

## READING INFORMATION

### MULTIPLE CHOICE

1. A psychiatrist is testing a drug that treats depression. He has given the drug to all his patients and all of them have experienced a decrease in depressive symptoms. Although this is interesting, his experience is limited because he does not have a:
  - a. Reliable way to measure depressive symptoms
  - b. Comparison group that did not receive the drug
  - c. Hypothesis
  - d. Psychotherapy to supplement the drug

ANS: B

DIF: Medium

REF: The Research vs. Your Experience: Experience Has No Comparison Group

OBJ: Learning Objective 1

MSC: Applying

### RESEARCH STUDY 2.1

Charlotte is studying subliminal messages and weight loss. She is curious whether people will lose more weight if they hear subliminal messages that encourage weight loss (“don’t eat that food,” “you want to be thin”) in the music on their iPods compared to people who do not have subliminal messages in their music. She studies 40 people and finds the following results:

|                                    | Number Who Lost Weight | Number Who Did Not Lose Weight |
|------------------------------------|------------------------|--------------------------------|
| Exposed to Subliminal Messages     | (Cell A)<br>15 people  | (Cell C)<br>5 people           |
| Not Exposed to Subliminal Messages | (Cell B)<br>10 people  | (Cell D)<br>10 people          |

Refer to Research Study 2.1 to answer the following two questions.

2. To understand whether the subliminal messages have an effect, Charlotte needs to consider all of the following cells in the chart above EXCEPT:
  - a. Only Cell A
  - b. Only Cell B
  - c. Only Cell C
  - d. She must consider all of the cells

ANS: D

DIF: Medium

REF: The Research vs. Your Experience: Experience Has No Comparison Group

OBJ: Learning Objective 1

MSC: Applying

3. A change to which of the following cells will result in a different interpretation of the results of subliminal messages?
  - a. A change in any cell will result in a different interpretation.
  - b. A change in Cell B only will result in a different interpretation.
  - c. A change in Cell C only will result in a different interpretation.
  - d. A change in Cell D only will result in a different interpretation.

ANS: A

DIF: Difficult

REF: The Research vs. Your Experience: Experience Has No Comparison Group

OBJ: Learning Objective 1

MSC: Applying

4. Vanessa claims that she sleeps better when she falls asleep to music. She has a comparison group, because she has noticed that she does not listen to music every night, only when she remembers to plug in her iPod. She typically remembers to plug in her iPod on nights when she is able to finish studying earlier. What problem do you see in Vanessa's reasoning about sleeping better to music?
- Vanessa may be sleeping better because she is less distracted by studying/going to bed sooner.
  - Vanessa's belief that she sleeps better with music is not falsifiable.
  - Vanessa is biased because she sleeps in the same bed every night.
  - There is no problem with Vanessa's reasoning.

ANS: A                      DIF: Difficult

REF: The Research vs. Your Experience: Experience Is Confounded

OBJ: Learning Objective 1 | Learning Objective 4

MSC: Applying

5. An alternative explanation for an outcome is known as a/an:
- Confound
  - Alternative
  - Confederate
  - Secondary explanation

ANS: A                      DIF: Easy

REF: The Research vs. Your Experience: Experience Is Confounded

OBJ: Learning Objective 1

MSC: Remembering

6. Research studies are superior to personal experience because:
- They include at least one comparison group
  - They avoid constants
  - They use confederates
  - An authority is involved

ANS: A                      DIF: Medium

REF: The Research vs. Your Experience: Research Is Better Than Experience

OBJ: Learning Objective 1

MSC: Analyzing

7. What does it mean that behavioral research is probabilistic?
- Conclusions drawn from behavioral research are probably true.
  - It means that behavioral research involves probability sampling.
  - Inferences drawn from behavioral research are not expected to explain all cases.
  - Behavioral research requires the calculation of probability estimates.

