and valid than the data from a single clinical psychologist.
 - B) more valid and reliable than the data from a single observer.
 - C) more confusing and less precise than using data from a single observer.
 - D) more reliable and valid than using single measures of personality.

Answer: D

- 23) Which of the following is a good reason to use many intimate observers to collect O-data? 23) _____
- A) You are interested in studying multiple social personalities.
 - B) Professional observers are especially biased.
 - C) It is important to know if a person has lots of friends.
 - D) You are interested in studying personality in a public context.

Answer: A

- 24) Which of the following statements about O-data is FALSE? 24) _____
- A) Intimate observers may have hidden agendas unknown to investigators.
 - B) Intimate observers are useless if they do not understand personality psychology.
 - C) Intimate observers can fail to see flaws in loved ones they report about.
 - D) Intimate observers may not have access to the information the researcher is seeking.

Answer: B

- 25) Research from the University of Toronto has suggested that observer ratings of personality are better predictors of performance behaviours at work compared to 25) _____
- A) online surveys.
 - B) survey data.
 - C) self-ratings.
 - D) interview data.

Answer: C

- 26) Naturalistic observation occurs 26) _____
- A) when we observe people in a natural setting like a forest, beach, or desert.
 - B) only when humans, not machines, provide the personality ratings.
 - C) when we observe people in the normal course of their daily lives.
 - D) only when a person does not know that he or she is being observed.

Answer: C

- 27) The "bridge-building test" is an example of 27) _____
- A) S-data.
 - B) L-data.
 - C) T-data.
 - D) O-data.

Answer: C

- 28) Test data differs from observer-report data in that 28) _____
- A) people who collect test data are more objective than observers.
 - B) test data usually requires less inference about the behaviour of the participants.
 - C) test data is always more expensive to collect than other types of data.
 - D) test data always is more reliable than observer data.

Answer: B

- 29) Which of the following is NOT a potential problem in collecting T-data? 29) _____
- A) The testing situation might not be viewed the same by participants and researchers.
 - B) A researcher can inadvertently influence behaviour in the testing situation.
 - C) Attempts to gather T-data often elicit behaviour from the participants.
 - D) Participants might guess what is being measured and alter their behaviour.

Answer: C

- 30) The Megargee study of sex roles and dominance found that 30) _____
- A) women did not want to be followers as they generally lacked mechanical ability.
 - B) there are no significant differences in dominance between men and women.
 - C) dominant men became submissive under certain experimental conditions.
 - D) dominant women behave differently than equally dominant men.

Answer: D

- 31) The Megargee study highlights all of these features of T-data EXCEPT 31) _____
- A) it is possible to set up conditions that make indicators of personality observable.
 - B) there are often interesting links between self-report data and test data.
 - C) laboratory test data is sensitive to personality characteristics.
 - D) the interpersonal style of the experimenter changed the results of the study.

Answer: D

- 32) Megargee found that dominant women tend to _____ leadership roles when placed in 32) _____
mixed gender dyads with _____.
- A) assume; dominant males
 - B) delegate; submissive males
 - C) delegate; submissive females
 - D) assume; submissive males

Answer: B

- 33) The "actometer" has been used to measure 33) _____
- A) activity level.
 - B) length of the activity.
 - C) actor influence.
 - D) action counts.

Answer: A

- 34) A study discussed in the text showed that activity level measured by a mechanical device 34) _____
at age 3 correlated with all of the following EXCEPT
- A) activity level measured by the same device at age 4.
 - B) activity level in adulthood.
 - C) teacher's ratings of traits other than activity level.
 - D) teacher's ratings of activity level.

Answer: B

- 35) The best reason to use a mechanical device, such as an actometer, is that 35) _____
A) it is easier to use with children than using questionnaires.
B) it permits the researcher to be free to measure other things in the study.
C) mechanical devices can assess a wide range of overt and covert behaviours.
D) it is free from biases associated with human raters.

Answer: D

- 36) The best way to measure the speed at which people process information would be to use 36) _____
A) physiological data. B) projective tests.
C) fMRI data specifically. D) an actometer.

Answer: A

- 37) When most people (but not psychopaths) look at fear-inducing photographs 37) _____
A) their startle response is slower than usual.
B) their startle response is no different than usual.
C) their startle response is faster than usual.
D) they cannot be startled.

