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Class _____

Date _____

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Chapter 01: The Science of Psychology

Multiple Choice

1. Which of the following is the most complete definition of psychology?

- a. The science of observable behavior and thoughts.
- b. The science of behavior.
- c. The science of mental processes.
- d. The science of behavior and mental processes.
- e. The art of behavior and mental processes.

ANSWER:

d

2. Psychology is best described as a science that studies

- a. the role of the mind in explaining behavior.
- b. how the mind controls our behavior.
- c. observable behavior only.
- d. mental processes only.
- e. behavior and mental processes.

ANSWER:

e

3. The concept of behavior in the definition of psychology incorporates ALL but which of the following?

- a. thinking
- b. dreaming
- c. quiet reading
- d. making yourself a sandwich
- e. secretion of insulin by the pancreas

ANSWER:

e

4. Psychology made the transition from philosophy to science with which event?

- a. William James changed the field's focus from structuralism to functionalism.
- b. Plato died and interest in the philosophical aspects of psychology died with him.
- c. G. Stanley Hall founded the American Psychological Association.
- d. Titchener brought methods of introspection to the U.S.
- e. Wundt opened his laboratory in Leipzig.

ANSWER:

e

5. What makes psychology a scientific discipline?

- a. Its discounting of tradition and folklore.
- b. Its focus on testing theories, beliefs, and assumptions.
- c. Its emphasis on mental, as opposed to behavioral, processes.
- d. Its valuing of scholarly opinions over laboratory tests.
- e. Its reliance on popular opinion.

ANSWER:

b

6. Psychology is a scientific discipline in that it focuses on

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- a. the pursuit of truth, not simply opinion.
- b. testing opinions and assumptions in the light of evidence.
- c. systematically building theories to explain phenomena.
- d. behavioral, as opposed to mental, processes.
- e. accumulated wisdom of scholars.

ANSWER:

b

7. As scientists, psychologists have confidence in theories that

- a. have stood the test of time.
- b. reveal the true nature of human behavior.
- c. are tied to observable evidence
- d. do not rely simply on observation.
- e. are accepted by the majority of leading scholars.

ANSWER:

c

8. Which of the following early pioneers of psychology was a poor student and was required to repeat a grade?

- a. Fechner
- b. von Helmholtz
- c. James
- d. Wundt
- e. Titchener

ANSWER:

d

9. The word 'psychology' comes from two Greek roots that mean

- a. knowledge and mind
- b. emotion and mind.
- c. emotion and spirit
- d. mind and emotion
- e. knowledge and spirit

ANSWER:

a

10. Which of the following does NOT belong?

- a. Mental structures
- b. Structuralism
- c. Introspection
- d. Functionalism
- e. Wundt and Titchener

ANSWER:

d

11. Your psychology professor asks a student volunteer to concentrate on eating an apple and then describe the individual elements of that experience. Your professor is demonstrating the technique of _____, which is a technique used by investigators of _____.

- a. stream of consciousness; functionalism

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- b. introspection; structuralism
- c. introspection; Gestalt
- d. introspection; humanism
- e. stream of consciousness; structuralism

ANSWER:

b

12. Regarding functionalism, which of the following statements is FALSE?

- a. William James contributed to both psychology and philosophy.
- b. William James did not use the technique of introspection.
- c. Compared to structuralism, functionalism focuses on the "why" of behavior.
- d. The functionalists believed that people develop habits because the habits help them adapt to the demands of living.
- e. William James believed that conscious experience could not be parceled into discrete units.

ANSWER:

b

13. Who is generally recognized as the founder of American psychology?

- a. Hall
- b. James
- c. Wundt
- d. Freud
- e. Watson

ANSWER:

b

14. Wundt is to _____ as James is to _____.

- a. structuralism; Gestalt
- b. structuralism; functionalism
- c. behaviorism; Gestalt
- d. behaviorism; functionalism
- e. functionalism; psychoanalysis

ANSWER:

b

15. Which term best captures the meaning of the word "gestalt"?

- a. Unconscious
- b. Introspection
- c. Pattern
- d. Observation
- e. Feeling

ANSWER:

c

16. The founder of behaviorism was

- a. Watson
- b. Skinner
- c. James

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- d. Pavlov
- e. Freud

ANSWER: a

17. In researching a report on John Watson, which of the following search terms would yield the best results?

- a. Mind
- b. Feeling
- c. Consciousness
- d. Thinking
- e. Behavior

ANSWER: e

18. The behaviorist emphasis on observable events as the focus of inquiry can be traced to which philosopher?

- a. Socrates
- b. Plato
- c. Aristotle
- d. Rousseau
- e. Confucius

ANSWER: c

19. A strong belief that the environment molds the behavior of humans and other animals is characteristic of which school of psychology?

- a. Psychodynamic
- b. Behaviorist
- c. Structuralist
- d. Gestalt
- e. Humanist

ANSWER: b

20. The major proponent of behaviorism for much of the 20th century was

- a. Watson
- b. Skinner
- c. James
- d. Wertheimer
- e. Freud

ANSWER: b

21. Animal trainer Bob Jeffers uses rewards to teach his animals to perform circus tricks. Jeffers's techniques are based on principles from which school of psychology?

- a. Behaviorism
- b. Structuralism
- c. Psychodynamic
- d. Functionalism

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- e. Humanism

ANSWER:

a

22. Regarding behaviorism, which of the following statements is FALSE?

- a. Watson believed that, with control of their environments, he could shape infants to be any kind of adult.
- b. B.F. Skinner conducted most of his research with humans.
- c. In the early 20th century, behaviorism was the dominant force in psychology.
- d. B.F. Skinner presented ideas and techniques for rewarding and punishing behavior.
- e. Behaviorists rejected introspection as a research method.

ANSWER:

b

23. Your dog is demonstrating some unacceptable behavior. You are able to go back in time to talk to one of the pioneers of psychology. Who would be the best choice to help with your problem?

- a. Sigmund Freud
- b. Wilhelm Wundt
- c. Edward Titchener
- d. William James
- e. B.F. Skinner

ANSWER:

e

24. The Gestalt school of psychology was founded by_____.

- a. Wundt
- b. Kafka
- c. Kohler
- d. Darwin
- e. Wertheimer

ANSWER:

e

25. Dr. Spires talks with some students before psychology class begins. Spires says, "I believe that mental experience is best understood as a whole, rather than in terms of its parts." Her students recognize that Spires describes which school of thought?