ANS: C                      DIF: Medium

REF: The Research vs. Your Experience: Research Is Better Than Experience

OBJ: Learning Objective 4

MSC: Analyzing

8. Angela reads about a study in which cell phone use is associated with migraine headaches. She says, "Well, that study is not valid because I use a cell phone more than anyone I know and I never get migraines." Based on her comment, Angela may be forgetting which of the following?
- Science is based on empiricism.
  - The study has been replicated.
  - The study did not properly define cell phone use.
  - Science is probabilistic.

ANS: D                      DIF: Medium

REF: The Research vs. Your Experience: Research Is Better Than Experience

OBJ: Learning Objective 1

MSC: Applying

9. The two biases of intuition discussed in the text are:
- Being swayed by a good story and being persuaded by what comes easily to mind
  - The present-present bias and the confederate bias
  - Probabilistic thinking and nonintuitive thinking
  - Overconfidence bias and oversimplification bias

ANS: A                      DIF: Easy

REF: The Research vs. Your Intuition: Intuition Is Biased by Faulty Thinking

OBJ: Learning Objective 2

MSC: Remembering

10. James is asked about what is the best way to study for an exam. He responds that the best way to study is by making flash cards. He easily thinks of all the times he used flash cards and he made As. However, he fails to take into consideration all the times he made As and did not use flash cards and the times he used flash cards and did not do well. His faulty thinking is an example of:
- Cherry-picking evidence
  - Availability heuristic
  - Present/present bias
  - Asking biased questions

ANS: C                      DIF: Medium

REF: The Research vs. Your Intuition: Intuition Is Biased by Faulty Thinking

OBJ: Learning Objective 2

MSC: Applying

11. Edward believes that there are a lot of differences between men and women on a variety of different dimensions. He believes this because when he thinks about books that have been written on men and women, he can recall only books that say men and women are different (e.g., *Men Are from Mars, Women Are from Venus*) and cannot recall any that say men and women are the same. His reliance on what comes to mind is an example of which of the following?
- The availability heuristic
  - Cherry-picking of evidence
  - Confirmatory hypothesis testing
  - Overconfidence

ANS: A                      DIF: Medium

REF: The Research vs. Your Intuition: Intuition Is Biased by Faulty Thinking

OBJ: Learning Objective 2

MSC: Applying

12. The problem with the availability heuristic is which of the following?
- We do not examine all of the evidence, only what we can quickly think of.
  - We rely on the opinions of others rather than on our own opinions.
  - It keeps us from examining our own experience.
  - We will never be right in our conclusions.

ANS: A                      DIF: Medium

REF: The Research vs. Your Intuition: Intuition Is Biased by Faulty Thinking

OBJ: Learning Objective 2

MSC: Remembering

13. Asking questions to get the answers we want is known as:
- Availability heuristic
  - Cherry-picking of evidence
  - Confirmatory hypothesis testing
  - Overconfidence

ANS: C                      DIF: Easy

REF: The Research vs. Your Intuition: Asking Biased Questions

OBJ: Learning Objective 2

MSC: Remembering

14. Sasha believes that she is a nice person. To confirm this, she asks all her friends whether she is a nice person; they all agree that she is. Sasha concludes that she is a nice person and says she has evidence of it. However, she does not ask any of her enemies whether they think she is a nice person. This is an example of which of the following?
- a. Cherry-picking of evidence
  - b. Availability heuristic
  - c. Fourth cell reasoning
  - d. Overconfidence

ANS: A                      DIF: Medium

REF: The Research vs. Your Intuition: Intuition Is Biased By Motivation

OBJ: Learning Objective 2                      MSC: Applying

15. Sasha believes that she is a nice person. To confirm this, she asks all her friends whether she is a nice person and they all agree that she is. Sasha concludes that she is a nice person and says she has evidence of it. However, she does not ask any of her enemies whether they think she is a nice person. Sasha would likely draw a different conclusion if she did which of the following?
- a. Asked her enemies if she was a nice person
  - b. Counted up all the times she was nice in the past
  - c. Asked all her friends the same question again in another six months
  - d. Considered all the times she was nice to her enemies

ANS: A                      DIF: Medium

REF: The Research vs. Your Intuition: Intuition Is Biased By Motivation

OBJ: Learning Objective 2                      MSC: Applying

16. Which of the following is NOT a reason to be skeptical of an authority?
- a. They cherry-picked the evidence they presented.
  - b. They based their opinions on their own experience.
  - c. They based their opinions on their intuition.
  - d. They have conducted scientific research on the topic.

