

CHAPTER 1 An Invitation to Social Psychology

LEARNING OBJECTIVES

1.1 Characterizing Social Psychology

- A. Define *social psychology* and describe its value for our society

1.2 The Power of the Situation

- A. Describe Kurt Lewin's theory of the field of forces
- B. Explain what the Milgram experiment and the Good Samaritan study reveal about the power of the situation
- C. Define channel factors
- D. Define the *fundamental attribution error*

1.3 The Role of Construal

- A. Define *construals* and give some examples for construals of situations
- B. Define *schemas* and describe how they relate to social behavior and interaction

1.4 Automatic vs. Controlled Processing

- A. Distinguish between *automatic processing* and *controlled processing*

1.5 Evolution and Human Behavior: How We Are the Same

- A. Describe the evolutionary perspective on social behavior, including the emerging field of *social neuroscience*

1.6 Culture and Human Behavior: How We Are Different

- A. Distinguish between independent (individualistic) and interdependent (collectivistic) cultures, and explain how these cultural differences relate to the ways people think, feel, and behave

1.7 The Uses of Social Psychology

- A. Explain how social psychology can improve critical thinking.

MULTIPLE CHOICE

1. Social psychology can be defined as the _____ study of the _____ of individuals in social situations.
- rational; feelings, thoughts, and behaviors
 - scientific; behaviors
 - scientific; feelings, thoughts, and behaviors
 - behavioral; thoughts and feelings

ANS: C DIF: Easy REF: 1.1 Characterizing Social Psychology
OBJ: 1.1A MSC: Remembering

2. Social psychologists would be MOST likely to focus on which of the following potential causes underlying the military abuses at Abu Ghraib prison during the Iraq War?
- The soldiers who instigated these abuses were bad people.
 - The power imbalance at the prison facilitated the soldiers' bad behavior.
 - American foreign policy encouraged anti-Arab behavior in many spheres.
 - The soldiers were not in their right minds, having been traumatized by their experiences during the war.

ANS: B DIF: Difficult REF: 1.1 Characterizing Social Psychology
OBJ: 1.1A MSC: Applying

3. Sandra thinks that smiling a lot during a job interview increases a person's chances of getting a job offer. The main difference between Sandra's folk theory and social psychological theories is that social psychological theories are
- always more complicated.
 - almost always counterintuitive.
 - based on logic.
 - tested using the scientific method.

ANS: D DIF: Easy REF: 1.1 Characterizing Social Psychology
OBJ: 1.1A MSC: Understanding

4. Which of the following statements about social psychology is the most accurate?
- Social psychologists rely primarily on correlational research.
 - Social psychologists argue that genetics do not exert causal effects on social behavior.
 - Social psychologists examine the influence of situations on behaviors.
 - Social psychologists stress individual differences in behavior.

ANS: C DIF: Moderate REF: 1.1 Characterizing Social Psychology
OBJ: 1.1A MSC: Analyzing

5. Which of the following is LEAST characteristic of the goals of social psychology?
- understanding how people in different cultures think, feel, and behave
 - understanding how people control each other's behaviors
 - evaluating the accuracy of folk theories about how situations influence behavior
 - understanding how personality traits predispose people to respond to major events in their lives

ANS: D DIF: Moderate REF: 1.1 Characterizing Social Psychology
OBJ: 1.1A MSC: Analyzing

6. Which of the following phenomena best illustrates the relationship between social influence and behavior?
- acting more cooperative when you are in a good mood (as opposed to a bad mood)
 - preferring to drive with the car radio on (as opposed to off)
 - cycling faster when people are watching you (as opposed to when you are alone)
 - getting into more arguments when the temperature is above 80 degrees (as opposed to under 80 degrees)

ANS: C DIF: Difficult REF: 1.1 Characterizing Social Psychology
OBJ: 1.1A MSC: Analyzing

7. What is the “field of forces” that Kurt Lewin emphasized in understanding human behavior?
- a. personal attributes
 - b. social situations
 - c. underlying genetics
 - d. biological factors

ANS: B DIF: Easy REF: 1.2 The Power of the Situation
OBJ: 1.2A MSC: Remembering

8. Kurt Lewin’s concept of channel factors emphasizes how _____ rather than _____ shape(s) human behavior.
- a. childhood upbringing; genetic predisposition
 - b. genetic predisposition; childhood upbringing
 - c. subtle situational features; internal dispositions
 - d. internal dispositions; subtle situational features

ANS: C DIF: Moderate REF: 1.2 The Power of the Situation
OBJ: 1.2C MSC: Analyzing