- a. Gestalt
- b. Humanism
- c. Psychodynamic
- d. Structuralism
- e. Functionalism

ANSWER:

a

26. An emphasis on the unconscious and early childhood experience characterizes which school of psychology?

- a. Behaviorism
- b. Structuralism
- c. Empiricism
- d. Psychodynamic

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- e. Humanism

ANSWER:

d

27. Regarding the psychodynamic perspective, which of the following statements is FALSE?

- a. This perspective remains a vibrant force in psychology today.
- b. Compared to Freud, neo-Freudians place less emphasis on basic drives.
- c. Psychodynamic principles and ideas are found in our popular culture.
- d. Today, only people formally trained in Freudian psychology endorse the belief that psychological problems may be rooted in childhood.
- e. This perspective focuses on the inner life of fantasies, wishes, dreams, and motives.

ANSWER:

d

28. In the psychodynamic view, the _____ is an area of the mind that lies beyond the reach of ordinary consciousness.

- a. preconscious
- b. subconscious
- c. conscience
- d. personal conscious
- e. unconscious

ANSWER:

e

29. Which of the following pioneers of psychology was a therapist?

- a. Wundt
- b. Skinner
- c. James
- d. Watson
- e. Freud

ANSWER:

e

30. An extension of the behavioral perspective that incorporates the study of mental processes is termed _____.

- a. social-cognitive theory
- b. evolutionary psychology
- c. Gestalt psychology
- d. humanism
- e. neuropsychology

ANSWER:

a

31. Which of the following mental health professionals is most likely a behavior therapist?

- a. Dr. Angelo helps clients learn techniques for changing maladaptive thoughts.
- b. Dr. Barney uses techniques based on learning principles to help clients alter maladaptive patterns of action.
- c. Dr. Childers helps her clients uncover unconscious motives and desires.
- d. Dr. Diaz prescribes drugs for his patients that suffer from anxiety disorders.
- e. Dr. Evans helps her patients understand how their culture influences their maladaptive behaviors.

ANSWER:

b

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32. All of the following would be exhibited by neo-Freudians EXCEPT

- a. reduced emphasis on sexual and aggressive urges.
- b. increased emphasis on the unconscious.
- c. increased emphasis on self-awareness.
- d. increased emphasis on self-direction.
- e. increased emphasis on conscious choice.

ANSWER:

b

33. The “third force” in psychology is more formally known as

- a. social-cognitive theory.
- b. humanistic psychology.
- c. the psychodynamic perspective.
- d. evolutionary psychology.
- e. the physiological perspective.

ANSWER:

b

34. Which theorists are associated with humanistic psychology?

- a. John B. Watson and B.F. Skinner
- b. Wilhelm Wundt and Edward Titchener
- c. William James and Charles Darwin
- d. Max Wertheimer and Sigmund Freud
- e. Abraham Maslow and Carl Rogers

ANSWER:

e

35. Humanistic psychologists stress all of the following EXCEPT

- a. individuals’ abilities to make meaning and purpose in their lives.
- b. self-awareness and free will.
- c. unconscious forces.
- d. being true to oneself.
- e. becoming an authentic person.

ANSWER:

c

36. Your friend asks if there is any evidence that ADHD (Attention-Deficit Hyperactivity Disorder) might be due to abnormal brain structures. You might suggest that she take a course in

- a. cognitive psychology.
- b. physiological psychology.
- c. personality psychology.
- d. evolutionary psychology.
- e. geropsychology.

ANSWER:

b

37. The approach that studies the relationships between biological processes and behavior is termed

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- a. cognitive-behavioral therapy.
- b. Gestalt psychology.
- c. structuralism.
- d. introspection.
- e. physiological psychology.

ANSWER:

e

38. A movement with modern psychology that applies principles from Darwin's theories is called

- a. humanistic psychology.
- b. evolutionary psychology.
- c. cognitive psychology.
- d. behavioral psychology.
- e. sociocultural psychology.

ANSWER:

b

39. Which of the following psychologists is most likely to study how humans process information?

- a. Dr. Alvarez, a behaviorist
- b. Dr. Benitez, a humanist
- c. Dr. Carlson, a cognitive psychologist
- d. Dr. Dimitri, a neo-Freudian
- e. Dr. Elrod, a physiological psychologist

ANSWER:

c

40. Cognitive psychologists would be interested in all of the following EXCEPT

- a. concept formation
- b. language processes
- c. problem solving
- d. decision making
- e. instincts

ANSWER:

e

41. Which perspective is most responsible for bringing issues related to diversity to the forefront of psychological research?

- a. Cognitive
- b. Behaviorism
- c. Psychodynamic
- d. Sociocultural
- e. Humanistic

ANSWER:

d

42. Regarding the major contemporary perspectives in psychology, which of the following statements is FALSE?

- a. The behavioral perspective focuses on observable actions and the influences of learning processes in behavior.

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- b. The humanistic perspective emphasizes the importance of subjective conscious experience and personal responsibility and freedom.
- c. The physiological perspective examines how behavior and mental experience is shaped by biological processes and the workings of the brain and nervous system.
- d. The sociocultural perspective focuses on mental processes that allow us to gain knowledge about ourselves and the world.
- e. The psychodynamic perspective suggests that our psychology is shaped by unconscious motives and conflicts outside the range of ordinary awareness.

ANSWER: d

43. Dr. Holder is a psychologist working from the sociocultural perspective. In her research, which variable is Dr. Holder LEAST likely to study?

- a. Income level
- b. Unconscious motives
- c. Gender
- d. Disability status
- e. Sexual orientation

ANSWER: b

44. _____ is a growing movement in psychology directed toward studies of human experience such as hope, happiness, and altruism.

- a. Positive psychology
- b. Neo-behaviorism
- c. Eclecticism
- d. Evolutionary psychology
- e. Sociocultural psychology

ANSWER: a

45. Dr. Sears gives a lecture on positive psychology. Which psychologist's work will she be most likely to highlight in her lecture?

- a. Abraham Maslow
- b. William James
- c. Martin Seligman
- d. John B. Watson
- e. Carl Rogers

ANSWER: c

46. Which perspective in psychology would suggest that depression is related to changes in brain chemistry?

- a. Psychodynamic
- b. Physiological
- c. Cognitive
- d. Humanistic
- e. Behavioral

ANSWER: b

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47. A humanist would give which explanation for aggression?

- a. Brain abnormalities explain violent behavior in some people.
- b. Social conditions give rise to drug use that, in turn, causes aggressive behavior.
- c. Aggression results from unconscious impulses.
- d. Aggression increases when people become frustrated by not being able to meet their goals.
- e. Aggression is learned through observing others and through reinforcement.

ANSWER:

d

48. Dr. von Waldner conducts research on depression. His hypothesis is that depression results from maladaptive thought patterns. From which perspective is von Waldner working?

