

Chapter 2

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Methodology: How Social Psychologists Do Research

Total Assessment Guide (T.A.G.)

Topic	Question Type	Factual	Conceptual	Applied
Introduction	Multiple Choice	1		
	Essay			
Social Psychology: An Empirical Science	Multiple Choice	2, 6	9	3-5, 7, 8
	Essay			
Formulating Hypotheses and Theories	Multiple Choice	10, 11, 14, 19, 21, 23, 27, 28	12, 13, 15-17, 22, 29	18, 20, 24-26
	Essay	249		
The Observational Method: Describing Social Behavior	Multiple Choice	37, 38, 40, 44, 47, 50, 56, 57	31, 33, 34, 36, 43, 46, 48, 49, 55, 58-61, 63	30, 32, 35, 39, 41, 42, 45, 51-54, 62
	Essay			
The Correlational Method: Predicting Social Behavior	Multiple Choice	64, 65, 69, 81, 83, 84, 86, 88, 94, 98, 100, 101, 104, 105	66, 76-78, 89-91, 95, 96, 102, 108, 113	67, 68, 70-75, 79, 80, 82, 85, 87, 92, 93, 97, 99, 103, 106, 107, 109-112, 114-116
	Essay	250, 253		
The Experimental Method: Answering Causal Questions	Multiple Choice	117, 120-122, 128, 130, 131, 139-141, 147, 149, 155, 158, 159, 164, 165, 168, 171, 172, 174, 176, 177, 182, 185, 186, 197, 199, 207, 208, 212, 215	119, 123-125, 127, 129, 132, 133, 142-145, 150, 152-154, 157, 167, 178, 179, 183, 187-192, 195, 196, 202, 205, 209, 213, 214	118, 126, 134-138, 146, 148, 151, 156, 160-163, 166, 169, 170, 173, 175, 180, 181, 184, 193, 194, 198, 200, 201, 203, 204, 210, 211
	Essay	254, 258, 259, 261, 262	256, 257, 264	251, 252, 255
NEW Frontiers in Social Psychological Research	Multiple Choice	216, 218, 221, 222, 224, 230, 234	217, 219, 220, 226-228, 231, 235	223, 225, 229, 232, 233
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Ethical Issues in Social Psychology	Multiple Choice	237, 240, 241, 243-247	235, 236, 239, 242	238, 248
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CHAPTER 2 METHODOLOGY: HOW SOCIAL PSYCHOLOGISTS DO RESEARCH

Multiple Choice

Choose the one alternative that best completes the statement or answers the question.

1. The authors of the textbook explain the controversy of whether viewing pornography makes people prone to sexual violence or not. How are such controversies resolved in the field of social psychology? By using
 - a. theoretical debates.
 - b. newsmagazine polls.
 - c. research methods.
 - d. majority opinion.

Answer: C

Difficulty: 1

Page(s) in Text: 55-56

Topic: Introduction

Skill: FACTUAL

2. According to the authors, why do people often believe that they could have predicted social psychological findings in advance?
 - a. Social psychology relies heavily on the study of uncommon experiences and case histories.
 - b. People are largely ignorant about what exactly social psychologists study.
 - c. People's inferences about psychological phenomena are rarely based in fact.
 - d. Findings that seem common sense in retrospect could not have been predicted in advance.

Answer: D

Difficulty: 2

Page(s) in Text: 56

Topic: Social Psychology: An Empirical Science

Skill: FACTUAL

3. In which of the following disciplines are students most likely—by virtue of their experiences—to sigh, "Big deal. I could have predicted that"?
 - a. particle physics
 - b. organic chemistry
 - c. social psychology
 - d. theoretical mathematics

Answer: C

Difficulty: 2

Page(s) in Text: 56

Topic: Social Psychology: An Empirical Science

Skill: APPLICATION

4. After Lyla's husband was injured in a car accident, she said, "I woke up with a bad feeling in my stomach—I knew something was off about that day." Lyla is exhibiting
 - a. accessibility.
 - b. thought suppression.
 - c. counterfactual thinking.
 - d. the hindsight bias.