9. Kurt Lewin’s concept of the field of forces emphasizes that _____ underlie(s) much of human behavior.
- a. genetics
 - b. physical stimulation
 - c. the characteristics of a situation
 - d. natural selection

ANS: C DIF: Easy REF: 1.2 The Power of the Situation
OBJ: 1.2A MSC: Understanding

10. Kurt Lewin, the founder of modern social psychology, argued that the effects of psychological forces can be understood in the same way that _____ forces are understood.
- a. physical
 - b. attributional
 - c. personality
 - d. armed

ANS: A DIF: Easy REF: 1.2 The Power of the Situation
OBJ: 1.2A MSC: Understanding

11. Research on _____ suggests it is _____ for people to assume that dispositions are the underlying causes of most behaviors.
- a. the fundamental attribution error; common
 - b. the fundamental attribution error; uncommon
 - c. channel factors; common
 - d. channel factors; uncommon

ANS: A DIF: Easy REF: 1.2 The Power of the Situation
OBJ: 1.2D MSC: Remembering

12. The classic Milgram study showed that about _____ percent of participants delivered _____ to the “learner.”
- a. 1; a 330-volt shock or higher (i.e., after the learner let out an agonized scream)
 - b. 10; no shocks
 - c. 20; a 450-volt shock (highest possible)
 - d. 60; a 450-volt shock (highest possible)

ANS: D DIF: Moderate REF: 1.2 The Power of the Situation
OBJ: 1.2B MSC: Remembering

13. According to social psychologists, which of the following conditions is most likely to make someone do what an authority figure says to do, even if it involves hurting someone?
- a. when people know ahead of time that an authority figure will be ordering them around
 - b. when people have been raised in abusive families
 - c. when people can hold an authority figure responsible for his or her actions
 - d. when people are used to hurting other people

ANS: C DIF: Moderate REF: 1.2 The Power of the Situation
OBJ: 1.2B MSC: Understanding

14. The Good Samaritan study conducted by Darley and Batson (1973) examined helping behavior in seminary students at Princeton University. These students were either rushed or not rushed to get to an appointment. The results of this study showed that
- participants who viewed religion as a means toward personal salvation were less likely to help a person in need than participants who viewed religion as a means to develop moral and spiritual values.
 - when rushed, only participants who viewed religion as a means for personal salvation were less likely to help a person in need.
 - when rushed, only participants who viewed religion as a means to develop moral and spiritual values were less likely to help a person in need.
 - the nature of participants' religious orientations did not predict helping behavior; only whether or not they were rushed predicted whether they helped a person in need.

ANS: D DIF: Moderate REF: 1.2 The Power of the Situation
OBJ: 1.2B MSC: Understanding

15. Your waiter seems to be doing everything wrong. He has forgotten to take your drink order. He delivers someone else's food to your table. He does not come out and say it, but his facial expressions seem to say he would rather be someplace else. If you assume his behavior is caused primarily by _____, your assumption is consistent with the fundamental attribution error.
- channel factors
 - situational factors he can control
 - his disposition
 - situational factors beyond his control

ANS: C DIF: Easy REF: 1.2 The Power of the Situation
OBJ: 1.2D MSC: Understanding

16. Which of the following scenarios is LEAST consistent with the fundamental attribution error?
- When someone swerves into your lane while driving, you think to yourself, "This person is a terrible driver!"
 - When someone at a party smiles at you, you think to yourself, "This person smiles at everyone."
 - When you slip and fall down at a shopping mall, you think to yourself, "I was born clumsy!"
 - When someone talks loudly to his or her friend on the bus, you think to yourself, "This person might be talking to someone who has a hearing problem."

ANS: D DIF: Difficult REF: 1.2 The Power of the Situation
OBJ: 1.2D MSC: Analyzing

17. The president of a fraternity wants to increase the number of fraternity members who volunteer for nonprofit organizations in the community. Which of the following strategies would BEST fit with Kurt Lewin's concept of channel factors?
- induce guilt among members who are not currently volunteering
 - leave information about when and how members might volunteer on the counter
 - offer a prize to the member who volunteers the most hours
 - ask members to publicly commit to a particular volunteer opportunity

ANS: B DIF: Difficult REF: 1.2 The Power of the Situation
OBJ: 1.2C MSC: Applying

18. Which of the following concepts is most relevant to people who want to make someone act on his or her intentions?
- channel factors
 - the fundamental attribution error
 - tension systems
 - naturalistic fallacy

ANS: A DIF: Easy REF: 1.2 The Power of the Situation
OBJ: 1.2C MSC: Applying

19. Marco, a physics major, and Tim, a social work major, always take the school bus together. Today the bus was delayed. Tim is going to be late for a midterm, whereas Marco does not have class for the first few hours. While walking from the bus stop, Marco and Tim pass a woman crying on a bench. According to Darley and Batson's Good Samaritan study, how are Marco and Tim likely to behave?
- Marco is more likely to help the woman, given that he does not have to rush to a midterm.
 - Tim is more likely to help the woman because he will feel especially heroic helping her despite being in a rush.
 - As a social work major, Tim is more likely to help the woman.
 - As a physics major, Marco is more likely to help the woman.