- a. Cognitive
- b. Humanistic
- c. Psychodynamic
- d. Sociocultural
- e. Physiological

ANSWER:

a

49. Which of the following is the newest movement in contemporary psychology?

- a. Cognitive psychology
- b. Positive psychology
- c. Sociocultural psychology
- d. Humanistic psychology
- e. Social-cognitive psychology

ANSWER:

b

50. A researcher adhering to the behavioral perspective would likely believe that

- a. unhealthy eating habits are learned and can be unlearned.
- b. aggression results when people are blocked from pursuing their goals.
- c. depression is related to changes in brain chemistry.
- d. depression is linked to social stresses like poverty.
- e. aggression is related to unconscious impulses.

ANSWER:

a

51. Which of the following statements would be made by a humanist?

- a. Unhealthy eating habits lead to obesity.
- b. Aggression results when people are blocked from pursuing their goals.
- c. Depression is related to changes in brain chemistry.
- d. Aggression is related to unconscious impulses.
- e. Obesity is best understood in its cultural context.

ANSWER:

b

52. You eavesdrop as a group of psychologists eats lunch together. After reading the first chapter in your psychology

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textbook, you can correctly identify which psychologist as a behaviorist?

- a. Dr. Tsui says, "I'm excited about my new research project. I'll be studying how creativity helps people solve problems."
- b. Dr. Lightman says, "I believe that early learning experiences have shaped my actions as an adult."
- c. Dr. Melfi says, "I have a client who has a lot of unresolved unconscious conflicts with his mother. I think we'll be working together a long time."
- d. Dr. Fraser says, "Looking back at my life at midlife, I recognize how my goals have given me a sense of meaning."
- e. Dr. Reeves says, "I'm delivering my favorite lecture today – the role of heredity in language development."

ANSWER:

b

53. A researcher adhering to the psychodynamic perspective would likely believe that depression

- a. represents anger turned inward.
- b. stems from a sense of purposelessness.
- c. is influenced by genetic factors.
- d. is more common among certain groups because of social stresses more prevalent in those groups.
- e. can be treated through changes in reinforcement patterns.

ANSWER:

a

54. As a humanist, Dr. Randall is most likely interested in all but which of the following questions?

- a. How do people select and pursue goals that are meaningful?
- b. Is depression related to threats to one's self-image?
- c. Does food provide special meaning to obese people?
- d. Can a lack of purpose influence a person's depression?
- e. How do aggressive people direct the unconscious impulses?

ANSWER:

e

55. Which subspecialty represents the largest group of psychologists?

- a. Industrial/organizational
- b. Clinical
- c. Counseling
- d. School
- e. Experimental

ANSWER:

b

56. What is the most common doctoral degree awarded in the field of psychology?

- a. Ph.D.
- b. Psy.D.
- c. M.A.
- d. Ed.D.
- e. B.A.

ANSWER:

a

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57. Regarding training to work in the field of psychology, which of the following statements is FALSE?

- a. The primary difference between the Ph.D. and the Psy.D. is that the Psy.D. focuses more on practitioner skills than on research skills.
- b. Those who pursue doctorate-level work in schools of education typically earn a Doctorate in Education, or Ed.D.
- c. A dissertation requires the completion of an original research project.
- d. The Bachelor's degree is recognized as the entry-level degree for professional work in some specialty areas like school psychology and industrial/organizational psychology.
- e. The Doctor of Philosophy is the most common doctoral degree.

ANSWER:

d

58. A school psychologist would be most likely to

- a. help teachers develop new instructional techniques.
- b. study how groups affect individuals.
- c. evaluate a student for placement in a special education program.
- d. make suggestions as to how managers could improve employee morale.
- e. investigate the relationship between childhood obesity and self-esteem.

ANSWER:

c

59. Dr. Fiennes, a psychological researcher, studies the biological bases of memory problems in the elderly using animal research subjects. Fiennes is a(n) _____ psychologist.

- a. comparative
- b. biological
- c. environmental
- d. health
- e. physiological

ANSWER:

a

60. Developmental psychologists study which aspects of development across the lifespan?

- a. Physical and cognitive
- b. Social and personality
- c. Physical, personality, and cognitive
- d. Social, cognitive, and physical
- e. Physical, social, cognitive, and personality

ANSWER:

e

61. An industrial/organizational psychologist would typically

- a. testify at a trial in which the defendant's sanity was in question.
- b. make suggestions to a manager regarding employee morale.
- c. administer a cognitive abilities test to a teenager.
- d. be interested in the structure and measurement of personality.
- e. conduct research to determine how to help people quit smoking.

ANSWER:

b

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62. Dr. Burlington works with Ivy University's basketball team, where he helps the athletes handle competitive pressures. He is also conducting a study to determine the most important factors influencing athletic performance anxiety.

Burlington is probably a(n) _____ psychologist.

- a. personality
- b. sport
- c. clinical
- d. educational
- e. applied athletic

ANSWER:

b

63. A developmental psychologist would most likely

- a. study the psychological crises people experience at different ages.
- b. conduct research to determine if a high school graduation test predicts success in college.
- c. study how prejudice develops.
- d. design a program to help people avoid risky sexual behaviors.
- e. administer tests to children to determine their eligibility for gifted education programs.

ANSWER:

a

64. Graduate student Felicity Farraday has just completed her dissertation entitled, "The Role of Observational Learning in the Development of Prejudice." What is Farraday's likely major in college?

- a. Health psychology
- b. Environmental psychology
- c. Experimental psychology
- d. Developmental psychology
- e. Social psychology

ANSWER:

e

65. _____ psychologists study the relationship between psychological factors and the prevention and treatment of physical illness.

- a. Consumer
- b. Clinical
- c. Educational
- d. Developmental
- e. Health

ANSWER:

e

66. Caroline Sherry is a counseling psychologist. Which of the following is she LEAST likely to see as a client?

- a. Mr. Andrew has depression.
- b. Mr. and Mrs. Babette have marital problems.
- c. Ms. Conchetta, a college student, is confused about choosing a college major.
- d. Mr. Drew is a non-traditional student having difficulties adjusting to college after being unemployed.
- e. Ms. Evans and her teenage daughter have communication problems.

ANSWER:

a

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67. The work of _____ psychologists often overlaps with the work of psychiatrists.

- a. experimental
- b. clinical
- c. developmental
- d. educational
- e. counseling

ANSWER: b

68. Which type of psychologist might administer an intelligence test to your twelve-year-old child to determine if he or she should be in special education classes?

- a. school
- b. educational
- c. counseling
- d. clinical
- e. personality

ANSWER: a

69. Dr. Vickers just took a position as an educational psychologist with the Blackstone School System. Of the following tasks, which is Vickers LEAST likely to do in this position?