ANS: D                      DIF: Difficult

REF: Trusting Authorities on the Subject

OBJ: Learning Objective 2

MSC: Analyzing

17. You and your friends go to see a speaker on campus, Dr. Darian, an “expert” on getting into graduate school. Which of the following should make you less skeptical about his advice?
- a. His recommendations are based on techniques that have worked for his students.
  - b. His recommendations are based on the techniques that helped him get into graduate school.
  - c. His recommendations are based on research he conducted for his dissertation.
  - d. His recommendations are similar to what you knew before you came to the talk.

ANS: C                      DIF: Difficult

REF: Trusting Authorities on the Subject

OBJ: Learning Objective 3

MSC: Applying

18. Psychological scientists may choose to publish their work in all of the following EXCEPT:
- a. Edited books
  - b. Popular magazines
  - c. Scientific journals
  - d. Full-length books

ANS: B                      DIF: Medium

REF: Finding and Reading the Research: Consulting Scientific Sources

OBJ: Learning Objective 6

MSC: Remembering

19. Which of the following is true of the distinction between scientific journals and popular magazines?
- a. Scientific journals are published quarterly; popular magazines are published monthly.
  - b. Scientific journals are published on specific topics; popular magazines are not published

on specific topics like psychology.

- c. Scientific journal articles are peer-reviewed; popular magazine articles are not.
- d. There are no differences between scientific journals and popular magazines.

ANS: C

DIF: Medium

REF: Finding and Reading the Research: Consulting Scientific Sources

OBJ: Learning Objective 6 | Learning Objective 8

MSC: Analyzing

20. Diego is interested in examining the relationship between a person's attachment style and his or her relationship satisfaction. He finds 65 studies that have examined this topic. He combines the results of all these studies and calculates an effect size. His research is most accurately described as:
- a. A meta-analysis
  - b. A review journal article
  - c. A chapter in an edited book
  - d. A PsycWiki

ANS: A

DIF: Medium

REF: Finding and Reading the Research: Consulting Scientific Sources

OBJ: Learning Objective 6

MSC: Applying

21. Ellie is looking for a summary of research on the effects of childhood abuse on adult functioning. Which of the following scientific sources would NOT be an ideal source?
- a. A meta-analysis
  - b. A review journal article
  - c. An empirical journal article
  - d. A chapter in an edited book

ANS: C

DIF: Difficult

REF: Finding and Reading the Research: Consulting Scientific Sources

OBJ: Learning Objective 6

MSC: Applying

22. Compared with doing a generic Internet search, why is PsycINFO a superior way to find scientific sources?
- a. It is free.
  - b. It searches only sources in psychology and related fields.
  - c. It can be done on any computer.
  - d. It searches research scientists' websites.

ANS: B

DIF: Medium

REF: Finding and Reading the Research: Finding Scientific Sources

OBJ: Learning Objective 5

MSC: Remembering

23. Which of the following is the first section of an empirical journal article?
- a. Abstract
  - b. Introduction
  - c. Results
  - d. References

ANS: A

DIF: Easy

REF: Finding and Reading the Research: Reading the Research

OBJ: Learning Objective 7

MSC: Remembering

24. Matthew is reading an empirical journal article and wants to know whether the authors used the Big Five Inventory (BFI-44) or the NEO-PI to measure extraversion. In which section would he find this information?
- a. Introduction
  - b. Method
  - c. Results
  - d. Discussion