ANS: A DIF: Difficult REF: 1.2 The Power of the Situation
OBJ: 1.2B MSC: Applying

20. What do the results of the Milgram experiment and Darley and Batson's Good Samaritan study have in common?
- Both highlight the power of the situation in determining behavior.
 - Both highlight how people respond differently to the same situation.
 - Both highlight cultural differences in behavior.
 - Both highlight universality in behavior across cultures.

ANS: A DIF: Difficult REF: 1.2 The Power of the Situation
OBJ: 1.2B MSC: Analyzing

21. Howard Leventhal and colleagues (1965) tried to persuade college students to get a free tetanus shot on campus by presenting scary information about tetanus and pictures of people with lockjaw. Participants who were additionally given a map with the health center circled and asked to form a plan about when they would visit were _____. These results suggest that _____.
- more likely than others to get the shot; a subtle nudge can have a big impact on behavior
 - no more likely than others to get the shot; a subtle nudge has little impact on behavior
 - less likely than others to get the shot; people react negatively when others try to nudge their behavior
 - more likely than others to get the shot; people are desperate for others to nudge their behavior

ANS: A DIF: Difficult REF: 1.2 The Power of the Situation
OBJ: 1.2C MSC: Understanding

22. _____ psychology stresses the fact that people tend to generate active and unconscious interpretations of what an object represents as a whole.
- Behavioral
 - Gestalt
 - Cognitive
 - Personality

ANS: B DIF: Easy REF: 1.3 The Role of Construal
OBJ: 1.3A MSC: Remembering

23. The term *construal* refers to
- an expectation about how group members should behave.
 - a personal interpretation about situations and other people's behaviors.
 - perceiving situations by means of an automatic registering device.
 - generalized knowledge about the physical and social world.

ANS: B DIF: Easy REF: 1.3 The Role of Construal
OBJ: 1.3A MSC: Remembering

24. Which of the following statements is true of schemas?
- They are exactly the same across many different kinds of situations.
 - They guide our expectations in only a few situations.
 - They do not influence our judgments.

d. They are elaborate collections of systematized knowledge.

ANS: D DIF: Easy REF: 1.3 The Role of Construal
OBJ: 1.3B MSC: Remembering

25. Pro-affirmative action advocates try to activate schemas related to _____, whereas anti-affirmative action advocates try to activate schemas related to _____.
- a. fairness; diversity
 - b. diversity; fairness
 - c. African-Americans; Caucasians
 - d. Caucasians; African-Americans

ANS: B DIF: Moderate REF: 1.3 The Role of Construal
OBJ: 1.3B MSC: Remembering

26. Judy continually compliments the people with whom she works. Bob, one of Judy's best friends, thinks that Judy is genuinely thoughtful and friendly. Sarah, who does not know Judy well, thinks that Judy is shallow and fake. This example suggests how friendship influences
- a. behaviors.
 - b. personality.
 - c. construals.
 - d. folk theories.

ANS: C DIF: Moderate REF: 1.3 The Role of Construal
OBJ: 1.3A MSC: Applying

27. Which of the following methods is most clearly suited for testing whether construals exert a causal effect on game performance?
- a. manipulating the name of a game
 - b. manipulating room temperature during the game
 - c. manipulating participants' moods after a game has been played
 - d. manipulating the age of study participants

ANS: A DIF: Difficult REF: 1.3 The Role of Construal
OBJ: 1.3A MSC: Analyzing

28. Professor Hansen expects that students will sit quietly and take notes during his large lecture course. Thus, a student who talks in class and never opens a notebook violates Professor Hansen's _____ about students.
- a. theory of mind
 - b. automaticity
 - c. construal
 - d. schema

ANS: D DIF: Easy REF: 1.3 The Role of Construal
OBJ: 1.3B MSC: Applying

29. A stereotype is best characterized as a type of
- a. schema.
 - b. channel factor.
 - c. attribution.
 - d. theory of mind.