- a. Develop a test to measure students' academic potential.
- b. Train teachers in the use of a new instructional method.
- c. Administer intelligence tests to students.
- d. Develop a new instructional method for use in the classroom.
- e. Conduct research on student motivation.

ANSWER: c

70. Dr. Jameson's research question is, "What kind of music will put people in the mood to purchase more products?" Dr. Jameson is most likely a(n) _____ psychologist.

- a. industrial-organizational
- b. physiological
- c. environmental
- d. consumer
- e. business

ANSWER: d

71. _____ psychologists have worked to identify the cluster of psychological characteristics and behaviors that distinguish people.

- a. Educational
- b. Personality
- c. Experimental
- d. School
- e. Developmental

ANSWER: b

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72. The American Psychological Association was founded in which year?

- a. 1875
- b. 1923
- c. 1909
- d. 1971
- e. 1892

ANSWER: e

73. Which type of psychologist would evaluate whether overcrowding in urban areas is associated with increased violent crimes?

- a. Evolutionary
- b. Consumer
- c. Environmental
- d. Clinical
- e. Personality

ANSWER: c

74. Dr. Greenberg is an industrial/organizational psychologist. In his job at Acme Corporation, he is likely to work on all but which of the following tasks?

- a. Use psychological tests to determine the fit between a job applicant's abilities and available positions in the company.
- b. Identify leadership qualities that are most effective in increasing worker productivity.
- c. Examine ways to make computer systems easier to use.
- d. Conduct a survey to determine employees' job satisfaction.
- e. Conduct a survey to determine which consumers are most likely to buy Acme's products.

ANSWER: e

75. Anna works for Federal Motors Corporation in the Human Factors Division. Her job is to identify ways in which engineers can design the instrumentation of the onboard navigational system to be easiest for their customers to use. Anna is most likely which type of psychologist?

- a. Consumer
- b. Industrial/organizational
- c. Environmental
- d. Clinical
- e. Geropsychologist

ANSWER: b

76. According to the text, all but which of the following are emerging specialty areas in psychology?

- a. sport psychology
- b. geropsychology
- c. consumer
- d. forensic psychology
- e. neuropsychology

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ANSWER:

c

77. Dr. Samuelson conducts research on the relationship between strokes and speech problems. He is probably a(n) _____ psychologist.

- a. experimental
- b. health
- c. neuro
- d. social
- e. gero

ANSWER:

c

78. Which type of psychologist would be interested in memory loss in elderly individuals?

- a. Social psychologist
- b. Health psychologist
- c. Counseling psychologist
- d. Forensic psychologist
- e. Geropsychologist

ANSWER:

e

79. Dr. Williamson works with the FBI to develop personality profiles of rapists. Williamson is probably a(n) _____ psychologist.

- a. social
- b. forensic
- c. industrial/organizational
- d. physiological
- e. health

ANSWER:

b

80. You read a news story about a psychologist who provided expert testimony during a criminal case. This sort of activity is characteristic of which type of psychologist?

- a. Developmental
- b. Forensic
- c. Educational
- d. Consumer
- e. Industrial/organizational

ANSWER:

b

81. Regarding Mary Whiton Calkins, which of the following statements is FALSE?

- a. She was the first female pioneer in psychology, having completed her doctorate requirements at Johns Hopkins University in 1882.
- b. She was the first female president of the American Psychological Association, in 1905.
- c. Although she completed all of her doctoral requirements at Harvard, the school denied her a doctorate.
- d. She conducted important research on learning and short-term memory.

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- e. She was a student of William James.

ANSWER:

a

82. Christine Ladd-Franklin is credited as being
- a. the first woman to receive a Ph.D. in psychology.
 - b. the first African-American woman to conduct research in psychology.
 - c. the earliest woman pioneer in psychology.
 - d. the first person to receive a Ph.D. in psychology from Yale University.
 - e. the first female president of the APA.

ANSWER:

c

83. Who is the only African American to have served as president of the American Psychological Association?
- a. Kenneth Clark
 - b. J. Henry Alston
 - c. Gilbert Haven Jones
 - d. Francis Sumner
 - e. Richard Suinn

ANSWER:

a

84. This early pioneer in psychology, who developed a new theory of color vision, received his/her Ph.D. several decades after completing all of the requirements for the degree.

- a. Mary Whiton Calkins
- b. Margaret Floy Washburn
- c. Christine Ladd-Franklin
- d. Francis Sumner
- e. Gilbert Haven Jones

ANSWER:

c

85. _____ was the first African American to receive a doctorate in psychology in the United States, and _____ was the first African American to publish research findings in a major journal.

- a. Kenneth Clark; Richard Suinn
- b. J. Henry Alston; Kenneth Clark
- c. Gilbert Haven Jones; Francis Sumner
- d. Mary Whiton Calkins; Margaret Floy Washburn
- e. Francis Sumner; J. Henry Alston

ANSWER:

e

86. Women now account for about what proportion of doctorates in psychology?

- a. one-third
- b. one-half
- c. two-thirds
- d. four-fifths
- e. nine-tenths

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ANSWER:

c

87. A member of which minority group is least likely to be the recipient of a doctorate in the field of psychology?

- a. Latino American
- b. African American
- c. Pacific Islander
- d. Asian American
- e. Native American

ANSWER:

e

88. In 1970, women accounted for about what proportion of new doctorates in psychology?

- a. one-tenth
- b. one-fifth
- c. one-half
- d. two-thirds
- e. three-fourths

ANSWER:

b

89. A method of developing knowledge based on the evaluation of evidence from experiments and careful observation is called the _____ approach.

- a. intuitive
- b. statistical
- c. empirical
- d. theoretical
- e. eclectic

ANSWER:

c

90. _____ describes the attempt to duplicate research findings reported by other scientists.

- a. Variability
- b. Replication
- c. Hypothesis testing
- d. Empiricism
- e. Theorizing

ANSWER:

b

91. Ajit is a graduate student in psychology who is conducting research on the effectiveness of two types of therapy in the treatment of phobias. Ajit is at the stage where he uses statistics to analyze the data he has collected in order to determine if his initial hypothesis is supported by the research. At which stage of the scientific method is Ajit working?

- a. Drawing conclusions
- b. Developing a research question
- c. Gathering evidence
- d. Replicating results
- e. Forming a hypothesis

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ANSWER:

a

92. All of the following are steps in the scientific method EXCEPT

- a. drawing conclusions
- b. developing a hypothesis
- c. ignoring contradictory evidence
- d. gathering evidence.
- e. generating a research question.

