

FISKE & TAYLOR / SOCIAL COGNITION: FROM BRAINS TO CULTURE 2e

MCQ TESTBANK

[underlined answers are correct]

CHAPTER 1 MULTIPLE CHOICE:

1. When a person is described as both “mean” and “funny,” which of the following would best fit with the configural model of person perception?
 - a. The combination of a positive trait and a negative trait lead to an overall neutral impression
 - b. The perceiver re-interprets “funny” as a caustic or sarcastic humor, making the traits fit well together into a single impression
 - c. The negative-warmth characteristic of “mean” carries more weight, overshadowing any other descriptions
 - d. The high-warmth characteristic of “funny” carries more weight, overshadowing any other descriptions
2. Which of the following best describes a way in which Gestalt psychology influences the research of Kurt Lewin?
 - a. Emphasizing holistic models of behavior and how an individual’s perceptions of the social environment can be influential
 - b. Showing how objective, external interpretations of situations can explain social behavior in that environment
 - c. Emphasizing how a focus on individual aspects of a situation can in and of itself predict behavior
 - d. Showing how motivation plays an important role in determining what a person will do in any given situation
3. Which if the following is the best example of a consistency theory?
 - a. Stereotyping
 - b. Altruism
 - c. Stimulus-response
 - d. Cognitive dissonance
4. Which of the following best characterizes cognition within the naïve scientist model?

- a. Motivation to resolve uncomfortable inconsistencies among cognitions and feelings
 - b. A rational search for relevant information, leading to logical conclusions
 - c. Using perceptions of others to imagine how they might react to a situation
 - d. Studying natural neural processes to better understand processes like category learning
5. “People sometimes prioritize efficiency over accuracy in mental processing because they are limited in their capacity to process information.” This statement best characterizes which of the following models of cognition?
- a. Information processing model
 - b. Activated actor model
 - c. Cognitive miser model
 - d. Naïve scientist model
6. The “motivated tactician” model is best described by which of the following?
- a. People are fully engaged in their thought processes, and choose between a number of different cognitive strategies depending on which best suits their current goals, motives, and needs
 - b. People are motivated to look for quick solutions that adequately fit the problem at hand, rather than focusing on completely accurate solutions that would take a long time
 - c. People are unconsciously or consciously affected by environmental cues which motivate them to behave in particular ways
 - d. People are motivated to rationally assess available information and arrive at the most reasonable solution to any problem
7. Which of the following best describes “naïve psychology”?
- a. Estimates of behavioral processes based on a lack of understanding of cognitive processing
 - b. The ways in which young and/or sheltered people perceive and react to their environments
 - c. People’s common sense, non-scientific theories about themselves and other people

- d. How people feel about others in their social circles
8. Of the following, which has been shown to be the best model of impression formation?
- a. The algebraic model
 - b. The configural model
 - c. Neither the algebraic nor configural model
 - d. Both the algebraic and configural models
9. What is meant by “mental chemistry,” according to the British elemental tradition?
- a. Mental concepts are “elements,” which can be “bonded” to other concepts through (typically repeated) associations
 - b. Different concepts have different properties, and can create entirely new concepts when added together
 - c. Cognition can result in combinations of thoughts which trigger other cognitions, like a chemical chain reaction
 - d. Associating one concept with another typically happens instantly and powerfully, like a chemical bond
10. In the early 20th century, the first laboratory psychologists began conducting research. Which of the following best describes their methods?
- a. Careful randomized trials to observe human behavior in varying environments
 - b. Observing animal behavior to draw parallels to human mental processes
 - c. Using introspection to examine the researchers’ own thought processes
 - d. Making careful observations of social interactions between laboratory participants
11. Which of the following researchers emphasized human behavior as a result of the dynamic equilibrium among multiple, often-conflicting psychological forces?
- a. Wilhelm Wundt
 - b. Kurt Lewin
 - c. Hermann Ebbinghaus
 - d. Edmund Gestalt
12. Which of the following would Kurt Lewin believe is *least* predictive of a person’s behavior?
- a. Characteristics unique to person, such as beliefs, perceptual abilities, and past experiences