ANS: A DIF: Easy REF: 1.3 The Role of Construal
OBJ: 1.3B MSC: Remembering

30. The mind processes information in two different ways in a social situation. Automatic processing is often based on _____, whereas controlled processing is often based on _____.
- a. careful thought; emotional factors
 - b. emotional factors; careful thought
 - c. dispositional factors; situational factors
 - d. situational factors; dispositional factors

ANS: B DIF: Easy REF: 1.4 Automatic vs. Controlled Processing
OBJ: 1.4A MSC: Remembering

31. Studies that find that unprejudiced people can still show negative implicit attitudes toward people of different races highlight the importance of distinguishing between
- a. automatic and controlled.
 - c. conscious and explicit.

- b. nonconscious and automatic. d. controlled and conscious.

ANS: A DIF: Moderate REF: 1.4 Automatic vs. Controlled Processing
OBJ: 1.4A MSC: Understanding

32. A key difference between automatic processes and controlled processes is that automatic processes
a. are objectively more accurate. c. do not influence behavior.
b. run only serially. d. can operate in parallel.

ANS: D DIF: Moderate REF: 1.4 Automatic vs. Controlled Processing
OBJ: 1.4A MSC: Analyzing

33. In one study, white participants were unconsciously primed with an African-American stereotype and then asked to make a judgment about a man's ambiguous behavior (without knowing his race). In this condition, even those participants who consciously reported unprejudiced attitudes tended to rate the man as higher in hostility. How were these results interpreted?
a. Despite *explicit* unprejudiced attitudes, the word prime activated *implicit* attitudes that influenced their interpretation of his behavior.
b. Despite *implicit* unprejudiced attitudes, the word prime activated *explicit* attitudes that influenced their interpretation of his behavior.
c. Participants intentionally hid their *explicit* prejudice from the research team.
d. Participants intentionally hid their *implicit* prejudice from the research team.

ANS: A DIF: Difficult REF: 1.4 Automatic vs. Controlled Processing
OBJ: 1.4A MSC: Applying

34. Suppose you are driving home from school and suddenly realize that you have not noticed anything you have driven past for the last few minutes. This experience of driving without paying attention to your route is an example of _____ processing.
a. automatic c. biased
b. explicit d. controlled

ANS: A DIF: Easy REF: 1.4 Automatic vs. Controlled Processing
OBJ: 1.4A MSC: Applying

35. While boarding a plane, Doug feels fear after he notices a seated passenger looking agitated, sweating profusely, and holding a backpack. In this situation, Doug's
a. emotional reaction is probably controlled by careful, systematic thought.
b. emotional reaction probably occurs before careful, systematic thought takes over.
c. careful, systematic thought is probably controlled by his emotional reaction.
d. careful, systematic thought probably occurs before his emotional reaction takes over.

ANS: B DIF: Easy REF: 1.4 Automatic vs. Controlled Processing
OBJ: 1.4A MSC: Applying

36. Maisie, a junior in high school, is studying for her SAT exam. Although she is tired after a long day of school, she sits down with her study guide and slowly works through five new math problems. Maisie is likely employing
a. controlled processing. c. an independent mind-set.
b. automatic processing. d. an interdependent mind-set.

ANS: A DIF: Moderate REF: 1.4 Automatic vs. Controlled Processing
OBJ: 1.4A MSC: Applying

37. _____ is observing and copying another person's body language and is a form of _____ processing.
a. Somatic parroting; conscious c. Ideomotor mimicry; conscious
b. Somatic parroting; nonconscious d. Ideomotor mimicry; nonconscious

ANS: D DIF: Moderate REF: 1.4 Automatic vs. Controlled Processing

OBJ: 1.4A MSC: Analyzing

38. _____ molds animals and plants so that traits that enhance the probability of survival are passed on to subsequent generations.

a. Social Darwinism c. Natural selection
b. The naturalistic fallacy d. Connectionism

ANS: C DIF: Easy

REF: 1.5 Evolution and Human Behavior: How We Are the Same

OBJ: 1.5A MSC: Remembering

39. Which of the following do people share with animals, especially higher primates?

a. social taboos c. wariness around spiders
b. belief in the supernatural d. facial expressions

ANS: D DIF: Easy

REF: 1.5 Evolution and Human Behavior: How We Are the Same

OBJ: 1.5A MSC: Understanding

40. The naturalistic fallacy refers to the claim that

a. things should be different from the way they are now.
b. people can overcome many things they are predisposed to do.
c. the process of evolution can select for disadvantageous characteristics.
d. the way things are is the way they should be.