ANS: B

DIF: Easy

REF: Finding and Reading the Research: Reading the Research

OBJ: Learning Objective 7

MSC: Applying

25. Lana is writing her first empirical journal article. Although she thinks she knows why she found the results she did, she also wants to mention some alternative explanations for her findings. In which section will she mention these alternative explanations?
- a. Method
  - b. Results
  - c. Discussion
  - d. References

ANS: C

DIF: Easy

REF: Finding and Reading the Research: Reading the Research

OBJ: Learning Objective 7

MSC: Applying

26. Which of the following has the sections of an empirical journal article in the correct order?
- a. Introduction, Results, Discussion, Method, References
  - b. Introduction, Discussion, Method, Results, abstract
  - c. Abstract, References, introduction, Results, Discussion
  - d. Abstract, Method, Results, Discussion, References

ANS: D

DIF: Difficult

REF: Finding and Reading the Research: Reading the Research

OBJ: Learning Objective 7

MSC: Remembering

27. Javier wants his lab partner to tell him if he thinks the article he found for their project is appropriate. Rather than have him read the article, which two parts of the paper could Javier have his lab partner read to get a summary of the article?
- a. The abstract and the first paragraph of the introduction
  - b. The abstract and the first paragraph of the discussion
  - c. The abstract and the Method section
  - d. The last paragraph of the introduction and the results section

ANS: B

DIF: Difficult

REF: Finding and Reading the Research: Reading the Research

OBJ: Learning Objective 7

MSC: Applying

28. Which of the following is NOT a section or subsection commonly found in an empirical journal article?
- a. Abstract
  - b. Outcomes
  - c. Participants
  - d. Procedure

ANS: B

DIF: Difficult

REF: Finding and Reading the Research: Reading the Research

OBJ: Learning Objective 7

MSC: Remembering

29. When reading an empirical journal article “*with purpose*,” which two questions should you ask yourself as you read?
- a. *What is the argument?* and *What is the evidence to support the argument?*
  - b. *What were the methods?* and *What are the results?*
  - c. *What is the hypothesis?* and *What are the explanations?*
  - d. *What research exists on this topic?* and *What research needs to be conducted to answer the question?*

ANS: A

DIF: Easy

REF: Finding and Reading the Research: Reading the Research

OBJ: Learning Objective 7

MSC: Remembering

30. When reading an empirical journal article “*with purpose*,” which section should you read first?
- a. Abstract
  - c. Method

- b. Introduction d. Discussion

ANS: A DIF: Easy  
REF: Finding and Reading the Research: Reading the Research  
OBJ: Learning Objective 7 MSC: Remembering

31. When reading an empirical journal article “*with purpose*,” why should you read the abstract first?
- Because it is the shortest section
  - Because it provides an overview of the article
  - Because it is written by the journal’s editor
  - Because it appears in PsycINFO

ANS: B DIF: Easy  
REF: Finding and Reading the Research: Reading the Research  
OBJ: Learning Objective 7 MSC: Remembering

32. Looking for which of the following in a trade book will give you a hint as to its scientific rigor?
- Its cost
  - The number of pages
  - The number of references
  - The number of authors

ANS: C DIF: Medium  
REF: Finding and Reading the Research: Finding Research in Less Scholarly Places  
OBJ: Learning Objective 8 MSC: Remembering

33. Which of the following is a benefit to using a wiki to conduct psychological research?
- The wiki’s coverage of a topic is not always comprehensive.
  - The page may not include a comprehensive list of references.
  - The page may include incorrect information.
  - It can be corrected quickly.