Answer: D

Difficulty: 2

Page(s) in Text: 56

Topic: Social Psychology: An Empirical Science

Skill: APPLICATION

5. The hindsight bias occurs because after an event occurs, people
- explain why the event occurred to themselves, and explaining makes it seem inevitable.
 - have to assert that they predicted it correctly as a way to enhance their self-esteem.
 - repress the memory of their previous predictions because they find them embarrassing.
 - imagine that the event turned out differently than it did, and this confuses them.
- Answer: A
Difficulty: 3
Page(s) in Text: 56
Topic: Social Psychology: An Empirical Science
Skill: APPLICATION
6. According to the authors of your text, the hindsight bias is
- the tendency for people to exaggerate how much they could have predicted an outcome after knowing that it occurred.
 - the level of agreement between two or more people who independently observe and code a set of data.
 - a form of the observational method in which the researcher examines the accumulated documents of a culture.
 - the extent to which results of a study can be generalized to other situations and to other people.
- Answer: A
Difficulty: 1
Page(s) in Text: 56
Topic: Social Psychology: An Empirical Science
Skill: FACTUAL
7. Julia reads a research study which shows that when children have a mother who talks about emotions with them, the children tend to be more empathetic. Julia scoffs, "This is obvious, I could have told you that!" Julia's reaction to the study is an example of
- reliability.
 - the hindsight bias.
 - schemas.
 - fundamental attribution error.
- Answer: B
Difficulty: 2
Page(s) in Text: 56
Topic: Social Psychology: An Empirical Science
Skill: APPLICATION
8. Before the 2008 election, Zoe was not so sure who the winner would be. But after President Barack Obama won, Zoe exclaimed, "Of course he won, he had the popular vote in many states, and many Americans are inspired by him." Here, Zoe is exhibiting
- interrater reliability.
 - the hindsight bias.
 - internal validity.
 - social influence.
- Answer: B
Difficulty: 2
Page(s) in Text: 56
Topic: Social Psychology: An Empirical Science
Skill: APPLICATION
9. In Chapter 2, the authors included a brief quiz about research findings. This quiz was designed to illustrate that
- most research findings directly contradict folk wisdom.
 - social psychology is really little more than common sense.
 - so-called "obvious" research findings are not all that easy to predict in advance.
 - although people are not insightful "physicists," they are insightful "social psychologists."
- Answer: C
Difficulty: 2
Page(s) in Text: 56
Topic: Social Psychology: An Empirical Science
Skill: CONCEPTUAL

10. The first stage in doing research is usually to _____.
a. manipulate the independent variable
b. make observations about the phenomenon of interest
c. develop a coding form for the data
d. formulate a hypothesis
Answer: D
Difficulty: 2
Page(s) in Text: 57
Topic: Formulating Hypotheses and Theories
Skill: FACTUAL
11. A hypothesis is most like a(n)
a. brilliant insight.
b. experiment.
c. theory.
d. hunch.
Answer: D
Difficulty: 1
Page(s) in Text: 57
Topic: Formulating Hypotheses and Theories
Skill: FACTUAL
12. Complete the analogy: hindsight bias: _____ :: hypothesis: _____.
a. prediction; educated guess
b. explanation; common sense
c. common sense; logical analysis
d. retrospection; prediction
Answer: D
Difficulty: 3
Page(s) in Text: 56-57
Topic: Social Psychology: An Empirical Science and Formulating Hypotheses and Theories
Skill: CONCEPTUAL
13. If a scientist believes that another person's theory is wrong, the best approach for that scientist to take is to
a. write an essay explaining why the other theory is wrong.
b. ignore the other's research because it is irrelevant to the scientist's theory.
c. design a study making specific predictions to test the alternate explanation.
d. work in another country.
Answer: C
Difficulty: 1
Page(s) in Text: 57-58
Topic: Formulating Hypotheses and Theories: Inspiration from Earlier Theories and Research
Skill: CONCEPTUAL
14. According to the authors of your text, which of the following most accurately describes how scientific insights are gained?
a. through sudden brilliant insights
b. when a solution to a social problem flashes into a researcher's mind
c. by reading previous research on a topic
d. as a cumulative process wherein researchers generate hypotheses after reading others' work
Answer: D
Difficulty: 2
Page(s) in Text: 57
Topic: Formulating Hypotheses and Theories
Skill: FACTUAL