ANS: D DIF: Easy

REF: 1.5 Evolution and Human Behavior: How We Are the Same

OBJ: 1.5A MSC: Remembering

41. Imagine the following scenario: In a research study of theory of mind, children are shown a candy box with the lid closed. The researcher asks them to predict what is in the box. Naturally, the children say, "Candy." Next, the researcher shows the children that, in reality, there are pencils in the box. Finally, the researcher asks the children to predict what a friend will say is in the box. _____ 4-year-olds would most likely tend to say _____

a. Nonautistic; "Pencils." c. Autistic; "Candy."
b. Nonautistic; "Candy." d. Autistic; "Popcorn."

ANS: B DIF: Moderate

REF: 1.5 Evolution and Human Behavior: How We Are the Same

OBJ: 1.5A MSC: Applying

42. According to evolutionary theory, males put _____ investment in their offspring than females because males _____.

a. less; have more opportunities to produce offspring
b. more; have fewer opportunities to produce offspring
c. less; are more likely to die before their offspring reach maturity
d. more; are less likely to die before their offspring reach maturity

ANS: A DIF: Easy

REF: 1.5 Evolution and Human Behavior: How We Are the Same

OBJ: 1.5A MSC: Understanding

43. One of the most commonly used social neuroscience techniques is known as functional magnetic resonance imaging. This technique measures changes in the brain associated with _____ to determine which parts of the brain are active during certain activities.

a. electrical activity c. blood flow
b. radioactive isotopes d. neurotransmitter levels

ANS: C DIF: Easy REF: 1.4 Automatic vs. Controlled Processing
OBJ: 1.5A MSC: Remembering

44. Why might social Darwinism be a distorted application of Darwin's theory?
- a. It assumes that some groups of people are more deserving of survival than others.
 - b. It assumes that many characteristics that people share are the result of natural selection.
 - c. It assumes that some groups of people are stronger than others.
 - d. It assumes that many human behaviors and institutions are universal.

ANS: A DIF: Easy
REF: 1.5 Evolution and Human Behavior: How We Are the Same
OBJ: 1.5A MSC: Evaluating

45. Which of the following statements is NOT consistent with the evolutionary perspective?
- a. People share many practices and institutions with animals, especially higher primates.
 - b. Behavioral propensities are subject to selection pressures.
 - c. Physical characteristics are subject to selection pressures.
 - d. People will inevitably do what they are biologically predisposed to do.

ANS: D DIF: Moderate
REF: 1.5 Evolution and Human Behavior: How We Are the Same
OBJ: 1.5A MSC: Understanding

46. Theory of mind is important for group living because it
- a. is necessary for language acquisition.
 - b. can treat autism.
 - c. can prevent misunderstandings that could lead to aggression or death.
 - d. decreases selection pressures.

ANS: C DIF: Moderate
REF: 1.5 Evolution and Human Behavior: How We Are the Same
OBJ: 1.5A MSC: Understanding

47. What do neuroscience techniques (such as functional magnetic resonance imaging) allow social psychologists to do?
- a. distinguish between proximal and distal causes of behavior
 - b. correlate social behavior with regions of brain activity
 - c. distinguish between cultural and evolutionary causes of behavior
 - d. correlate social behavior with evolutionary causes

ANS: B DIF: Easy
REF: 1.5 Evolution and Human Behavior: How We Are the Same
OBJ: 1.5A MSC: Understanding

48. The propensity to show facial expressions and the tendency to live in groups are related in that they both
- a. strongly vary across cultures.
 - b. are human universals.
 - c. appear only in humans.
 - d. are signs of the naturalistic fallacy.

ANS: B DIF: Difficult
REF: 1.5 Evolution and Human Behavior: How We Are the Same
OBJ: 1.5A MSC: Analyzing

49. Which of the following studies takes a social neuroscience approach?
- a. measuring changes in participants' heart rates in response to receiving negative feedback from a romantic partner
 - b. measuring changes in participants' heart rates in response to receiving an electric shock
 - c. measuring changes in participants' brain activations in response to receiving negative feedback from a romantic partner

d. measuring changes in participants' brain activations in response to receiving an electric shock

ANS: C DIF: Difficult
REF: 1.5 Evolution and Human Behavior: How We Are the Same
OBJ: 1.5A MSC: Analyzing

50. Activation of the _____ is associated with our gut feelings (particularly fear) in response to environmental stimuli, whereas activation of the _____ seems to heighten in response to rewards.
- a. nucleus accumbens; amygdala c. prefrontal cortex; amygdala
 - b. amygdala; nucleus accumbens d. amygdala; prefrontal cortex

ANS: B DIF: Moderate
REF: 1.5 Evolution and Human Behavior: How We Are the Same
OBJ: 1.5A MSC: Remembering

51. In an independent culture, a person's sense of self tends to be based largely on
- a. personal achievements. c. political or religious values.
 - b. bringing credit to his or her family. d. group membership.