ANSWER:

c

93. Which of the following is the correct order of steps in the scientific method?

- a. forming a hypothesis, developing a research question, gathering evidence, drawing conclusions
- b. gathering evidence, developing a research question, forming a hypothesis, drawing conclusions
- c. developing a research question, forming a hypothesis, gathering evidence, drawing conclusions
- d. formulating a theory, developing a research question, gathering evidence, drawing conclusions
- e. none of the above

ANSWER:

c

94. All of the following are steps in the scientific method EXCEPT

- a. drawing conclusions
- b. developing a hypothesis.
- c. drawing conclusions based on gathering expert opinions.
- d. gathering evidence.
- e. generating a research question.

ANSWER:

c

95. Dr. Kavanaugh has noticed that many of her students are having difficulties understanding the basic parts of a nerve cell (neuron) but don't seem to have the same problems understanding most of the different regions of the brain. Dr. Kavanaugh wonders if her lectures have some bearing on this situation, and has posed a question she intends to pursue in her research—whether the ways in which information is presented affects student interest and memory of the material. If she is interested in pursuing this research question further, Dr. Kavanaugh's next step in the scientific method would be

- a. to develop a research question.
- b. to form a hypothesis.
- c. to gather evidence.
- d. to manipulate the way she delivers lectures.
- e. to draw conclusions.
- f. generating a research question.

ANSWER:

b

96. Dr. Mingus keeps a very detailed record of a series of interviews with an individual who is suffering from a rare brain disorder. This is an example of which research method?

- a. Experiment
- b. Correlational
- c. Case study

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- d. Naturalistic observation
- e. Survey

ANSWER:

c

97. Your psychology professor refers to a research study and says the results were “statistically significant.” Which step in the scientific method does this apply?

- a. Drawing conclusions
- b. Developing a research question
- c. Gathering evidence
- d. Replicating results
- e. Forming a hypothesis

ANSWER:

a

98. Your psychology professor refers to a research study and says the results were “statistically significant.” What does this mean?

- a. The results can be generalized from the sample to the population.
- b. The results have been replicated.
- c. The hypothesis proves the theory it was testing.
- d. The results were unlikely to have been due to chance or other random factors.
- e. The results do not suffer from a social desirability bias.

ANSWER:

d

99. A factor that varies in an experiment is called a

- a. theory.
- b. statistic.
- c. constant.
- d. hypothesis.
- e. variable.

ANSWER:

e

100. Social desirability bias and volunteer bias are problems typically associated with which research method?

- a. naturalistic observation
- b. experiments
- c. case studies
- d. field studies
- e. surveys

ANSWER:

e

101. The use of the survey method is limited by which types of biases?

- a. social desirability bias and volunteer bias
- b. random sampling bias and population bias
- c. case study bias and observational bias
- d. survey bias and volunteer bias

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- e. method bias and population bias

ANSWER:

a

102. In survey research, _____ are segments of the total group who are the subject of interest to the researcher.

- a. populations
- b. volunteers
- c. control groups
- d. samples
- e. committees

ANSWER:

d

103. Dr. Chen finds in her study of people's charitable habits that individuals overestimate the amount of money they give to their churches and private schools. Dr. Chen's results may reflect

- a. over-representation bias.
- b. social desirability bias.
- c. poor random sampling.
- d. large sample bias.
- e. volunteer bias.

ANSWER:

b

104. Developmental psychologist Arthur Chang watches children in a daycare center through a one-way mirror. Chang is utilizing which form of research?

- a. case study
- b. correlational
- c. survey
- d. experimentation
- e. naturalistic observation

ANSWER:

e

105. A statistical measure of the association between two variables is called a(n)

- a. independent variable.
- b. dependent variable.
- c. control variable.
- d. correlation coefficient.
- e. placebo.

ANSWER:

d

106. Which of the following correlations represents two variables with the strongest relationship?

- a. +0.80
- b. -0.95
- c. +0.85
- d. -0.75
- e. answer cannot be determined with information given

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ANSWER:

b

107. Which of the following statements is NOT true of a correlation?

- a. Correlations can range from -1.0 to +1.0.
- b. Negative correlations indicate relatively weak relationships.
- c. Correlations can indicate possible causal factors.
- d. Correlations can identify high-risk groups.
- e. Negative correlations indicate inverse relationships.

ANSWER:

b

108. Which of the following relationships would most likely have the weakest correlation?

- a. a school child's age and vocabulary
- b. a building's height and weight
- c. number of fingers on a person's hand and intelligence
- d. air temperature and number of air conditioners being used
- e. amount of snowfall and number of skiers

ANSWER:

c

109. In her dissertation research, a graduate student finds a correlation of +0.95 between two of the variables being studied. How should she interpret this correlation coefficient?

- a. There is no relationship between the variables.
- b. The variables have a moderate, positive relationship.
- c. The variables have a strong, negative relationship.
- d. The variables have a moderate, negative relationship.
- e. The variables have a strong, positive relationship.

ANSWER:

e

110. A correlation coefficient of 0.00 means

- a. there is no relationship between the variables.
- b. as one variable increases, the other variable increases.
- c. as one variable decreases, the other variable decreases.
- d. as one variable increases, the other variable decreases.
- e. the variables are dependent.

ANSWER:

a

111. Which of the following is NOT a benefit of correlational research?

- a. It can establish cause-and-effect relationships.
- b. It can identify high-risk groups.
- c. It can allow prediction of one variable on the basis of the other.
- d. It can help increase understanding of relationships between variables.
- e. It can offer clues to underlying causes.

ANSWER:

a

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112. In a study of the effects of various brands of ice cream on weight gain, the type of ice cream consumed represents the

- a. dependent variable.
- b. independent variable.
- c. placebo.
- d. control variable.
- e. random variable.

ANSWER: b

113. You see a journal article entitled, "Injection of Happystuff Causes a Reduction in Symptoms of Depression in Adult Males." This tells you that the independent variable

- a. is the injection of Happystuff.
- b. is the reduction in symptoms of depression.
- c. is the population of adult males.
- d. is the construct of depression.
- e. cannot be determined.

ANSWER: a

114. Dr. Wilmington is a social psychologist who studies the topic of love. He goes to a variety of places where couples are found and watches how they interact with each other. Which research method is Dr. Wilmington using for his study?

- a. Case study
- b. Survey
- c. Correlational
- d. Experiment
- e. Naturalistic observation

ANSWER: e

115. In an experiment, the factor that changes in response to some other factor is referred to as the

- a. independent variable.
- b. dependent variable.
- c. control variable.
- d. random variable.
- e. placebo.

ANSWER: b

116. In an experiment, the _____ group receives the manipulation of the independent variable.

- a. control
- b. experimental
- c. independent
- d. dependent
- e. random

ANSWER: b

117. In a drug study, group one receives an inactive pill and group two receives a pill that is believed to be effective in

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treating depression. Group two is the

- a. control group.
- b. placebo group.
- c. independent group.
- d. dependent group.
- e. experimental group.