- b. The person's cognitions about the environment
 - c. The behaviors of past people faced with the same environment and situation
 - d. The person's personal motivations in that situation
13. What was one of the primary reasons the study of introspection fell out of favor with researchers?
- a. It is impossible to publically reproduce introspections, so the evidence could not be confirmed by other researchers
 - b. The advent of computers led to more sophisticated techniques for studying mental processes
 - c. Linguistic developments showed how the complexity of language required a more complex model to explain its development
 - d. Nonverbal behaviors were shown to be a better measurement of attitudes and emotions
14. The medial prefrontal cortex is most closely associated with which of the following?
- a. Memory storage and recall
 - b. Extreme emotions
 - c. Social processes
 - d. Category recognition
15. An elevated cortisol response would most likely result from which of the following?
- a. Giving a speech in public
 - b. Seeing a picture of a childhood friend
 - c. Categorizing objects based on their external properties
 - d. Remembering a sequence of numbers
16. The configural model is an example of what approach to the study of social cognition?
- a. Elemental
 - b. Social
 - c. Behavioral
 - d. Holistic
17. What two Gestalt ideas that Kurt Lewin import into social and ultimately cognitive psychology?
- a. Phenomenology and holistic view

- b. Phenomenology and elemental view
 - c. Phenomenology and introspection
 - d. Behaviorism and holistic view
18. According to the elemental view of social cognition, what allows ideas to develop from association through simple contiguity to mental compounds?
- a. Reward
 - b. Repetition
 - c. Motivation
 - d. Information Processing
19. What theory claims that behavior has certain rewarding and punishing effects, causing an organism to repeat or avoid the behavior?
- a. Asch's configural model
 - b. Thorndike's theory of instrumental learning
 - c. Lewin's person-situation field theory
 - d. Asch's algebraic model
20. Dissonance theory is an example of what kind of view of the thinker in social psychology?
- a. Consistency seeker
 - b. Motivated Tactician
 - c. Activated Actor
 - d. Cognitive Miser
21. A *concept* includes both the relevant _____ and the _____ among these _____.
- a. Attributes, relationships, attributes
 - b. Relationships, attributes, relationships
 - c. All of the above
 - d. None of the above
22. What basic assumption in research on social cognition concerns how cognitive elements form, operate and change over time?
- a. Mental representation of the self
 - b. Mentalism
 - c. Cognitive Process

- d. Information Processing
23. The most recent social cognitive neuroscience techniques relies on what tool?
- a. Twin-based studies
 - b. Studying brain damaged patients
 - c. Detailed brain imaging techniques
 - d. Measuring milliseconds of reaction times
24. One recent shift in attitude research and in social psychology has been away from _____ approaches and toward examinations of _____.
- a. Outcome-oriented, process
 - b. Process-oriented, process
 - c. Experimental, longitudinal studies
 - d. None of the above
25. Which social neuroscience technique can only detect approximate spatial locations, but precise temporal locations?
- a. EEG
 - b. TMS
 - c. EMG
 - d. None of the above
26. What describes the process of perceiving an entity as having intentions and personality?
- a. Psychological field
 - b. Theory of mind
 - c. Attribution theory
 - d. Both B and C
27. What striking social cognitive difference in cultures has cognitive implications ranging from self-definition, to self-esteem, to life tasks, to the role of others?
- a. Comparisons of the self as more independent or interdependent
 - b. Variations of belief in religiosity
 - c. General beliefs in social cynicism
 - d. Language-based difference