ANS: D DIF: Medium  
REF: Finding and Reading the Research: Finding Research in Less Scholarly Places  
OBJ: Learning Objective 8 MSC: Remembering

34. Of the options listed below, which of the following is the last section of an empirical journal article?
- Method
  - Results
  - Discussion
  - Introduction

ANS: C DIF: Easy  
REF: Finding and Reading the Research: Reading the Research  
OBJ: Learning Objective 7 MSC: Remembering

35. What is the problem with being swayed by a good story?
- A good story is never the true explanation for a scientific finding.
  - Scientific findings never have commonsense explanations.
  - A good story may not be supported by data.
  - Good stories are not falsifiable.

ANS: C DIF: Difficult  
REF: The Research vs. Your Intuition: Intuition Is Biased by Faulty Thinking: Being Swayed by a Good Story  
OBJ: Learning Objective 2 MSC: Analyzing

36. After reading the chapter, Cyril says to himself, “*I am sure other people might engage in faulty thinking but I never would.*” What is Cyril experiencing?
- Bias blind spot
  - Confirmatory hypothesis testing
  - Faulty intuition
  - Motivated thinking

ANS: A                      DIF: Medium  
REF: The Research vs. Your Intuition: Intuition Is Biased by Motivation: Biased About  
Being Biased                      OBJ: Learning Objective 2                      MSC: Applying

37. Which of the following sources is most likely to contain only information that has been rigorously peer-reviewed?
- a. Chapters in edited books
  - b. Full-length books
  - c. Review journal articles
  - d. Wikis

ANS: C                      DIF: Easy  
REF: Finding and Reading the Research: Consulting Scientific Resources  
OBJ: Learning Objective 6                      MSC: Remembering

38. Hannah just finished reading an empirical journal article for a class project. What information might she get out of reading the references section of her article?
- a. A list of the measures used in the study
  - b. The name of an article that researched a similar topic
  - c. An idea for a future study
  - d. An explanation of the statistical tests used

ANS: B                      DIF: Medium  
REF: Finding and Reading the Research: Reading the Research  
OBJ: Learning Objective 7                      MSC: Applying

39. Which of the following is a limitation of Google Scholar compared to PsycINFO?
- a. Google Scholar does not allow you to search particular fields.
  - b. Google Scholar is not free to use.
  - c. Google Scholar is not limited to just psychology and related fields.
  - d. Google Scholar does not allow you to sort for peer-reviewed articles.

ANS: C                      DIF: Easy  
REF: Finding and Reading the Research: Finding Scientific Sources: Alternatives to PsycINFO  
OBJ: Learning Objective 5                      MSC: Remembering

40. Hannah just finished reading an empirical journal article for a class project. Where should she go if she wants to look for a list of the study's hypotheses or research questions?
- a. First page of the article
  - b. First page of the Method section
  - c. Last paragraph of the Results section
  - d. Last paragraph of the introduction

ANS: B                      DIF: Medium  
REF: Finding and Reading the Research: Reading the Research  
OBJ: Learning Objective 7                      MSC: Applying

## SHORT ANSWER

### RESEARCH STUDY 2.2

Charlotte is studying subliminal messages and weight loss. She is curious whether people will lose more weight if they hear subliminal messages that encourage weight loss ("don't eat that food," "you want to be thin") in the music on their iPods than will people who do not have subliminal messages in their music. She studies 40 people and finds the following results:

|  | Number Who Lost | Number Who Did Not Lose |
|--|-----------------|-------------------------|
|--|-----------------|-------------------------|



|                                    | Weight                | Weight                |
|------------------------------------|-----------------------|-----------------------|
| Exposed to Subliminal Messages     | (Cell A)<br>15 people | (Cell C)<br>5 people  |
| Not Exposed to Subliminal Messages | (Cell B)<br>10 people | (Cell D)<br>10 people |

Refer to Research Study 2.2 to answer the following two questions.

1. Although Charlotte is concerned with exposure to subliminal messages, she collects data from people not exposed to subliminal messages. What is this group called? Why must this group be included in her study?

