

Key: Answer, Page, Type, Learning Objective, Level

Type

A=Applied

C=Conceptual

F=Factual

Level

(1)=Easy; (2)=Moderate; (3)=Difficult

LO=Learning Objective

SG=Used in Study Guide

p=page

TB_Baron_Chapter 1

Multiple Choice Single Select

M/C Question 1

Social psychologists focus their attention mainly on individuals because _____.

- a) our actions are performed by and thoughts occur in the minds of individuals
- b) the behavior of groups is too difficult to study in laboratory conditions
- c) cultural differences have a strong effect on the behavior of groups but only a weak effect on individuals
- d) some individuals are more strongly affected by society than are others

ANS: a

Skill=Understand, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

M/C Question 2

Kim knows she needs to go take summer courses, but worries about leaving her new boyfriend for three months. She wonders, will “absence make the heart go stronger” be true, or is “out of sight, out of mind” more applicable? This is an example of _____.

- a) the unscientific nature of conventional wisdom
- b) confusion regarding an interpersonal problem
- c) the seductive nature of jealousy
- d) the need for female advice

ANS: a

Skill=Apply, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

M/C Question 3

One reason that social scientists put their faith in the scientific method is that the scientific method _____.

- a) produces incontrovertible proof of the accuracy of their theories
- b) assures acceptance of their conclusions by the general public
- c) allows scientists to rely on their own intuition
- d) produces more conclusive evidence than other methods

ANS: d

Skill=Understand, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

M/C Question 4

Based on his estimate of how long it would take him to complete his midterm essay, Armando told his instructor he would turn in the paper on Tuesday, but he was late turning it in, causing his instructor to deduct a letter grade from the paper. Next time Armando makes such a promise based on a plan, he will likely _____.

- a) more carefully examine how to go about doing the paper on time
- b) base his estimate on an outline of the paper
- c) make arrangements to work away from his noisy roommates
- d) make the same planning error and be late again

ANS: d

Skill=Apply, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

M/C Question 5

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

- a) Perceptual processes
- b) Cognitive processes
- c) Environmental variables
- d) Biological factors

ANS: a

Skill=Understand, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

M/C Question 6

LaShawna meets another girl at a party who is not from LaShawna's ethnic group, and whom LaShawna judges, based on her stereotype of that group, is probably shallow and a gossip. The best description of LaShawna's judgment is that she is engaged in _____.

- a) a social cognitive process
- b) cultural norming
- c) prejudice
- d) developmental processes

ANS: a

Skill=Apply, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

M/C Question 7

The moon is full, and Cristinel has been behaving wildly. Although sober, he's been alternately barking like a dog at strangers on the street and/or asking them, "aren't ya' just happy now?" According to your text, Cristinel's behavior could be due to _____.

- a) the moon as an environmental influence
- b) an undiagnosed mental illness
- c) a cultural norm imported from his Transylvanian homeland
- d) a good grade on his midterm paper

ANS: a

Skill=Apply, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

M/C Question 8

In addition to social cognition and behavioral approaches, research on _____ has helped social psychologists develop a greater understanding of how people form impressions, choose to help others, and even comply with requests.

- a) animals
- b) emotions
- c) evolution
- d) thinking

ANS: b

Skill=Understand, Objective=1.2: Examine the major avenues that social psychology is currently exploring, Topic=1.2: Social Psychology: Advances at the Boundaries, Difficulty=Medium

M/C Question 9

The evolutionary perspective on social behavior suggests that _____.

- a) we are driven by our genes to act in specific ways
- b) much of our behavior is biologically determined and cannot be consciously known
- c) we inherit specific patterns of social behavior
- d) we inherit tendencies or predispositions to behave in certain ways

ANS: d

Skill=Understand, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Easy

M/C Question 10

In one study, participants were presented with words that were either consistent or inconsistent with their strongly held values. Participants showed quite strong reactions to the value inconsistent words. This suggests that we process information we _____.