ANSWER: e

118. Every participant in an experiment has an equal chance of receiving one of the treatments. This is called

- a. control assignment.
- b. random selection.
- c. a placebo effect.
- d. random assignment.
- e. control selection.

ANSWER: d

119. Dr. Schultze conducts research on the effects of a new drug on obsessive-compulsive disorder. In his study, neither Schultze nor the participants knows who is receiving the active drug and who is receiving the placebo. This example describes

- a. random sampling.
- b. a double-blind study.
- c. a single-blind study.
- d. a control factor.
- e. a social desirability bias.

ANSWER: b

120. A placebo effect would be most likely to account for changes in

- a. blood pressure.
- b. blood sugar.
- c. pupil dilation.
- d. pain intensity.
- e. body temperature.

ANSWER: d

121. Dr. Finnegan, a psychological researcher, ensures that he maintains the privacy of his research records. Which ethical principle does this example describe?

- a. informed consent
- b. ethical review
- c. random assignment
- d. confidentiality
- e. social desirability bias

ANSWER: d

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122. The ethical code of psychologists is based on all but which of the following ideas?

- a. People have a basic right to make their own decisions.
- b. Research participants or clients must not be harmed.
- c. People's dignity and welfare must be respected.
- d. People have a basic right to exercise choice.
- e. Determination of ultimate truth outweighs individual cost.

ANSWER:

e

123. Agreement to participate in a study following disclosure of information about its purposes and potential risks and benefits is called

- a. confidentiality.
- b. critical thinking.
- c. informed consent.
- d. ethics review.
- e. replication.

ANSWER:

c

124. The ethical guideline requiring that information about a research study be disclosed to potential research participants before they participate is referred to as

- a. prior approval.
- b. prior consent.
- c. informed consent.
- d. ethical approval.
- e. informational disclosure.

ANSWER:

c

125. An ethical guideline intended to protect a research participant's privacy involves

- a. obtaining informed consent.
- b. maintaining confidentiality.
- c. ensuring anonymity.
- d. obtaining prior approval by an ethics review panel.
- e. destroying research records after participation.

ANSWER:

b

126. Ethics review committees are typically composed of

- a. laypersons only.
- b. professionals only.
- c. samples of research participants from the population under study.
- d. both professionals and samples of research participants.
- e. both professionals and laypersons.

ANSWER:

e

127. Which of the following is NOT a concern regarding animal research?

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- a. justification of intended benefits of the research
- b. protection from unnecessary harm
- c. some advances in medical science depend on animal research
- d. informed consent
- e. approval from institutional review boards

ANSWER:

d

128. Which of the following is NOT a characteristic of critical thinking?

- a. a questioning attitude
- b. avoidance of oversimplification and overgeneralization
- c. an open mind
- d. reliance on common sense
- e. considering alternative explanations

ANSWER:

d

129. Trustworthy online information is most likely to be provided by all but which of the following?

- a. government agencies
- b. APA and APS
- c. scientific journals
- d. professional organizations
- e. private corporations

ANSWER:

e

130. Your professor stated that stress can lead to heart disease. She cited several medical studies to show that stress was linked to heart disease. Therefore, she said we should avoid all forms of stress in order to ensure living a long and healthy life. The professor needs to rethink advice based on which of the following features of critical thinking?

- a. avoiding oversimplification
- b. considering alternative explanations
- c. confusing correlation with causation
- d. avoiding overgeneralization
- e. all of the above

ANSWER:

e

131. One of the main reasons that information published in scientific journals is trustworthy is because

- a. these journals pay for fact checkers to verify information before it is published.
- b. these journals generally post information online before it is published so others can review it.
- c. the articles are peer-reviewed by other professionals prior to publication.
- d. the articles are written by researchers who have proven themselves to be reliable.
- e. none of the above.

ANSWER:

c

132. Which of the following mental health professionals is most likely a behavioral therapist?

- a. Dr. Angelo, who helps clients learn techniques for changing maladaptive thoughts.

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- b. Dr. Barney, who uses techniques based on learning principles to help clients alter maladaptive behaviors.
- c. Dr. Childers, who helps her clients uncover unconscious motives and desires.
- d. Dr. Evans, who helps her patients understand how their culture influences their maladaptive behaviors.

ANSWER:

b

133. An evolutionary psychologist would be most interested in the question of ____.

- a. whether gambling affects brain chemistry and fosters addiction
- b. how best to assist a person to reduce a propensity to gamble
- c. whether attraction to gambling varies over the lifespan
- d. whether there is an adaptive reason why men tend to gamble more than women

ANSWER:

d

134. Which statement is most consistent with the Gestalt psychology point of view?

- a. The whole is more than the sum of its parts.
- b. The world is best understood by breaking it down into individual elements.
- c. We perceive our environment through separate but equal senses.
- d. Where one sense is lost, another is gained.

ANSWER:

a

135. Which of the following psychologists is most likely to study how humans process information?

- a. Dr. Alvarez, a behaviorist
- b. Dr. Benitez, a humanist
- c. Dr. Carlson, a cognitive psychologist
- d. Dr. Dimitri, a neo-Freudian

ANSWER:

c

136. It is difficult for others to confirm an individual's subjective introspections; therefore, taking this approach does not lend itself well to ____.

- a. psychoanalysis
- b. the scientific method
- c. case studies
- d. cognitive therapy

ANSWER:

b

137. Wundt is to _____ as James is to _____.

- a. structuralism; Gestalt
- b. structuralism; functionalism
- c. behaviorism; Gestalt
- d. behaviorism; functionalism

ANSWER:

b

138. A functionalist is most likely to ask which of the following questions?

- a. Can you describe the taste of a peach?

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- b. What is the purpose of superstitions?
- c. What does the texture of chalk remind you of?
- d. How does seeing a butterfly make you feel?

ANSWER:

b

139. In an experimental study on the effects of sleep deprivation on depression, the number of hours that a participant stays awake is represented by the ____.

- a. random variable
- b. independent variable
- c. dependent variable
- d. control variable

ANSWER:

b

140. A group of participants that is exposed to the independent variable is called a(n) ____.

- a. control group
- b. experimental group
- c. random group
- d. non-experimental group

ANSWER:

b

141. A placebo effect would be most likely to account for changes in ____.

- a. blood pressure
- b. blood sugar
- c. body temperature
- d. pain intensity

ANSWER:

d

142. In an experiment, the factor that is expected to change is referred to as the ____.

- a. independent variable
- b. dependent variable
- c. control variable
- d. random variable

ANSWER:

b

143. Every participant in an experiment has an equal chance of receiving one of the treatments. This is called a ____.

- a. control assignment
- b. random selection
- c. placebo effect
- d. random assignment

ANSWER:

d

144. Mayra is participating in a double-blind study on the effectiveness of a new time-release antidepressant medication. Once a week, she receives a small white pill from Dr. Stanley, which she takes immediately. What is the first “blind” aspect of this study?