ANS:

The group is called a comparison group. Students should say that this group must be included because Charlotte needs to consider what happens when people are exposed to the subliminal messages but that to determine what effect it has, she must also examine what happens among people “normally,” that is, when they are not exposed to the “treatment.”

DIF: Medium

REF: The Research vs. Your Experience: Experience Has No Comparison Group

OBJ: Learning Objective 4 MSC: Applying

2. Explain why the results of Cell B and Cell D are important.

ANS:

The results of Cell B and D are important because they demonstrate the relative rate of improvement when no treatment is given. One cannot determine whether something is effective if one does not know what would have happened anyway, in the absence of treatment.

DIF: Difficult

REF: The Research vs. Your Experience: Experience Has No Comparison Group

OBJ: Learning Objective 4 MSC: Analyzing

3. Yasmine believes that attractive people make more money because among her four friends who work at a local restaurant, the most attractive of the four makes the most in tips. A study by Judge, Hurst, and Simon (2009) found that attractive people make more money. Provide two reasons why Yasmine should be more convinced about the relationship between attractiveness and income by the Judge, Hurst, and Simon paper than by her personal experience.

ANS:

Students should say that controlled studies have comparison groups and can avoid confounds.

DIF: Medium

REF: The Research vs. Your Experience: Research Is Better Than Experience

OBJ: Learning Objective 4 MSC: Applying

4. Imagine that Dr. Jones publishes a study that claims that drinking while pregnant is dangerous for the health of the unborn baby. He finds that of the 100 women in his study who drank when pregnant, 78 had children who experienced problems with attention. Of the 100 women in his study who did not drink when pregnant, only 29 children experienced problems with attention. Your neighbor says that Dr. Jones is wrong because she drank when pregnant and her child is perfectly healthy. Explain why Dr. Jones is not wrong.

ANS:

Students should explain that behavioral research is probabilistic, meaning that the conclusions drawn from studies explain a large percentage of cases, but not necessarily all cases. Students may also explain that merely the neighbor's child being healthy (1 data point) does not refute the large number of cases (in this case, 78) of children who were affected.

DIF: Medium

REF: The Research vs. Your Experience: Research Is Better Than Experience

OBJ: Learning Objective 4 MSC: Applying

5. Name three examples of biases of intuition.

ANS:

Students should state the three examples of biases of intuition: being swayed by a good story, the present/present bias, and the availability heuristic.

DIF: Easy

REF: The Research vs. Your Intuition: Intuition Is Biased by Faulty Thinking

OBJ: Learning Objective 2 MSC: Understanding

6. Explain how confirmatory hypothesis testing is different from the theory-data cycle.

ANS:

Students should explain that when people engage in confirmatory hypothesis testing, they are seeking to confirm their hypotheses and are asking questions that will give them the answer they expect. By contrast, when people engage in the theory-data cycle, they ask questions that may confirm or disconfirm their hypothesis. In the latter, they are not trying to find a particular answer but rather trying to find the correct answer.

DIF: Difficult REF: The Research vs. Your Intuition: Intuition Is Biased By Motivation

OBJ: Learning Objective 2 MSC: Analyzing

7. Name three ways that the scientific reasoner is different from the intuitive thinker.

ANS:

Students must mention three of the following: researchers create comparison groups, examine all the data (or all cells), test their ideas with systematic research, try to ask objective questions, change their theories/beliefs when the data do not support their original ideas, and try to accept data temporarily (keeping them from becoming overconfident).

DIF: Medium

REF: The Research vs. Your Intuition: The Intuitive Thinker vs. the Scientific Reasoner

OBJ: Learning Objective 4 MSC: Analyzing

8. You are having lunch with several friends and discussing the link between homework and exam grades. Oliver says, “I know that doing homework improves exam grades because I always do my homework and I have a 4.0.” Julia says, “I know that doing homework improves exam grades because a blog I read on an education website says so.” Richard says, “I know that doing homework improves exam grades because that makes sense. Teachers would not assign it if it did not.” Provide a response to each friend for why his or her reasoning is unsound.