CHAPTER 2 MULTIPLE CHOICE

1. A participant is shown a picture of a smiling face that is flashed on the screen for a few milliseconds – too fast for the participant to recognize the image. Nonetheless, the participant then judges a neutral image more positively. This is an example of what?
 - a. Subliminal priming
 - b. Supraliminal reactivity
 - c. Affective forecasting
 - d. Conceptual pattern-matching
2. Which of the following brain areas is most likely to respond to an extremely positive OR extremely negative stimulus?
 - a. Posterior superior temporal sulcus
 - b. Medial prefrontal cortex
 - c. Hypothalamus
 - d. Amygdala
3. Which of the following areas of the brain would *not* be likely to respond to positive social rewards?
 - a. Orbitofrontal cortex
 - b. Lateral occipital gyrus
 - c. Ventral striatum
 - d. Ventral medial prefrontal cortex
4. Of the following, which best describes an important feature of subliminal priming?
 - a. Stimuli must relate to affective concepts to activate associations
 - b. Stimuli must be shown long enough to register perceptually, but not so long as to elicit conscious recognition
 - c. Stimuli must be related to categories of the concepts participants are evaluating
 - d. Stimuli must be tailored to each individual participant's own reaction speeds
5. Which of the following is the best example of postconscious automaticity?
 - a. An advertisement for soft drinks flashes the word “thirsty” for five milliseconds. Viewers don't report seeing any words, but still feel thirsty afterwards

- b. A participant fills out a crossword puzzle including aggressive words like “violence” and “hostile” as well as neutral words like “table” and “carpeting.”
The participant subsequently behaves more aggressively to the experimenter
 - c. A room is painted in shades of pastel blues and greens. While filling out questionnaires in that room, participants report feeling more soothed and relaxed
 - d. While on the way to work, a driver is nearly struck by a speeding car, but is able to avoid being hit. Shortly afterwards, the driver behaves very aggressively to a different car that cuts him off in traffic
6. Which of the following is an example of proceduralization?
- a. Requiring a student to complete a set amount of paperwork before being admitted to a graduate program
 - b. Several students dividing up the work for a group project in order to maximize efficiency
 - c. A professor is universally considered “nice” after eliminating homework from the course requirements
 - d. After years of practice interviewing candidates for leadership positions, a hiring manager is able to very quickly categorize people as “leaders” or “not leaders”
7. Which of the following is *not* an advantage of automatic processing?
- a. Allows people to decide how to fairly judge others
 - b. Allows people to make rapid decisions
 - c. Allows people to evaluate complex targets and situations
 - d. Allows people to efficiently process lots of information
8. Which of the following best describes a “goal” as defined in the chapter?
- a. Mental representation of a desired outcome
 - b. Conscious target of positive behavior
 - c. Unconscious representation of personal achievement
 - d. Benchmark for evaluating progress towards a preferred outcome
9. Which of the following is the most effective way to prevent unwanted cognitions?
- a. Self-monitoring for unwanted thoughts
 - b. Focusing pointedly on suppressing cognitions
 - c. Focusing on a completely unrelated cognition

- d. Setting a clear goal and thereby increasing motivation to prevent the thoughts
10. Which of the following best characterizes “intent”?
- a. A conscious or unconscious goal mentally represented sequentially
 - b. A desire to complete a particular behavioral outcome, to the exclusion of others
 - c. A rejection of default behavioral patterns to “make the hard choice”
 - d. A conscious thought and/or behavior undertaken when one has the ability to think or behave in a different way
11. Which of the following *does not* characterize the motive of understanding?
- a. It is an exclusively conscious process
 - b. It is a need to have one’s views align with the views of one’s group
 - c. Its functions to make the world more predictable
 - d. It is the dominant motive behind almost all social cognition
12. Which of the following best characterizes the dual-process perspective of person perception?
- a. Perceivers separately process the positive and negative aspects of a target
 - b. Perceivers first automatically identify a target, then search for more information if the target is relevant to them
 - c. Perceivers first make value judgments about a target, then categorize the target based on whichever categories are relevant in that situation
 - d. Perceivers first process the target in relation to themselves, then evaluate the target’s relationship to the situation
13. Cognitive load would be most likely to impair which of the following processes, according to the cognitive busyness model?
- a. Automatic categorization of a behavior
 - b. Dispositional attributions of behavior
 - c. Attributional correction for situational factors
 - d. Motivation to accurately characterize the target
14. A political candidate, “X,” delivers a long speech on why he is more qualified for office than his opponent. The speech lists 250 distinct reasons he deserves the position. Upon hearing the list, a voter decides that the list of reasons to elect “X” is so long that he simply must be the superior candidate. However, this voter did not pay attention to the

actual content of the list. This type of reasoning is best described by which method of persuasion?

- a. Central
- b. Systematic
- c. Analytic
- d. Peripheral

15. Although you are supposed to be focusing on a psychology assignment, you instead find yourself thinking back to the delicious dinner you ate at a restaurant the night before.