ANS: A DIF: Easy
REF: 1.6 Culture and Human Behavior: How We Are Different
OBJ: 1.6A MSC: Remembering

52. Societies may differ from each other in many ways, but it is important to recognize that
- a. there are also regional and subcultural differences within any large society.
 - b. people living within the same society tend to think and behave similarly.
 - c. there are few individual differences within a society.
 - d. broad generalizations about psychological differences between societies rarely are supported by research findings.

ANS: A DIF: Easy
REF: 1.6 Culture and Human Behavior: How We Are Different
OBJ: 1.6A MSC: Remembering

53. In the United States, a large luxury sedan is marketed with the slogan, "Feel good about yourself. Drive a Lexmark." According to broad generalizations surrounding the individualist-collectivist distinction, why might this slogan be LESS successful in Japan?
- a. People in Japan already have extremely high levels of self-esteem.
 - b. People in Japan tend not to base their self-worth on personal status.
 - c. People in Japan are less materialistic than Americans.
 - d. People in Japan prefer smaller, more intimate cars.

ANS: B DIF: Moderate
REF: 1.6 Culture and Human Behavior: How We Are Different
OBJ: 1.6A MSC: Applying

54. Which of the following is a fundamental difference between individualist and collectivist cultures?
- a. Independent cultures tend to value group status and success, whereas collectivist cultures do not.
 - b. Independent cultures have few social norms, whereas collectivist cultures have many.
 - c. Independent cultures tend to view family relationships as voluntary, whereas collectivists tend to see family relationships as more binding.
 - d. Independent cultures tend to emphasize hierarchical relationships with others, whereas collectivist cultures do not.

ANS: C DIF: Moderate
REF: 1.6 Culture and Human Behavior: How We Are Different
OBJ: 1.6A MSC: Analyzing

55. Which statement is most consistent with the beliefs of an individualist culture?

- a. Eat, drink, and be merry.
- b. Live by the sword, die by the sword.
- c. Different strokes for different folks.
- d. The nail that stands out gets pounded down.

ANS: C DIF: Moderate

REF: 1.6 Culture and Human Behavior: How We Are Different

OBJ: 1.6A MSC: Analyzing

56. Pat has listed ten things that describe who he is. The first three are “I am a son,” “I am fun when I am with my friends,” and “I am a manager.” Pat is most likely part of a(n) _____ culture.

- a. evolutionary
- b. independent
- c. interdependent
- d. universal

ANS: C DIF: Easy

REF: 1.6 Culture and Human Behavior: How We Are Different

OBJ: 1.6A MSC: Applying

57. A reader for American schoolchildren from the 1930s shows a little boy running, whereas a reader for Chinese children from the same time period shows a boy with his brother. What cultural difference does this highlight?

- a. Individualistic cultures place a higher value on self-esteem than collectivistic cultures.
- b. Individualistic cultures emphasize individual action, whereas collectivistic cultures emphasize relationships.
- c. Individualistic cultures emphasize active relationships, whereas collectivistic cultures emphasize passive relationships.
- d. This example does not relate to any consistent cultural difference.

ANS: B DIF: Difficult

REF: 1.6 Culture and Human Behavior: How We Are Different

OBJ: 1.6A MSC: Applying

58. Tamara just bought a brand new purse. According to research on culture and social class in the United States, how is Tamara likely to respond when her best friend buys the same purse?

- a. If Tamara is from the upper class, she is likely happy to share the similarity with her best friend.
- b. If Tamara is from the middle class, she is likely happy to share the similarity with her best friend.
- c. If Tamara is from the working class, she is likely disappointed that she is no longer unique.
- d. If Tamara is from the middle class, she is likely disappointed that she is no longer unique.

ANS: D DIF: Difficult

REF: 1.6 Culture and Human Behavior: How We Are Different

OBJ: 1.6A MSC: Applying

59. Social psychologists are particularly interested in studying the influence of which contemporary technology?

- a. social media
- b. smart TVs
- c. streaming services
- d. driverless cars

ANS: A DIF: Easy

REF: 1.7 The Uses of Social Psychology

OBJ: 1.7A MSC: Remembering

60. Why are social psychologists interested in social media platforms such as Facebook?

- a. Merchants can make use of social media to increase their customer base.
- b. Social media represents a commonly used space for social interactions.
- c. An increasing proportion of digital advertising dollars are spent on social media.
- d. Creative content can be distributed to a wide and diverse audience with minimal expense.