15. In the 1950s, Leon Festinger arrived at a theory of attitude change that was at odds with the psychological "wisdom" of the day. The genesis of this theory—cognitive dissonance theory—demonstrates the authors' point that many ideas in social psychology are
- best viewed as "common sense."
 - the result of dissatisfaction with current theories.
 - based on researchers' personal experiences.
 - applicable only to the current historical era.
- Answer: B
Difficulty: 2
Page(s) in Text: 57-58
Topic: Formulating Hypotheses and Theories: Inspiration from Earlier Theories and Research
Skill: CONCEPTUAL
16. Dissonance research resulted from Festinger's skepticism about the behaviorist approach. In recent years, new researchers have explored alternatives to dissonance explanations for social phenomena. These events illustrate
- that behaviorist folk wisdom and dissonance folk wisdom are incorrect.
 - the influence of researchers' personal experiences in shaping their research questions.
 - that old theories can inspire new research.
 - the shortcomings of science as a cumulative enterprise.
- Answer: C
Difficulty: 2
Page(s) in Text: 57-58
Topic: Formulating Hypotheses and Theories: Inspiration from Earlier Theories and Research
Skill: CONCEPTUAL
17. The authors of your text discuss the idea that social psychology progresses through the process of theory refinement. Which of the following is the best summary of theory refinement?
- Theories are developed and debated by experts in the field.
 - When hypotheses are proven, they become theories.
 - Theories are developed, hypotheses are proposed and tested, then theories are revised.
 - Hypotheses are proposed and tested at least three times by different researchers before altering a theory.
- Answer: C
Difficulty: 3
Page(s) in Text: 57-58
Topic: Formulating Hypotheses and Theories: Inspiration from Earlier Theories and Research
Skill: CONCEPTUAL
18. The Kitty Genovese murder inspired research on bystander apathy. This example illustrates the usefulness of relying on _____ in formulating research hypotheses.
- casual observations of everyday life
 - social-psychological theory
 - personal experience
 - folk wisdom
- Answer: A
Difficulty: 3
Page(s) in Text: 58
Topic: Formulating Hypotheses and Theories: Hypotheses Based on Personal Observations
Skill: APPLICATION
19. The _____ led Bibb Latané and John Darley to systematically test the situational factors that influence people's responses to emergencies.
- Watergate scandal
 - Bay of Pigs fiasco
 - murder of Kitty Genovese
 - Iran-Contra affair
- Answer: C
Difficulty: 1
Page(s) in Text: 58
Topic: Formulating Hypotheses and Theories: Hypotheses Based on Personal Observations
Skill: FACTUAL