- a) agree with quite slowly

- b) disagree with slowly but thoroughly
- c) disagree with quickly
- d) agree with quickly

ANS: c

Skill=Understand, Objective=1.2: Examine the major avenues that social psychology is currently exploring, Topic=1.2: Social Psychology: Advances at the Boundaries, Difficulty=Medium

M/C Question 11

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

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

ANS: a

Skill=Understand, Objective=1.2: Examine the major avenues that social psychology is currently exploring, Topic=1.2: Social Psychology: Advances at the Boundaries, Difficulty=Easy

M/C Question 12

In order to determine whether people have a strong or weak preference for the color of their cookware, a company wants to collect information from many of its past customers. If the number of past customers is very large, the company may want to consider using _____ methods.

- a) mystery shopper
- b) survey
- c) naturalistic observation
- d) field experimental

ANS: b

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 13

A researcher worked with members of a political action committee (PAC) to survey potential voters by telephone before an election. PAC members conducted the poll themselves while the researcher tabulated the results. The poll asked which candidate people plan to vote for in the upcoming election. Which of the following may present problems for the accuracy of the results?

- a) One question was "Do you plan to vote for Candidate A or Candidate B?"
- b) The survey was scheduled to coincide with a large rally for one candidate.

- c) All of these may present problems for the accuracy of the results.
- d) The sample of potential voters was taken from telephone directories only.

ANS: c

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 14

Suppose a company asked its workers “Now that you have received a raise, how satisfied are you with your job?” and found out that 87% indicated they were “very satisfied” or “satisfied.” A major concern of this study would likely be the _____.

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

ANS: a

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 15

A researcher is interested in the relationship between courtship behaviors and physical characteristics of people. If the researcher should establish that there is a correlation of $+0.37$ between physical attractiveness and dating frequency, we can conclude that _____.

- a) less attractive people date more often than more attractive people
- b) more attractive people date more often than less attractive people
- c) there is no relationship between dating frequency and attractiveness
- d) more attractive people tend to date less attractive people

ANS: b

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 16

Researchers were recently surprised to learn that the correlation between the type of clothing people wear when they are not at work and the type of jobs they hold is approximately zero. Based on this, we can conclude that _____.

- a) people with lower status jobs tend to wear the same clothing both on and off the job
- b) there is no relationship between the types of clothing worn in non-work settings and the type of work that people do
- c) people with higher status jobs tend to dress worse when they are not at work
- d) people with higher status jobs tend to dress better on and off the job

ANS: b

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 17

Research has shown a positive correlation between 1) socio-economic status of the family of origin and 2) college graduation rates. Based on this information, we can conclude that _____.

- a) financial aid such as scholarships and student loans does not take the place of having strong financial backing from one's family during the college years
- b) students born into wealthier families are more likely to complete college than students born into poorer families
- c) students from wealthier families are more likely to have attended college preparatory schools
- d) students from poorer families have a more difficult time adjusting to college life

ANS: b

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 18

Research of adult populations has documented a negative correlation between 1) obesity and 2) participation in physically demanding leisure activities. One possible interpretation of these results is that _____.

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

ANS: b

Skill=Understand, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 19

Suppose smoking and drinking alcohol are found to be correlated at $+0.65$. We can conclude that _____.

- a) smoking causes drinking
- b) drinking causes smoking
- c) smoking is probably related to drinking
- d) people who smoke tend to drink less than non-smokers

ANS: c

Skill=Understand, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 20

Researchers believe that experiencing strong negative emotions such as fear or anxiety will increase people's need to affiliate. To test this idea, the researchers randomly assigned participants to one of two small groups. Members of Group 1 were left for 10 minutes in a room with no windows. While waiting, the lights went out for a brief period of time and the participants could hear screams from another room. Members of Group 2 were likewise left for 10 minutes in a room with no windows, but the lights were left on and no screams were heard. Researchers observed how frequently members of each group started conversations with other members of their group on non-experiment related topics. In this experiment, the hypothesis is that _____.

- a) brief periods of darkness will cause negative emotions
- b) strong negative emotions will increase people's need to affiliate with others
- c) people's need to affiliate will cause people to start more conversations
- d) members of small groups will affiliate with each other quickly

ANS: b

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 21

In an experiment, researchers wanted to know whether changing the level of lighting in a factory would have an effect on the productivity of employees. In order to address this question, employees were randomly assigned to three separate identical work areas, but the lighting was set at a different level in each of the work areas. Then, employees in all three work groups began to operate machinery that produced small electrical components. The number of components produced by each group was carefully tallied at the end of each 8-hour shift. In this example, the hypothesis is the _____.