Answer: C

- 38) Which of the following is NOT a limitation of physiological data? 38) _____
A) It usually requires an artificial setting.
B) It is easy to fake desirable responses.
C) Participants may not construe the testing situation as the researchers do.
D) It shares most of the other limitations of other types of test data.

Answer: B

- 39) The use of functional magnetic resonance imaging (fMRI) 39) _____
A) measures oxygen flow in the brain due to blood concentrations.
B) is extremely useful for eliciting eyeblink responses when individuals are startled.
C) is used to discover individuals with "magnetic" personalities.
D) can be used to assess an individual's activity level.

Answer: A

- 40) Projective techniques are examples of 40) _____
A) L-data. B) T-data. C) S-data. D) O-data.

Answer: B

- 41) David is asked to tell the researcher what he sees in a series of inkblots. He is completing 41) _____
a(n)
A) ambiguous test. B) visual span test.
C) psychoanalytic test. D) projective test.

Answer: D

- 42) Projective tests are considered test data for all of these reasons EXCEPT 42) _____
A) personality characteristics are believed to be elicited by the stimuli.
B) all persons are placed in a standardized testing situation.
C) the stimuli are ambiguous to all of the participants in the study.
D) all participants are given the same instructions during the testing session.

Answer: C

- 43) The use of _____ differentiates projective tests from other kinds of test data. 43) _____
A) video projectors B) standardized scoring
C) psychoanalytic assumptions D) ambiguous stimuli

Answer: D

- 44) Projective techniques are unlike other types of T-data because 44) _____
A) everyone receives the same instructions.
B) they reveal responses that indicate personality.
C) responses are usually interpreted.
D) they use a standard testing situation.

Answer: D

- 45) When scoring an inkblot test, a psychologist considers all of these EXCEPT 45) _____
A) what the person saw in the inkblots.
B) the length of time taken by the person.
C) where the person saw things in the inkblots.
D) how the person acted while taking the inkblot test.

Answer: B

- 46) Proponents of projective tests argue that they are the best measure of 46) _____
A) social expectations. B) physiology.
C) unconscious material. D) subjective experience.

Answer: C

- 47) Proponents of projective tests believe that these tests 47) _____
A) are useful in eliciting unconscious anger and inciting arguments in married couples during laboratory sessions.
B) are best used in areas of personality psychology that relate to psychopathology and mental illness.
C) are useful for assessing wishes, desires, fantasies, etc. a person may not be aware of and cannot disclose in other ways.
D) are useful for determining the reactions individuals have when they are placed in ambiguous situations.

Answer: C

- 48) L-data are any data that are concerned with 48) _____
A) the likeability of an individual. B) the lability of the nervous system.
C) the life of a person. D) the lies an individual tells.

Answer: C

- 49) A study discussed in the text showed that childhood temper tantrums predicted divorce. 49) _____
This is an example of _____ predicting _____.
A) S-data; T-data B) O-data; L-data
C) L-data; T-data D) T-data; S-data

Answer: B

- 50) A study discussed in the text showed that children who had more temper tantrums also 50) _____
had
A) more negative life outcomes.
B) more temper tantrums as adults.
C) more positive life outcomes.
D) life outcomes similar to children with fewer temper tantrums.

Answer: A

- 51) I conduct a study of drivers convicted of speeding for a major insurance company and 51) _____
collect a sample of data from 500 drivers and examine their driving records over a
10-year period. This study is using
A) test data. B) self-report data.
C) life-report data. D) observer-report data.

Answer: C

- 52) Benjamin is trying to buy a new car. He finds that he can only get a loan at a very 52) _____
unfavourable interest rate due to the financial trouble he created for himself with a credit
card he got while in university. Benjamin's poor credit rating is an example of _____
at work.
A) observer-report data B) life-report data
C) investment-report data D) commercial-report data

Answer: B

- 53) S-data will agree more with O-data when 53) _____
A) the trait being assessed is unconscious.
B) T-data is not available.
C) the trait being assessed is not easily observable.
D) the trait being assessed requires few inferences.

Answer: D

- 54) New measures of personality are often designed in ways that minimize participants' efforts to _____ 54) _____
- A) fake their responses.
 - B) Both "fake their responses" and "appear in socially desirable ways."
 - C) appear in socially desirable ways.
 - D) None of the choices are correct.