20. Which of the following explanations for the failure of neighbors to come to Kitty Genovese's aid best reflects the idea of diffusion of responsibility?
- The cost of intervening was too high, so neighbors didn't help.
 - The neighbors did not interpret her cries as an emergency, so they didn't intervene.
 - Urban dwellers are especially callous when it comes to giving aid.
 - There were so many witnesses that no single person felt responsible to intervene.
- Difficulty: 1
Page(s) in Text: 58
Topic: Formulating Hypotheses and Theories: Hypotheses Based on Personal Observations
Skill: Application
Answer: d. There were so many witnesses that no single person felt responsible to intervene.
21. The phenomenon of diffusion of responsibility can best be described as
- the more people who witness an emergency, the more likely any one person is to help.
 - the fewer people who witness an emergency, the more likely it is that they will take longer to help.
 - the more people who witness an emergency, the less likely it is that witnesses will help.
 - the fewer people who witness an emergency, the less likely it is that the victim will be blamed.
- Answer: C
Difficulty: 3
Page(s) in Text: 58
Topic: Formulating Hypotheses and Theories: Hypotheses Based on Personal Observations
Skill: FACTUAL
22. When social psychologists observe something in everyday life that is interesting, how is such information useful in research?
- It is used to prove hypotheses that were based on previous theory.
 - It can stimulate researchers to construct a theory and design studies to test it.
 - It serves as information that can be used in theoretical debates about human behavior.
 - It serves no good purpose beyond stirring up controversy.
- Answer: B
Difficulty: 2
Page(s) in Text: 58
Topic: Formulating Hypotheses and Theories: Hypotheses Based on Personal Observations
Skill: CONCEPTUAL
23. According to the authors of your text, when Bibb Latané and John Darley began to seriously consider why no one helped Kitty Genovese during her brutal attack, they hypothesized that the explanation was that
- New Yorkers are all apathetic.
 - no one witnessed the attack.
 - witnesses knew they would not be reinforced for reporting the crime.
 - when many witness a crime, people assume someone else will call for help.
- Answer: D
Difficulty: 2
Page(s) in Text: 58
Topic: Formulating Hypotheses and Theories: Hypotheses Based on Personal Observations
Skill: FACTUAL
24. A researcher wants to see if there is a relationship between a person's birth order and his or her leadership ability. The best method for answering this question would be
- experimental.
 - correlational.
 - observational.
 - archival analysis.
- Answer: B
Difficulty: 3
Page(s) in Text: 58
Topic: Summary of Research Methods (Table 2.1)
Skill: APPLICATION

25. A researcher wants to examine whether teachers show any bias in calling on male students over female students. The best method for answering this question would be
- experimental.
 - correlational.
 - observational.
 - archival analysis.
- Answer: C
Difficulty: 3
Page(s) in Text: 58
Topic: Summary of Research Methods (Table 2.1)
Skill: APPLICATION
26. A researcher hired by a department store wants to examine whether manipulating the room temperature to be hotter as opposed to cooler affects sales of air conditioners. The best method for answering this question would be
- experimental.
 - correlational.
 - observational.
 - archival analysis.
- Answer: A
Difficulty: 3
Page(s) in Text: 58
Topic: Summary of Research Methods (Table 2.1)
Skill: APPLICATION
27. Using observational research methods allows research to focus on
- description.
 - prediction.
 - causality.
 - validity.
- Answer: A
Difficulty: 2
Page(s) in Text: 58
Topic: Summary of Research Methods (Table 2.1)
Skill: FACTUAL
28. Which research method allows the researcher to focus on causality?
- observational methods
 - correlational methods
 - experimental methods
 - archival analyses
- Answer: C
Difficulty: 2
Page(s) in Text: 58
Topic: Summary of Research Methods (Table 2.1)
Skill: FACTUAL
29. Complete the following analogy about research methods in social psychology: observational: _____ :: _____ : causality
- description; correlational
 - prediction; experimental
 - description; experimental
 - prediction; correlational
- Answer: C
Difficulty: 3
Page(s) in Text: 58
Topic: A Summary of Research Methods (Table 2.1)
Skill: CONCEPTUAL

30. During the 1990s, the MTV program *The Real World* aired, and currently there are several "reality TV shows" in which cameras record the activities of people living together. These shows are most like _____ research in social psychology.
- a. observational
 - b. archival
 - c. experimental
 - d. cross-sectional
- Answer: A
Difficulty: 1
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: APPLICATION
31. A goal of ethnography that makes it different from other methods of testing theories is that in ethnography, the researcher
- a. tries to understand the group or culture without imposing his or her own ideas on it.
 - b. focuses on interjudge reliability.
 - c. relies on the accumulated documents of a culture as a technique for understanding.
 - d. focuses on assessing behaviors that occur more often in private than in public.
- Answer: A
Difficulty: 2
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: CONCEPTUAL
32. A researcher wants to test the hypothesis that people in Asian cultures are more likely to use the word "we" than the word "I" when talking to others. To test this prediction, she sits at a café and surreptitiously listens to five-minute snippets of a random sample of the conversations going on around her over a week-long period. Which of the following best describes the researcher's method?
- a. ethnography
 - b. correlational method
 - c. naturalistic observation
 - d. casual observation
- Answer: C
Difficulty: 3
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: APPLICATION
33. Professionals like actors, writers, and filmmakers employ observational methods to learn about social situations. What makes their work different from the work of social psychologists?
- a. The situations or events that these professionals observe are not of interest to scientific social psychologists.
 - b. Social psychologists tend to employ a pre-arranged set of criteria to guide their observations.
 - c. Social psychologists are more likely to be participant observers.
 - d. These other professionals are always testing a specific hypothesis.
- Answer: B
Difficulty: 2
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: CONCEPTUAL