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

ANS: c

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 22

A researcher thinks that a person's mood has an effect on how helpful that person is likely to be. To test this, the researcher has some research participants come to the laboratory where they are first given a difficult test and then either heavily praised or strongly criticized for their test performance. Afterward, participants are asked to help the researcher's assistant move some heavy boxes into another room. The researcher makes careful note of how many and which participants help with moving the boxes. In this example, the hypothesis is _____.

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

ANS: a

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 23

In an experiment, researchers wanted to know whether changing the level of lighting in a factory would have an effect on the productivity of employees. In order to address this question, employees were randomly assigned to three separate identical work areas, but the lighting was set at a different level in each of the work areas. Then, employees in all three work groups began to operate machinery that produced small electrical components. The number of components produced by each group was carefully tallied at the end of each 8-hour shift. In this example, the dependent variable is the _____.

- a) employees chosen to participate in the experiment
- b) presence or absence of the researchers
- c) level of lighting
- d) number of components produced

ANS: d

Skill=Understand, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 24

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

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

ANS: d

Skill=Understand, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 25

Professor Garcia is studying how cancer patients are coping with their illness by giving them one of the following sets of instructions: they are to keep a daily diary and write about anything, keep a daily diary and write about how they are trying to cope with their illness, or not told to keep any diary whatsoever. After following this protocol for a month, Professor Garcia then measures the cancer patients' self-reported level of depression. The independent variable in this hypothetical study is _____ and the dependent variable is _____.

- a) the type of diary kept, if any; the progression of the cancer
- b) the type of diary kept, if any; the self-reported level of depression
- c) the self-reported level of depression; the type of diary kept, if any
- d) the cancer patients; the self-reported level of depression

ANS: b

Skill=Understand, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 26

Researchers believe that experiencing strong negative emotions such as fear or anxiety will increase people's need to affiliate. To test this idea, the researchers randomly assigned participants to one of two small groups. Members of Group 1 were left for 10 minutes in a room with no windows. While waiting, the lights went out for a brief period of time and the participants could hear screams from another room. Members of Group 2 were likewise left for 10 minutes in a room with no windows, but the lights were left on and no screams were heard. Researchers observed how frequently members of each group started conversations with other members of their group on non-experiment related topics. Researchers assigned participants to one of the two groups randomly because _____.

- a) random assignment makes sure that unknown characteristics of research participants may cause differences in the dependent variable across the three groups
- b) random assignment is the easiest, most cost effective way of assigning group membership to participants
- c) random assignment ensures that any changes in the dependent variable are caused only by changes in the independent variable
- d) random assignment ensures that no group member knows any other group members before the experiment begins

ANS: c

Skill=Understand, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 27

A researcher wants to know whether writing an essay on a controversial topic will have an effect on the attitudes held by people. First, she administers an attitude survey that covers a number of topics, including electronic voting machines. She then randomly assigns subjects to write an essay either supporting or opposing electronic voting machines. One week later, she administers the same attitude survey and compares those responses to the responses from the first time the survey was administered. In this experiment, the independent variable (IV) is the _____.

- a) attitude survey
- b) essay
- c) controversial topic
- d) students' attitudes

ANS: b

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 28

A researcher wants to know whether writing an essay on a controversial topic will have an effect on the attitudes held by people. First, she administers an attitude survey that covers a number of topics, including electronic voting machines. She then randomly assigns subjects to write an essay either supporting or opposing the use of electronic voting machines. One week later, she administers the same attitude survey and compares those responses to the responses from the first time the survey was administered. In this experiment, the dependent variable (DV) is _____.

- a) electronic voting machines
- b) the essay
- c) the controversial topic
- d) the attitude survey

ANS: d

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 29

When research results are not consistent with a theory, the researcher's next step usually involves _____.