Answer: B

- 55) The Self-Deceptive Enhancement subscale of the Balanced Inventory of Desirable Responding (BIDR) measures _____ 55) _____
- A) respondents' tendency to be dishonest with themselves in their daily lives.
 - B) respondents' tendency to exaggerate or inflate their social and intellectual status.
 - C) respondents' self-presentation motives.
 - D) more conscious motivations to respond in a socially desirable way.

Answer: B

- 56) Impression management is most highly correlated with which 2 'Big Five' traits? _____ 56) _____
- A) Conscientiousness, Extraversion
 - B) Agreeableness, Conscientiousness
 - C) Agreeableness, Extraversion
 - D) Agreeableness, Openness to Experience

Answer: B

- 57) Canadian research suggests that positive illusions about oneself are maladaptive in which kind of circumstances? _____ 57) _____
- A) Emotional B) Interpersonal C) Financial D) Health

Answer: B

- 58) The best reason to use multiple sources of data in personality research is to _____ 58) _____
- A) increase the validity of each of the data sources under investigation.
 - B) average out any idiosyncrasies of any particular single source of data.
 - C) establish cross-data source consistency across all of the sources of data.
 - D) increase the resultant split half reliability coefficients.

Answer: B

- 59) "Triangulation" refers to _____ 59) _____
- A) assessing personality traits in geometric space.
 - B) a method for plotting personality profiles.
 - C) assessing personality with various types of data.
 - D) a statistical technique that compares three traits.

Answer: C

60) I measure dominance in male business executives in a variety of ways. The executives complete a dominance questionnaire and their employees complete observer reports of their boss' dominance. I examine the executives' employment histories and measure their serum testosterone. Collecting all this data about one specific personality characteristic is called 60) _____

- A) cross-validation.
- B) triangulation.
- C) data manipulation.
- D) cross-fertilization.

Answer: B

61) "Reliability" refers to the ability 61) _____

- A) to measure what the personality test purports to measure.
- B) to assign a personality test score to a person.
- C) of a personality test to measure other personality traits.
- D) of the personality test to produce the same test score for an individual at other testings.

Answer: D

62) _____ is NOT a form of reliability. 62) _____

- A) Construct reliability
- B) Test-retest reliability
- C) Split-half reliability
- D) Inter-rater reliability

Answer: A

63) If a personality measure is given to a person four times, and each time the person receives the same score, we know the measure is 63) _____

- A) statistically significant.
- B) repetitive.
- C) reliable.
- D) valid.

Answer: C

64) If a person receives similar scores when taking a personality test many times, that test has high 64) _____

- A) alternative-form reliability.
- B) internal consistency.
- C) generalization.
- D) test-retest reliability.

Answer: D

65) "Validity" refers to the ability 65) _____

- A) of the personality test to produce the same test score for an individual at other testings.
- B) to measure what the personality test purports to measure.
- C) to assign a personality test score to a person.
- D) of a personality test to measure other personality traits.

Answer: B

- 66) I develop a Bleemness scale. It consists of one item, "How Bleem are you?" The most likely form of validity represented by this scale is 66) _____
 A) criterion. B) construct. C) internal. D) face.
 Answer: D
- 67) Which of the following terms describes the extent to which a test actually measures what it claims to measure? 67) _____
 A) Internal consistency B) Correlation coefficient
 C) Reliability D) Validity
 Answer: D
- 68) If a questionnaire test of sociability correlates with the number of conversations people have, the sociability test has high 68) _____
 A) face validity. B) discriminant validity.
 C) predictive validity. D) generalizability.
 Answer: C
- 69) Observer ratings of narcissism correlate with the number of times individuals refer to themselves during subsequent interviews. This relationship demonstrates 69) _____
 A) split-half reliability. B) predictive validity.
 C) discriminant validity. D) inter-rater reliability.
 Answer: B
- 70) When alternative measures of the same construct correlate highly with a test, the test can be described as having high 70) _____
 A) convergent validity. B) face validity.
 C) predictive validity. D) discriminant validity.
 Answer: A
- 71) When three measures of extraversion correlate highly with each other they can be described as having 71) _____
 A) discriminant validity. B) triangulated validity.
 C) inter-test validity. D) convergent validity.
 Answer: D
- 72) Establishing that a test does not correlate with measures of unrelated constructs indicates high 72) _____
 A) dysfunctional validity. B) face validity.
 C) convergent validity. D) discriminant validity.
 Answer: D