34. In many respects, reality television shows are similar to observational research in social psychology. In what crucial respect are reality t.v. shows most different from observational research?
- They do not use a representative sample of people who confronted strange situations.
 - The people filmed did not provide informed consent.
 - The observations were not conducted in a controlled, scientific manner.
 - The kind of situations that are filmed are not relevant to social psychologists.

Answer: C

Difficulty: 3

Page(s) in Text: 59

Topic: The Observational Method: Describing Social Behavior

Skill: CONCEPTUAL

35. A researcher has recorded that on the playground, boys are more likely to use physical aggression to get what they want, but that girls are more likely to use verbal aggression to get what they want. This researcher most likely employed a(n) _____ research method.

- observational
- archival
- experimental
- interview

Answer: A

Difficulty: 1

Page(s) in Text: 59

Topic: The Observational Method: Describing Social Behavior

Skill: APPLICATION

36. A social psychologist employing the _____ method of research is most like a video camera.

- experimental
- observational
- survey
- archival analysis

Answer: B

Difficulty: 2

Page(s) in Text: 59

Topic: The Observational Method: Describing Social Behavior

Skill: CONCEPTUAL

37. Observational research allows a researcher to
- make statements about causality.
 - make predictions about one variable based on knowledge of another.
 - provide a description of a phenomenon.
 - randomly assign participants to conditions of an experiment.

Answer: C

Difficulty: 2

Page(s) in Text: 59

Topic: The Observational Method: Describing Social Behavior

Skill: FACTUAL

38. The technique whereby a researcher observes people and systematically records measurements or impressions of their behavior best defines

- experimental method.
- correlational method.
- observational method.
- random assignment.

Answer: C

Difficulty: 1

Page(s) in Text: 59

Topic: The Observational Method: Describing Social Behavior

Skill: FACTUAL

39. Which of the following is the best example of the observational method?
- Chris puts a glass to the wall so that he can hear his parents argue.
 - Elaine parks her car near a traffic light and records how many drivers run red lights.
 - Gary stops people on the street to ask them how they voted in the last election.
 - Twyla videotapes her sister's wedding, focusing on sentimental and silly moments.
- Answer: B
Difficulty: 2
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: APPLICATION
40. Ethnography can be defined as the method by which researchers attempt to understand a group or culture by
- independently observing and coding a set of data.
 - examining the accumulated documents of that culture, such as newspapers.
 - asking questions of a representative sample of people by means such as telephone interviews.
 - observing it from the inside, without imposing any preconceived notions.
- Answer: D
Difficulty: 2
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: FACTUAL
41. Professor Swenson is interested in university students' reactions to the death of a popular rock star. For two weeks, Professor Swenson spends one hour a day in a popular cafeteria, inconspicuously listening to students, joining in their conversations when the topic of the dead rock star comes up, and recording what the students have to say. Professor Swenson is conducting _____ research.
- observational
 - experimental
 - correlational
 - archival
- Answer: A
Difficulty: 2
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: APPLICATION
42. A cult in the 1950s believed that the world was coming to an end very soon. Researchers Leon Festinger and his colleagues studied this cult by joining the group and pretending to share these beliefs. What research method were they using?
- archival analysis
 - ethnography
 - correlational study
 - field experiment
- Answer: B
Difficulty: 2
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: APPLICATION
43. Based on your text, what is a central distinction between observational methods generally and ethnography?
- Observational methods may or may not be very systematic.
 - Ethnography involves no preconceived notions.
 - Ethnography involves preconceived notions.
 - Ethnography typically involves predictions and hypotheses about a group.
- Answer: B
Difficulty: 3
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: CONCEPTUAL