ANS:

Students should mention to Oliver that his own experience might be biased or flawed because he has no comparison group (e.g., he might have made good grades without homework, he has just never done that); to Julia that the writer on that blog, although he or she may appear to be an authority, may not be and may be basing his or her opinions on personal experience rather than on actual research; and to Richard that sometimes obvious or intuitive explanations may not be the correct ones.

DIF: Medium

REF: The Research vs. Your Intuition: The Intuitive Thinker vs. the Scientific Reasoner

OBJ: Learning Objective 1

MSC: Applying

9. Describe three ways that scientific journals/journal articles are different from popular magazines/magazine articles.

ANS:

Students must mention three of the following: journal articles are peer-reviewed, journal articles are written for psychology researchers and students, scientific journals do not tend to have advertisements in them, scientific journals are available from libraries and online databases (rather than in regular bookstores).

DIF: Easy

REF: Finding and Reading the Research: Consulting Scientific Sources Journal Articles:

Psychology’s Most Important Source

OBJ: Learning Objective 7 | Learning Objective 8

MSC: Understanding

10. Describe two pros and two cons of reading about scientific research in popular magazines compared with reading about research in scientific journals.

ANS:

Students must mention two pros (could include that it is easier to read, it can provide interesting new ideas, the articles may be easier to access since one does not need a library or subscription of a journal) and two cons (the research described may not be accurately reported, the research may not be important in the field).

DIF: Medium

REF: Finding and Reading the Research: Consulting Scientific Sources

OBJ: Learning Objective 7 | Learning Objective 8

MSC: Understanding

11. Karla is starting her study for her research methods and needs to begin finding some research articles. She tells you that she plans on searching for her sources on Google Scholar. Provide three reasons that you would recommend that she use PsycINFO instead to search for sources.

ANS:

Students must mention three of the following: PsycINFO allows you to search for terms in specific fields, PsycINFO specifies whether an article is peer reviewed, and PsycINFO focuses on psychology and psychology-related articles.

DIF: Medium

REF: Finding and Reading the Research: Finding Scientific Sources

12. Name the six basic sections of an empirical journal article.

ANS:

The six basic sections of an empirical journal article are the abstract, the introduction, the Method, the Results, the Discussion, and the References.

DIF: Easy

REF: Finding and Reading the Research: Reading the Research

OBJ: Learning Objective 7

MSC: Understanding

13. When reading an empirical journal article “*with purpose*,” which two questions should you ask yourself as you read? To this end, which section should you read first in order to quickly answer these questions?

ANS:

The two questions are *What is the argument?* and *What is the evidence to support the argument?* The abstract should be read in order to quickly answer these questions.

DIF: Easy

REF: Finding and Reading the Research: Reading the Research

OBJ: Learning Objective 7

MSC: Understanding

14. Provide at least three reasons that explain why a wiki is a less-than-ideal source for psychological research.

ANS:

Students should state three of the following: A wiki’s coverage of a topic is not necessarily comprehensive, the page may not include references, the page may include incorrect information, and a topic may have pages that are not specific to psychology.

DIF: Medium

REF: Finding and Reading the Research: Finding Research in Less Scholarly Places

OBJ: Learning Objective 8

MSC: Understanding

15. Your friend Samir wants to learn how to be more persuasive. He is a marketing major and thinks that understanding more about persuasion might be helpful. Which type of scientific sources might you recommend to him and why?

ANS:

Students should say that they would point Samir in the direction of chapters in an edited book or perhaps a trade book. These provide more general reviews of research and thus are more likely to be accessible to a nonpsychology student. They should not point him in the direction of empirical journal articles (or review journal articles), as such articles are likely to be too specific to provide Samir with a general overview.

DIF: Medium

REF: Finding and Reading the Research: Finding Research in Less Scholarly Places

OBJ: Learning Objective 6

MSC: Applying