- a) replacing the theory with a different one
- b) modifying the theory and collecting additional data
- c) modifying the results to be consistent with the theory
- d) shifting to a different paradigm

ANS: b

Skill=Understand, Objective=1.4: Explain how theories play a key role in social psychological research, Topic=1.4: The Role of Theory in Social Psychology, Difficulty=Easy

M/C Question 30

Which of the following study questions could absolutely NOT be explored using experimentation due to ethical reasons?

- a) Does the time of day influence our appetite for chocolate?
- b) How does failing at a certain task affect our self-image?
- c) How effective are political ads in terms of influencing voters?
- d) How do individuals cope when their spouse dies?

ANS: d

Skill=Apply, Objective=1.5: Identify how the dilemma of deception is addressed in social psychology, Topic=1.5: The Quest for Knowledge and Rights of Individuals: Seeking an Appropriate Balance, Difficulty=Medium

M/C Question 31

Which core value for social psychologists requires a commitment to gathering and evaluating information about the world in as careful, precise, and error-free a manner as possible?

- a) Accuracy
- b) Objectivity
- c) Skepticism
- d) Open-mindedness

ANS: a

Skill=Understand the concept, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Easy

M/C Question 32

Eric is a social psychologist who is respected in his field. However, his colleagues are often apprehensive of challenging Eric's strongly held ideas, even when they know that Eric's ideas are laden with errors, because Eric has been known to get upset when he has to question his assumptions. Eric struggles with maintaining the core value of

- a) skepticism.
- b) objectivity.
- c) open-mindedness.
- d) accuracy.

ANS: c

Skill=Apply, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

M/C Question 33

Sasha is a Ph.D. candidate in social psychology. She is researching the role that a good sense of humor plays in securing a mate and is planning on honing this research into a dissertation that focuses on humor's influence on reproductive success. Sasha is engaged in the study of _____.

- a) replicability.
- b) evolutionary psychology
- c) environmental variables
- d) gender differences

ANS: b

Skill=Apply, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

M/C Question 34

Thom's mental state is very affected by the weather. During the summer, he readily admits that he feels happier and more carefree. During the winter, when it is cold and gets darker earlier, Thom feels irritable and occasionally depressed. Thom's thoughts and behavior are impacted by _____.

- a) environmental variables
- b) social variables
- c) epigenetic variables
- d) cognitive processes.

ANS: a

Skill=Apply, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

M/C Question 35

Which of the following describes the modern view of social psychology?

- a) Behavior and thought are distinct entities.
- b) Behavior and thought are intimately and continuously linked.
- c) Behavior and thought have slight overlap.
- d) Behavior and thought are the same thing.

ANS: b

Skill=Understand the concept, Objective=1.2: Examine the major avenues that social psychology is currently exploring, Topic=1.2: Social Psychology: Advances at the Boundaries, Difficulty=Medium

M/C Question 36

Results of systematic research indicate that our impression of a person whom we just met is influenced by _____.

- a) our genes
- b) the setting
- c) the weather

d) our mood

ANS: d

Skill=Understand the concept, Objective=1.2: Examine the major avenues that social psychology is currently exploring, Topic=1.2: Social Psychology: Advances at the Boundaries, Difficulty=Easy

M/C Question 37

Jim is 28, single, and a freelance writer who works from his apartment. Throughout high school, college, and graduate school, Jim felt happy and engaged with life, but he has recently felt more and more unhappy and detached. According to social psychology research, what short-term solution should Jim take to improve his happiness?

- a) He should join one or more groups.
- b) He should work more hours.
- c) He should try to find someone to marry.
- d) He should get more sleep at night.

ANS: a

Skill=Apply, Objective=1.2: Examine the major avenues that social psychology is currently exploring, Topic=1.2: Social Psychology: Advances at the Boundaries, Difficulty=Medium

M/C Question 38

Elaine is researching how insults influence activity in certain parts of the brain. To do this, she uses fMRI to view the brain activity of patients who are presented with a variety of subtle and obvious insults spoken by both men and women. Which of the following best describes Elaine's field?