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- a. Dr. Stanley does not know if Mayra is being given a real substance or placebo until the experiment is over.
- b. Mayra does not know the purpose of the study.
- c. Dr. Stanley does not know the purpose of the study.
- d. Mayra does not know whether she has taken a real substance or a placebo.

ANSWER:

d

145. It is important for a sample in survey research to be representative so that researchers can _____.

- a. study just one or two individuals in great depth and detail
- b. make generalizations about the population as a whole
- c. observe people in their natural environments rather than in a lab
- d. determine causation from correlation

ANSWER:

b

146. A research method that tests hypotheses and allows researchers to make conclusions about causality is called a(n) _____.

- a. case study
- b. experiment
- c. descriptive method
- d. correlational study

ANSWER:

b

147. A formulation that accounts for relationships among observed events or experimental findings to help predict related phenomena is called a(n) _____.

- a. theory
- b. hypothesis
- c. descriptive method
- d. experiment

ANSWER:

a

148. An experimental group receives treatment and is then measured for the effect. What happens to the control group in the experiment?

- a. It receives the same treatment and is measured for the effect, exactly like the experimental group.
- b. It receives a random treatment.
- c. It receives no treatment at all, but it is measured.
- d. It receives the same treatment as the control group, but it is not measured.

ANSWER:

c

149. A factor that varies in an experiment is called a _____.

- a. measure
- b. variable
- c. set
- d. parameter

ANSWER:

b

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150. Which research method involves questioning a group of people?

- a. experimental method
- b. naturalistic observation
- c. survey method
- d. laboratory observation

ANSWER:

c

151. Naturalistic observation is best suited for ____.

- a. testing hypotheses
- b. establishing a correlation between two concepts
- c. developing hypotheses
- d. establishing whether the relationship between two concepts is positive or negative

ANSWER:

c

152. What does correlation tell us?

- a. The order in which variables occur
- b. Which variables influence other variables
- c. What causes change in a variable
- d. The relationship and strength of relationship between two or more variables

ANSWER:

d

153. Professor Scott conducts research on teenage risk-taking behavior. He would like to develop a hypothesis on the parental influence on teenage risk-taking at the extreme end of the spectrum, with a focus on teenagers who sail around the world alone. Would a case study be an appropriate first step, and why or why not?

- a. Yes, because Professor Scott already knows that parents are the driving influence behind teenage circumnavigation.
- b. No, because it will not generate a sufficient amount of data to be tested statistically.
- c. Yes, because teenage circumnavigators are rare and the data will help generate new, or possibly falsify existing, hypotheses.
- d. No, because case studies are too idiosyncratic and lack scientific rigor.

ANSWER:

c

154. Which of the following relationships would most likely have the weakest correlation?

- a. A school child's age and vocabulary
- b. The number of tires on a truck and its weight
- c. A person's height and intelligence
- d. Air temperature and number of air conditioners being used

ANSWER:

c

155. Wanda makes an educated, precisely worded guess about the behavior of her friends in a specific situation. In other words, she is ____.

- a. creating a theory
- b. making a hypothesis
- c. identifying a moral principle

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- d. manipulating variables

ANSWER:

b

156. Participants in an experiment on stress management are given stress reduction techniques and then measured for the effect. What is the role of the control group in this experiment?

- a. They receive no techniques, and they are not measured.
- b. They receive a random technique.
- c. They receive no techniques at all, but they are measured.
- d. They receive the same techniques as the experimental group, and they are measured.

ANSWER:

c

157. Which of the following is an example of random assignment?

- a. Winning numbers in the lottery
- b. The annual National Football League player draft
- c. The numbers that people play in the lottery
- d. The Miss America contest

ANSWER:

a

158. Using the experimental method, a researcher investigates whether watching television while eating causes a person to eat more potato chips than one eats when not watching television. In this case, the number of potato chips eaten represents the ____.

- a. dependent variable
- b. independent variable
- c. control variable
- d. random variable

ANSWER:

a

159. In conducting an experiment, a precisely worded, educated guess is called a ____.

- a. hypothesis
- b. proposal
- c. variable
- d. randomization

ANSWER:

a

160. The dependent variable depends upon ____.

- a. the independent variable
- b. subjects
- c. selective assignment
- d. the control group

ANSWER:

a

161. A group that experiences all experimental procedures with the exception of exposure to the independent variable is called a ____.

- a. control group

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- b. random group
- c. variable group
- d. dynamic group

ANSWER:

a

162. In Dr. Segal's study of the effects of television watching on the language development of children under the age of two, which of the following would you recommend to operationalize the dependent variable?

- a. The cumulative amount of time spent watching television during the study
- b. A count of the number of words each child knows at the end of the study
- c. The amount of time per session spent watching television
- d. A count of the number of words each child knows at the beginning and end of the study

ANSWER:

d

163. The approach that studies the relationships between biological processes and behavior is termed ____.

- a. cognitive-behavioral therapy
- b. Gestalt psychology
- c. structuralism
- d. physiological psychology

ANSWER:

d

164. Participants in the following surveys are guaranteed that their answers will remain confidential and anonymous. In which case are survey respondents least likely to shade the truth?

- a. A survey regarding personal displays of racial prejudice
- b. A survey regarding sexual infidelity
- c. A survey regarding preferences as to online news sources
- d. A survey regarding the purchase, sale, or use of illegal drugs

ANSWER:

c

165. A newspaper article reports that crime increases each month when the moon is full. This relationship is a(n) ____.

- a. testimonial
- b. experiment
- c. survey
- d. correlation

ANSWER:

d

166. In her dissertation research, a graduate student finds a correlation of +0.95 between two of the variables being studied. How should she interpret this correlation coefficient?

- a. The variables have a strong, positive relationship.
- b. The variables have a moderate, positive relationship.
- c. The variables have a strong, negative relationship.
- d. The variables have a moderate, negative relationship.

ANSWER:

a

167. A survey is a descriptive method in which the participants are asked ____.

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- a. open-ended questions
- b. to journal their own thoughts
- c. the same questions
- d. to converse with other survey members

ANSWER:

c

168. The correlation between smoking and lung cancer shows that ____.

- a. correlations may, in fact, give clues to real causes
- b. there is no way of determining whether smoking causes lung cancer
- c. smoking does not cause lung cancer
- d. even strong correlations can be misleading

ANSWER:

a

169. The method of study that examines one or more people in great depth is called a(n) ____.

- a. insight study
- b. biography
- c. case study
- d. sociopsychological study

ANSWER:

c

170. A correlational study found that affluent youngsters were almost twice as likely as the poorest children in the study to have autism. What is the likely reason?