ANS: B DIF: Moderate REF: 1.7 The Uses of Social Psychology
OBJ: 1.7A MSC: Understanding

61. Social psychologists have shown that all of the following practices boost happiness EXCEPT
- being generous.
 - expressing gratitude to others.
 - valuing material goods.
 - valuing experiences.

ANS: C DIF: Easy REF: 1.7 The Uses of Social Psychology
OBJ: 1.7A MSC: Remembering

SHORT ANSWER

1. Define social psychology and explain how this field differs from the fields of personality psychology and sociology.

ANS:

Social psychology is the scientific study of the feelings, thoughts, and behaviors of individuals in social situations. Social psychology emphasizes the power of the situation to extract behavior in consistent ways across different people. In contrast, personality psychology emphasizes the consistency of a person's personality or behavior across different situations. Social psychologists focus on individual behavior, whereas sociologists emphasize the behavior of people in the aggregate.

DIF: Moderate REF: 1.1 Characterizing Social Psychology
OBJ: 1.1A MSC: Analyzing

2. Describe the benefits of a social psychological approach to understanding why people behave the way they do. That is, how does social psychology go beyond basic human intuition? Why is this important?

ANS:

Social psychology goes beyond basic human intuition by testing research questions and theories using the scientific method. This is important because without testing our intuitions empirically, we are unable to know whether they are accurate.

DIF: Difficult REF: 1.1 Characterizing Social Psychology
OBJ: 1.1A MSC: Evaluating

3. Now that you know what social psychology is, generate three social psychological research questions to which you would like the answers.

ANS:

Many social psychological questions are acceptable provided they pose a potential link between social situations and cognition, emotion, or behavior.

DIF: Difficult REF: 1.1 Characterizing Social Psychology
OBJ: 1.1A MSC: Creating

4. What is a channel factor? How is this concept relevant to the use of health care?

ANS:

A channel factor is a situational circumstance that may appear unimportant on the surface but may actually have great consequences for behavior, either facilitating or blocking it, or guiding behavior in a particular direction. Several answers regarding the relevance of channel factors to health care usage are acceptable, including Howard Leventhal's research. He showed that when participants formed a concrete plan regarding when and how they would visit the student center to get a tetanus shot, the likelihood of getting the shot increased. Another channel factor relevant to health care usage is the distance to the closest health care facility.

DIF: Moderate REF: 1.2 The Power of the Situation OBJ: 1.2C
MSC: Applying

5. Many people believe that the atrocities committed by the Nazis during World War II or by American soldiers at Abu Ghraib prison were the work of bad seeds. Others believe that almost anyone is vulnerable to these kinds of antisocial behaviors, given the right situational circumstances. Take a stance one way or the other and present two pieces of social psychological research that support your perspective.

ANS:

According to the chapter, anyone is vulnerable to these kinds of antisocial behaviors, given the right situational circumstances. Several pieces of evidence in support of this position are acceptable. For example, the Milgram experiment showed that the majority of participants would deliver potentially fatal shocks to a fellow participant if an authority figure urged them to do so. In Zimbardo's Stanford Prison experiment, participants who were randomly assigned to the role of "guard" engaged in verbal abuse and inflicted physical humiliation.

DIF: Difficult REF: 1.2 The Power of the Situation OBJ: 1.2B
MSC: Evaluating

6. Suppose that while you are having dinner at a restaurant, your waiter is curt and fails to answer your questions. What would the fundamental attribution error predict about the cause to which you will attribute the waiter's behavior?

ANS:

The fundamental attribution error is the failure to recognize the importance of situational influences on behavior, and the corresponding tendency to overemphasize the importance of dispositions on behavior. Accordingly, you are likely to assume that the waiter is a generally rude person rather than thinking that he or she is having a bad day or is just overwhelmed by the number of patrons in the restaurant.

DIF: Difficult REF: 1.2 The Power of the Situation OBJ: 1.2D
MSC: Applying

7. Describe Kurt Lewin's idea of the field of forces. Compare the forces that act on the physical world and those that act on the psychological world.

ANS:

The field of forces idea suggests that the behavior of both an object and a person varies as a function of the forces that are acting on it. Several examples of forces that act on the physical world are acceptable, including viscosity, gravity, pressure, and so on. Several examples of forces that act on the psychological world are acceptable, such as a person's attributes and, especially, the social situation.