- a) Cognitive psychology
- b) Social neuroscience
- c) Evolutionary neuroscience
- d) Biological psychology

ANS: b

Skill=Apply, Objective=1.2: Examine the major avenues that social psychology is currently exploring, Topic=1.2: Social Psychology: Advances at the Boundaries, Difficulty=Medium,

M/C Question 39

Paul is researching the prevalence of sexist or demeaning language aimed at women and its use across different neighborhoods. To do this, he spends an hour in different neighborhoods and covertly follows his research assistant as she walks down the sidewalk 10 feet ahead of him. When sexist or demeaning language is used, Paul fastidiously records it in his notebook. What technique is Paul using to come to his conclusions?

- a) Cognitive observation
- b) Naturalistic observation
- c) Controlled observation

- d) Loose observation

ANS: b

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 40

The tendency for one event to be associated with changes in another event is known as _____.

- a) prediction
- b) causation
- c) correlation
- d) variation

ANS: c

Skill=Understand the concept, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Easy

M/C Question 41

Yelena is researching the effect of volume on people's social interactions. She invites participants to play a card game that requires the cooperation of members of a group. There is music playing in the background. With each game, she adjusts the volume of the music. She keeps the lighting, the number of participants, and the length of the games the same. The volume of the music is the _____.

- a) independent variable
- b) experimental constant
- c) dependent variable
- d) random assignment

ANS: a

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 42

Carla has just run a series of experiments involving college students as participants. The experiments were all conducted in a controlled environment on campus. Carla is now interested in whether her findings would apply to both younger and older people in neighborhoods and towns outside of the college. Carla is concerned with _____.

- a) random assignment
- b) dependent variables
- c) external validity
- d) experimental methods

ANS: c

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 43

Which type of variable intervenes between an independent variable and changes in social behavior?

- a) dependent
- b) mediating
- c) conditional
- d) experimental

ANS: b

Skill=Understand the concept, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Easy

M/C Question 44

Rafael is concerned with the idea of inherent morality and wants to research ethical indicators present in toddlers and babies. He knows that many other social psychologists have also been concerned with this topic, so Rafael focuses on analyzing previously published research on this topic in order to find repeating patterns among results and also to see if there are any gaps in the body of research. Rafael is focused on _____.

- a) the survey method
- b) theory
- c) mediating variables
- d) a meta-analysis

ANS: a

Skill=Apply, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

M/C Question 45

Frameworks for explaining various events or processes are known as _____.

- a) theories
- b) hypotheses
- c) experiments
- d) variables

ANS: a

Skill=Understand the concept, Objective=1.4: Explain how theories play a key role in social psychological research, Topic=1.4: The Role of Theory in Social Psychology, Difficulty=Easy

M/C Question 46

Which of the following best explains the difference between a theory and a hypothesis?

- a) A theory consists of published findings, whereas a hypothesis makes predictions about observable events.
- b) A theory tests predictions about observable events, whereas a hypothesis consists of published findings.
- c) A theory makes predictions about observable events, whereas a hypothesis tests predictions made.
- d) A theory is made without knowledge of prior research, whereas a hypothesis takes prior research into account.

ANS: c

Skill=Analyze, Objective=1.4: Explain how theories play a key role in social psychological research, Topic=1.4: The Role of Theory in Social Psychology, Difficulty=Medium

M/C Question 47

Arnold is a social psychologist interested in learning about people's reactions to emergencies. He creates an experiment where his research assistant, Todd, pretends to have a heart attack in the middle of a busy coffee shop. From behind a one-way glass, Arnold observes and records the reactions of the customers in the coffee shop before emerging and explaining the nature of the experiment. Arnold has used _____.

- a) misleading information
- b) informed consent
- c) deception
- d) passive consent

ANS: c

Skill=Apply, Objective=1.5: Identify how the dilemma of deception is addressed in social psychology, Topic=1.5: The Quest for Knowledge and Rights of Individuals: Seeking an Appropriate Balance, Difficulty=Medium

M/C Question 48

Which of the following is a safeguard that most social psychologists agree must be in place in order to use temporary deception?