This is an example of what kind of thought?

- a. Operant thought
- b. Respondent thought
- c. Experiential thought
- d. Unconditioned thought

16. A participant is given a smartphone that chimes randomly every 3–30 minutes and asks the participant to complete a brief survey about their current thoughts, feelings, and activities. This is an example of which of the following methods?

- a. Experience sampling
- b. Automated experimentation
- c. Cognitive interrogation
- d. Rumination sampling

17. What is meant by the idea of consciousness as an “executive” or “executor”?

- a. Consciousness takes priority over other mental processes
- b. Consciousness can terminate unwanted activation pathways
- c. Consciousness can control which mental processes are being inhibited or activated
- d. Consciousness is necessary for the execution of perceptual processes

18. What is the purest form of an automatic process, defined as unintentional, uncontrollable, efficient, autonomous, and outside awareness?

- a. Mindlessness
- b. Daydreaming
- c. Automaticity

- d. None of the above
19. Which part of the brain is NOT implicated in the more reflex-like, automatic forms of social cognition?
- a. Lateral temporal cortex
 - b. Amygdala
 - c. Hippocampus
 - d. Ventromedial prefrontal cortex
20. Which of the following is necessary in order for subliminal priming to be successful?
- a. Prime must be displayed precisely and reliably at exceedingly short intervals
 - b. Must be immediately masked by perceptually related but conceptually neutral stimuli
 - c. None of the above
 - d. Both A and B
21. If participants were primed with the trait “frugality” by completing a word unscrambling task. This task would be an example of _____?
- a. Preconscious automaticity
 - b. Postconscious automaticity
 - c. Subliminal priming
 - d. Both A and C
22. Which of the following stimuli is most likely to be automatically encoded by most people?
- a. A photo of a steaming hot pizza
 - b. A photo of a crying child
 - c. A photo of a beautiful sunset
 - d. A photo of an angry mob (threatening)
23. The failure to suppress negative thoughts can lead to what type of repetitive, counterproductive thinking?
- a. Rumination
 - b. Auto-motives
 - c. Mindlessness
 - d. None of the above

24. According to Bargh (1997), situations can automatically cue certain motives, directly influencing behavior. This auto-motive concept harkens back to which metaphor first described in Chapter 1?
- a. People as passive aggressors
 - b. People as cognitive misers
 - c. People as activated actors
 - d. None of the above
25. What psychologist argues that conscious will is an illusion created by people thinking about an action before performing it?
- a. Bargh
 - b. Asch
 - c. James
 - d. Wegner
26. Which of the following best defines meta-cognition?
- a. An epiphenomenon irrelevant of ongoing mental processes
 - b. A concept necessary for understanding and intent
 - c. People's beliefs about their own thinking processes
 - d. Being aware of (able to talk about) something or being aware of something in that it reflects behavior, if indescribable
27. The majority of daily thought can be described as?
- a. Operant thought
 - b. Respondent thought
 - c. Instrumental and problem-solving
 - d. Both A and C
28. Which of the following is NOT an experience-sampling method?
- a. Reaction time measurements
 - b. Think-aloud procedures
 - c. Random probes asking participants to report mind-wandering, stimulus-independent thought, and zoning out during primary task
 - d. Role-play participation

29. If unmet, what central motive can lead to cardiovascular and immune problems comparable to those of cigarette smoking?
- a. Understanding
 - b. Belonging
 - c. Need for control
 - d. Self-enhancement
30. People's intention to trust others and people's receipt of trusting behavior both correlate with what neuroactive hormone, particularly active in women?
- a. Estrogen
 - b. Progesterone
 - c. Oxytoxin
 - d. None of the above
31. Which of the following describes the difference between the dual-process model and the continuum models approaches?
- a. The dual process model proposes distinct types of cognitive categorization in distinct branches of impression formation while the continuum model proposes stable types of information across evolving stages
 - b. The dual-process model posits specific rules for passing along each processing branch, while the continuum model proposes constant rules, specifically that ease of categorization depends on information and motivation
 - c. None of the above
 - d. All of the above