DIF: Difficult REF: 1.2 The Power of the Situation OBJ: 1.2A
MSC: Analyzing

8. What is a construal? Describe two different ways in which a person might construe the same situation.

ANS:

A construal is an interpretation or inference about the stimuli or situations people confront. Several answers regarding the ways in which a person construes a situation are acceptable. For example, the same person may be construed as a migrant worker or an undocumented immigrant.

DIF: Easy REF: 1.3 The Role of Construal OBJ: 1.3A
MSC: Applying

9. What are schemas? Describe one advantage and one disadvantage of using schemas.

ANS:

A schema is an organized body of stored knowledge. Several answers are acceptable regarding the advantages and disadvantages of using schemas. For example, schemas allow us to process information efficiently and to use past information to guide our expectations rather than having to start from scratch each day. However, we may judge others in inaccurate or biased ways when we rely on our schemas.

DIF: Difficult REF: 1.3 The Role of Construal OBJ: 1.3B
MSC: Evaluating

10. Describe automatic and controlled processing and give one example of each.

ANS:

Automatic processing is quick and nonconscious and is often based on emotional factors. Several examples of automatic processing are acceptable, including a fear reaction to an agitated person carrying a backpack at the airport. Controlled processing is systematic and conscious and is often based on careful thought. Several examples of controlled processing are acceptable, including considering that the agitated person carrying a backpack at the airport is probably just late for his or her flight.

DIF: Moderate REF: 1.4 Automatic vs. Controlled Processing
OBJ: 1.4A MSC: Applying

11. What is the naturalistic fallacy? Explain how this phenomenon is relevant to racism.

ANS:

The naturalistic fallacy is the claim that the way things are is the way things should be. Several examples of how this phenomenon is relevant to racism are acceptable, including the notion that if racial groups within a society have differential access to resources and education, this is the way it should be. That is, according to the naturalistic fallacy, one might argue that some racial groups are on the top in a society because they are more intelligent or advanced, whereas other racial groups are on the bottom in a society because they are less intelligent or advanced.

DIF: Moderate REF: 1.5 Evolution and Human Behavior: How We Are the Same
OBJ: 1.5A MSC: Analyzing

12. Describe two aspects of behavior that appear to be universal, meaning that they are common across many different cultures. Why, according to the evolutionary perspective, would different cultures manifest these commonalities?

ANS:

Several answers are acceptable, including group living, theory of mind, gender roles, and those listed in Table 1.1 in the text. According to the evolutionary perspective, in the process of evolution, humans acquired these behavioral propensities because they helped us adapt to the physical and social environment, and, therefore, became ingrained in human genetic material.

DIF: Difficult REF: 1.5 Evolution and Human Behavior: How We Are the Same
OBJ: 1.5A MSC: Analyzing

13. Describe the emerging field of social neuroscience. What tools are used by social neuroscientists? Describe one interesting finding coming from this field.

ANS:

Social neuroscience evaluates the neural underpinnings of social behavior. To conduct this research, social neuroscientists rely on neuroimaging techniques such as functional magnetic resonance imaging, which reveals activation in the brain based on the degree of blood flow to a region. Several of the interesting findings coming from this field are acceptable as long as they relate changes in the brain to social experiences.

DIF: Moderate REF: 1.5 Evolution and Human Behavior: How We Are the Same
OBJ: 1.5A MSC: Understanding

14. Summarize the differences between independent and interdependent cultures.

ANS:

In independent cultures people tend to think of themselves as distinct social entities, whereas in interdependent cultures people tend to define themselves as part of a collective. Several differences are acceptable, including beliefs and values, conceptions of the self and others, and personal goals and strivings.

DIF: Difficult REF: 1.6 Culture and Human Behavior: How We Are Different
OBJ: 1.6A MSC: Analyzing

15. Compare and contrast the evolutionary and cultural perspectives on human behavior.

ANS:

Both evolutionary and cultural psychologists evaluate influences on human behavior. The evolutionary perspective argues that many aspects of human behavior are the result of natural selection, behavioral tendencies that became ingrained in our genes because they enhance our ability to survive and reproduce. Evolutionary psychologists argue that the universality we see in human behavior across cultures (e.g., facial expressions, group living) lends support to their perspective. The cultural perspective, in contrast, argues that many aspects of human behavior are determined by the culture in which one finds himself or herself. Cultural psychologists argue that the differences in human behavior across cultures (e.g., social relations, self-understanding) lend support to their perspective.

DIF: Difficult REF: 1.6 Culture and Human Behavior: How We Are Different
OBJ: 1.6A MSC: Analyzing