- a. Autism and the traits of high achievers lie on the same continuum.
- b. The reason is impossible to determine from this correlation.
- c. Wealthier parents tend to put off child-bearing until they're older, which increases the risk of autism.
- d. Poorer children have less access to diagnosis and services for autism.

ANSWER:

b

171. In 1970, women accounted for about what proportion of new doctorates in psychology?

- a. one in ten
- b. one in five
- c. two in five
- d. five in ten

ANSWER:

b

Essay

172. Outline the key features of critical thinking.

ANSWER: There are several suggestions regarding critical thinking. First, question everything. Do not blindly accept things you see or hear. Next, clarify what you mean. Use clear and precise language. Avoid oversimplifying and making broad generalizations. Avoid confusing correlation with causation. Be sure to consider assumptions that form the basis for conclusions. Pay close attention to the sources of claims. Question the evidence upon which claims are based. Finally, consider alternative ways of explaining claims.

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173. Psychology is often characterized as being represented by three main forces: Freud's psychodynamic approach, behaviorism, and humanism. Highlight the main features of each of these forces.

ANSWER: Freud's psychodynamic approach emphasized the importance of the unconscious, a region of the mind that lay beyond the scope of ordinary consciousness. The unconscious was responsible for primitive drives of a sexual and aggressive nature (instincts). The wishes and desires that these instincts generated served to motivate our behaviors. Freud also stressed the importance of early childhood experience in forming our personality and shaping our behavior. Abnormal conditions arise from unresolved childhood conflicts. These conflicts are the result of a constant battle between the primitive instincts of the unconscious and mental forces that act to prevent these instincts from achieving conscious awareness. Behaviorism was founded by John Watson. Its primary tenet was that psychology should focus on the study of overt behavior that observers could record and explain objectively. Thus, mental processes such as the conscious or unconscious should not and could not be the subject of study. A second major belief of Watson was that the environment shapes the behavior of humans and other animals. All behavior was the result of learning. Another behaviorist, B.F. Skinner, observed that behaviors are shaped by the consequences (rewards and punishments) that follow particular responses. In the 1950s, humanistic psychology developed as a response to the essentially deterministic nature of Freudian theory and behaviorism. Humanistic psychologists contended that free will and conscious choice are fundamental components of being human. They appreciated the unique qualities of each individual. Humanistic psychologists also focus on conscious experience. They stress the importance of self-awareness. People can achieve authenticity by being true to themselves. All people have creative potential and can make choices that give meaning and purpose to their lives.

174. Differentiate between basic research and applied research.

ANSWER: Research is typically divided into two broad categories. The first, basic research, is research that attempts to expand our understanding of psychology regardless of whether there are any direct benefits. Frequently, basic researchers work for universities or government agencies. Applied research is research that is conducted in hopes of finding solutions to specific problems.

175. Describe the 12 major specialty areas of psychology.

ANSWER: Experimental psychologists utilize experimental techniques to analyze behavioral and mental processes. They typically study such concerns as learning, memory, sensation, and perception. Comparative psychologists are experimental psychologists who focus on behavior in different species. Physiological psychologists investigate the biological substrates of behavior. Clinical psychologists focus on individuals with psychological disorders. They are involved in diagnosis and treatment. Some engage in research and others train future clinicians. This category represents the largest group of psychologists. Counseling psychologists are similar to clinicians but tend to deal with individuals whose problems are less severe. School psychologists help children in a school setting. These children may have academic, emotional, or behavioral problems or may require special education programs. Educational psychologists may also work in a school setting. They typically focus on test and curriculum development. Developmental psychologists are interested in how people change across the life span. They often focus on the extent to which development is shaped by nature, or genetics, and nurture, or environment. Child psychologists are developmental psychologists who emphasize the early periods of development. Personality psychologists study the psychological characteristics that make each of us unique. Social psychologists are interested in the ways in which people are affected by group or social influences. They study topics such as persuasion, attitudes, and conformity. Environmental psychologists focus on how the physical environment influences behavior. They study such matters as noise pollution and overcrowding. Industrial/organizational psychologists study people in the workplace. They focus on issues such as performance appraisal, motivation, and leadership. Health psychologists look at the relationship between psychological factors and physical health. For example, they study how stress affects health. Consumer psychologists are interested in understanding consumer behavior. They explore why people buy certain products or certain brands.

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176. Evaluate the fundamentals of correlational research. Use examples.

ANSWER: Correlational research focuses on the nature of relationships between two or more variables. For example, a college admissions officer may want to know if there is a relationship between grades in high school and grades in college. A physician may be interested in whether the amount of fat in someone's diet is related to heart disease. In any case, a mathematical computation allows one to quantify the strength of the relationship. This is represented by a correlation coefficient. This can range from -1.00 to $+1.00$. The algebraic sign indicates the direction of the relationship. A negative sign indicates that as one variable increases, the other decreases. A positive sign indicates that as one variable increases, the other also increases (likewise, as one variable decreases, the other decreases). The size of the number indicates the strength of the relationship. Numbers close to -1.00 or $+1.00$ indicate a strong relationship. Numbers near 0 (0.03 ; $+0.08$) indicate a very weak relationship. Correlational research is useful for making predictions. However, it cannot be used to establish cause-and-effect relationships. For example, if there is a correlation between dietary fat and heart disease, the physician cannot conclude that the fat causes the heart disease (this does not mean dietary fat does NOT cause heart disease, only that correlational research does not permit a cause-and-effect conclusion).

177. Evaluate the fundamentals of experimental research. Use examples.

ANSWER: Experimental research allows one to establish cause-and-effect relationships. In an experiment, one variable is systematically controlled and its effects on another variable are measured. The variable that is controlled is referred to as the independent variable. The variable that is measured is referred to as the dependent variable. For example, one might be interested in whether a new teaching technique is more effective than another in terms of student performance. In this case, the teaching technique is the independent variable and student performance is the dependent variable. There would have to be at least two groups, one of which is taught using a traditional method (referred to as the control group) and another of which is taught using the new technique (the experimental group). Ultimately, the performance of the control group would be compared to the performance of the experimental group. Perhaps the most important consideration in an experiment is ensuring that variables other than the independent variable are not responsible for differences between the groups. For example, in evaluating different teaching techniques, you would have to consider who is teaching, the time of day of the classes, the motivational levels of the students, and many other factors. The more similar the two groups are in factors other than the independent variable, the more likely that changes in the dependent variable are due to the independent variable.