- a) informed consent
- b) briefing
- c) Institutional Review Board
- d) naturalistic observation

ANS: a

Skill=Understand the concept, Objective=1.5: Identify how the dilemma of deception is addressed in social psychology, Topic=1.5: The Quest for Knowledge and Rights of Individuals: Seeking an Appropriate Balance, Difficulty=Easy

M/C Question 49

Renata created an experiment to observe how temperature affects social interactions. However, she did not state this purpose to participants. In fact, participants, all graduate students, were under the assumption that they were attending a campus-sponsored food and drink social gathering. Over the course of two hours, Renata drastically changed the room's temperature every 10 minutes and recorded information on how participants behaved. At the end of the two hours, Renata emerged and discussed the full nature of the experiment with the participants, including the deception she employed and why she needed to do so. At the end of the experiment, Renata employed the tactic of _____.

- a) informed consent
- b) systematic observation
- c) debriefing
- d) passive deception

ANS: c

Skill=Apply, Objective=1.5: Identify how the dilemma of deception is addressed in social psychology, Topic=1.5: The Quest for Knowledge and Rights of Individuals: Seeking an Appropriate Balance, Difficulty=Medium

M/C Question 50

Generally, deception used in an experiment is usually mild and is known as _____ deception.

- a) active
- b) soft
- c) passive
- d) marginal

ANS: c

Skill=Understand, Objective=1.5: Identify how the dilemma of deception is addressed in social psychology, Topic=1.5: The Quest for Knowledge and Rights of Individuals: Seeking an Appropriate Balance, Difficulty=Easy

Essay

Essay Question 51

Briefly discuss the impact of rapidly changing technology on social behavior.

ANS: Global Correct Feedback: The Internet, cell phones, and computers are continually changing the ways in which people engage in social behavior, from how frequently we communicate and in what medium, but also with whom we are able to communicate. Online dating and social networking has changed how people meet, but perhaps the basic findings regarding attraction will hold even if the medium has shifted. The answer might also discuss how increased multicultural exposure might lead more media-exposed cultures to influence cultures who are less frequently presented or exposed to media. Some online mediums such as user-presented news, wikis, and YouTube videos may allow for a broader representation of a cultural practice, but this is limited by class to those who have access.

Skill=Understand, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

Essay Question 52

Define the multicultural perspective in social psychology and explain why it is an important consideration.

ANS: Global Correct Feedback: The multicultural perspective recognizes the potential effect that various social and cultural dimensions, such as age, race, gender, socioeconomic status, and others, may have on behavior. These factors may directly or indirectly influence self-identity, which has a direct effect on social behaviors.

Skill=Understand, Objective=1.2: Examine the major avenues that social psychology is currently exploring, Topic=1.2: Social Psychology: Advances at the Boundaries, Difficulty=Medium

Essay Question 53

Explain what is meant by a correlation; give a couple of examples.

ANS: Global Correct Feedback: A correlation is a statistical indication of how strongly two variables are related. A correlation between two variables can range from -1.0 to +1.0. A correlation of 0 indicates that there is no relationship between two variables, while a correlation closer to -1.0 or +1.0 indicates a stronger relationship. More specifically, a positive correlation (greater than 0) indicates that, as values for one variable increase, so do values for the other variable. A negative correlation (less than 0) indicates that as values for one variable increase, values for the other variable decrease. So, for example, attractiveness is positively correlated with dating activity (as attractiveness levels increase, people tend to date more), while football team errors are negatively correlated with winning—as the numbers of errors (interceptions, fumbled tackles) increase, the ratio of wins to losses decreases. Although extremely useful for making predictions, correlations by themselves cannot be used as indicators of causality (although it is tempting to make a causal connection between mistakes on the football field and losing football games!).

Skill=Understand, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

Essay Question 54

What is meant by informed consent?

ANS: Global Correct Feedback: Informed consent exists when participants are given as much information as possible about the procedures to be followed in an experiment before they agree to participate.

Skill=Understand, Objective=1.5: Identify how the dilemma of deception is addressed in social psychology, Topic=1.5: The Quest for Knowledge and Rights of Individuals: Seeking an Appropriate Balance, Difficulty=Medium

Essay Question 55

How are informed consent and debriefing used together to offset the possible harm caused by intentional deception on the part of social researchers?