- 73) Shoe size is positively correlated with height and hand size, but not correlated with intelligence. Shoe size has _____ validity with height and hand size and _____ validity with intelligence. 73) _____
 A) discriminant; convergent B) convergent; discriminant
 C) predictive; face D) face; predictive
 Answer: B
- 74) The type of validity that subsumes all other types of validity is 74) _____
 A) construct validity. B) predictive validity.
 C) discriminant validity. D) face validity.
 Answer: A
- 75) If a test of suggestibility measures suggestibility the test has 75) _____
 A) face validity. B) construct validity.
 C) test validity. D) predictive validity.
 Answer: B
- 76) All personality variables are 76) _____
 A) unconscious. B) highly heritable.
 C) theoretical constructs. D) easily assessed with questionnaires.
 Answer: C
- 77) If a measure is equally valid in persons of different ages, genders, and cultures, it can be described as having high 77) _____
 A) statistical significance. B) generalizability.
 C) construct validity. D) face validity.
 Answer: B
- 78) A test needs to be _____ to be a(n) _____ test, but every _____ test is NOT NECESSARILY a(n) _____ test. 78) _____
 A) valid; reliable; valid; reliable B) easy; good; easy; good
 C) good; easy; good; easy D) reliable; valid; reliable; valid
 Answer: D
- 79) Which of the following is NOT important in evaluating a personality measure? 79) _____
 A) Manipulation B) Reliability
 C) Validity D) Generalizability
 Answer: A
- 80) If a measure predicts behaviours in many contexts, it has high 80) _____
 A) generalizability. B) discriminant validity.
 C) reliability. D) coherence.
 Answer: A

- 81) A measure of extraversion that has construct validity in samples in Canada also has construct validity with university samples of participants assessed for extraversion in Japan. This demonstrates _____
 A) convergent validity. B) test-retest reliability.
 C) generalizability. D) cross-cultural validity.
 Answer: C
- 82) Which of the following is NOT one of the major types of research design? _____
 A) Correlational B) Experimental C) Case study D) Physiological
 Answer: D
- 83) Which of the following research methods is best suited to establishing causality? _____
 A) Experimental B) Correlational C) Historical D) Case study
 Answer: A
- 84) In order to show that variable A causes variable B, you need to _____ variable A. _____
 A) manipulate B) control
 C) randomly assign D) counter balance
 Answer: A
- 85) In order to establish causality, participants in all conditions should be _____
 A) counter balanced. B) equivalent.
 C) undergraduate students. D) manipulated.
 Answer: B
- 86) The process of random assignment helps to ensure _____
 A) fairness. B) statistical significance.
 C) equivalence. D) good counter balancing.
 Answer: C
- 87) In an experimental design, the manipulated variable is called the _____ variable. _____
 A) causal B) controlled C) independent D) dependent
 Answer: C
- 88) The reason experimental designs are counterbalanced is to control _____
 A) random assignment. B) order effects.
 C) manipulations. D) personality effects.
 Answer: B
- 89) In an experimental design, it is important to know if observed differences between experimental groups are _____
 A) inferential. B) correlational.
 C) directional. D) statistically significant.
 Answer: D

- 97) The case study method can be useful for 97) _____
- A) knowing how two variables are related in a given population.
 - B) generating new hypotheses.
 - C) proving a hypothesis to the scientific community.
 - D) establishing causality.

Answer: B

- 98) In using the case study method, a researcher 98) _____
- A) must try to generalize findings to other people.
 - B) must follow rigorous guidelines.
 - C) must collect all four types of data.
 - D) can gather any kind of data he or she finds useful.

Answer: D

- 99) Howard wants to study the relationship between income and dominance. Which 99) _____
personality research method would he be most likely to use?
- A) Naturalistic observation
 - B) Experimental design
 - C) Correlational design
 - D) Case study

Answer: C

- 100) Jacques is interested in finding out if caffeine affects levels of task performance for 100) _____
introverts and extraverts. From which research method would Jacques benefit the most?
- A) Case study
 - B) Naturalistic observation
 - C) Correlational design
 - D) Experimental design

Answer: D

- 101) Jeanne is interested in developing a scale to measure entrepreneurial personality types. 101) _____
As an initial step in this research program, what should she do?
- A) Conduct a correlational study of the relationship between social status and social dominance.
 - B) Have two groups of business people play Monopoly with different amounts of start-up money.
 - C) Have several business people observed in their natural environments.
 - D) Conduct a case study of famous entrepreneurs like Mary Kay, Estée Lauder, and Donald Trump.

Answer: D