ANS: Global Correct Feedback: Although some details may be left out and the purpose of the experiment may be concealed in some situations, informed consent is used to give participants as much information as possible about the experimental procedures to be followed during an experiment. After the experiment is concluded, debriefing is used to explain any aspects of the experiment that were omitted during the informed consent phase, the purpose of the experiment, and the reasons for any deceptions. The combination of informed consent and debriefing serves to provide safeguards for research participants and to mitigate any negative effects of deception during the procedure.

Skill=Understand, Objective=1.5: Identify how the dilemma of deception is addressed in social psychology, Topic=1.5: The Quest for Knowledge and Rights of Individuals: Seeking an Appropriate Balance, Difficulty=Medium

Essay Question 56

What is meant by open-mindedness, and why is it important in the field of social psychology?

ANS: Global Correct Feedback: Open-mindedness is a commitment to changing one's views if existing evidence suggests that these views are inaccurate. It is important in the field of social psychology because, like other scientific fields, social psychology's theories and evidence for assumptions are always being expanded and refined. Having an open mind and a willingness to change strongly held views is necessary for social psychologists contributing to an ever-expanding body of research.

Skill=Understand, Objective=1.1: Evaluate the diverse topics that social psychology seeks to understand, Topic=1.1: Social Psychology: What It Is and Is Not, Difficulty=Medium

Essay Question 57

Discuss the relationship between social behavior and social thought and how social psychologist's views on these topics have changed over time.

ANS: Global Correct Feedback: Social behavior refers to how people act in social situations. Social thoughts refer to how people attempt to make sense of the world and to understand themselves and others. Social behavior and social thought are intimately and continuously linked: we cannot understand a person's behavior without taking into account his or her thoughts, memory, intentions, emotions, attitudes, and beliefs. In the past, there were two distinct groups of social psychologists, those who studied behavior and those who studied thought. Now, however, social psychologists take both into account.

Skill=Understand, Objective=1.2: Examine the major avenues that social psychology is currently exploring, Topic=1.2: Social Psychology: Advances at the Boundaries, Difficulty=Hard

Essay Question 58

Define systematic observation and naturalistic observation and explain how these two techniques are both similar and different.

ANS: Global Correct Feedback: Systematic observation involves carefully observing behavior as it occurs by taking accurate measurements of a particular behavior among people. Naturalistic observation is a type of observation that is conducted in natural settings rather than in a controlled environment. Both techniques are used to study social behavior and involve the researcher carefully observing behavior as it occurs. However, systematic observation is not always carried out in natural settings, whereas naturalistic observation always is.

Skill=Analyze, Objective=1.3: Understand the methods social psychologists use to gain insight into the questions posed, Topic=1.3: How Social Psychologists Answer the Questions They Ask: Research as the Route to Increased Knowledge, Difficulty=Medium

Essay Question 59

Explain the steps a researcher would take in building a theory.

ANS: Global Correct Feedback: First, a researcher would propose a theory on the basis of existing evidence. Second, the researcher would use the theory used to make predictions, or hypotheses, about observable events. Third, the researcher would test his or her hypotheses through actual research, such as experimentation, surveys, or other methods. Fourth, if the results are consistent with the theory, then the theory's accuracy is increased, but if the results are not consistent with the theory, then the researcher modifies the theory and conducts additional tests. Finally, the theory is accepted as accurate or rejected as inaccurate.

Skill=Understand, Objective=1.4: Explain how theories play a key role in social psychological research, Topic=1.4: The Role of Theory in Social Psychology, Difficulty=Hard

Essay Question 60

Define deception as it relates to social psychology and provide an example of its use.

ANS: Global Correct Feedback: Deception involves efforts by researchers to withhold or conceal information about the purposes of a study from participants. For example, if a researcher is investigating how the volume of music affects drinking speed at bars, he or she would likely withhold the purpose of the study from participants because, if he or she told them, they may purposefully monitor and scrutinize their own behavior.

Skill=Understand, Objective=1.5: Identify how the dilemma of deception is addressed in social psychology, Topic=1.5: The Quest for Knowledge and Rights of Individuals: Seeking an Appropriate Balance, Difficulty=Medium