44. Which of the following refers to the level of agreement between two or more people who independently observe and code the same information?
- archival analysis
 - coding validity
 - interjudge reliability
 - external validity
- Answer: C
Difficulty: 1
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: FACTUAL
45. Patricia and John have each independently recorded the number of times the words "right" and "responsibility" appeared in a civics textbook. They compared their counts, and found that of the thousands of references to rights and responsibilities, they only disagreed by two occurrences. This example illustrates high
- interjudge reliability.
 - internal validity.
 - external validity.
 - internal reliability.
- Answer: A
Difficulty: 3
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: APPLICATION
46. Why are social psychologists concerned with the issue of interjudge reliability?
- Without it, there is no hope of reforming the legal system.
 - Independent agreement reduces the possibility of bias or distortion.
 - Coding criteria must be objective and determined before observation begins.
 - Interjudge reliability makes causal explanations possible in archival research.
- Answer: B
Difficulty: 2
Page(s) in Text: 59
Topic: The Observational Method: Describing Social Behavior
Skill: CONCEPTUAL
47. According to the authors of your text, diaries, novels, and television shows would be examined as part of _____ research.
- ethnographic
 - experimental
 - correlational
 - archival
- Answer: D
Difficulty: 1
Page(s) in Text: 59-61
Topic: Archival Analysis
Skill: FACTUAL
48. According to the authors of your text, archival research can tell researchers about
- causes of behavior.
 - the values and beliefs of a culture.
 - the past, but probably isn't good at predicting the future.
 - the relationship between two or more variables.
- Answer: B
Difficulty: 2
Page(s) in Text: 59-61
Topic: Archival Analysis
Skill: CONCEPTUAL

49. In what way is archival research most like the systematic observation of ongoing behaviors? Both methods
- make use of random assignment to conditions.
 - have low external validity.
 - make use of specific, well-defined categories for coding.
 - are controversial methods of research in social psychology.

Answer: C

Difficulty: 3

Page(s) in Text: 59-61

Topic: Archival Analysis

Skill: CONCEPTUAL

50. _____ research involves systematic examination of the documents or records of a culture.
- Systematic
 - Archival
 - Participant observational
 - Cross-sectional

Answer: B

Difficulty: 1

Page(s) in Text: 59-61

Topic: Archival Analysis

Skill: FACTUAL

51. Professor Yarnofsky wonders whether recent acts of airline terrorism have made the public more fearful of airline flight. He secures records of the amount of flight insurance that people have purchased via machines at the airport, and compares the records of insurance purchases before the last hijacking to purchases after the last hijacking. Professor Yarnofsky has employed a(n) _____ research method.
- participant observation
 - systematic observation
 - archival
 - experimental

Answer: C

Difficulty: 2

Page(s) in Text: 59-61

Topic: Archival Analysis

Skill: APPLICATION

52. A researcher is interested in the changing nature of sex roles in contemporary society. If she were to employ an archival analysis, what would she be most likely to do?
- record how boys and girls are portrayed in children's books
 - observe both men and women in "non-traditional" occupations
 - interview both male and female doctors to determine how they are treated by colleagues
 - participate in the daily activities of a family in which the woman works and the man stays home

Answer: A

Difficulty: 3

Page(s) in Text: 59-61

Topic: Archival Analysis

Skill: APPLICATION

53. In order to examine the prevalence of drug use in several different generations of Americans, a researcher decides to collect the lyrics from the fifty most popular songs from each decade, 1940-2005, and to code those lyrics for how often drug-related themes were present. Which of the following methods is this researcher using?
- correlational
 - observational
 - archival
 - cross-sectional

Answer: C

Difficulty: 3

Page(s) in Text: 59-61

Topic: Archival Analysis

Skill: APPLICATION

54. Professor Rothman is interested in tracking changes in racial stereotypes in the U.S. If he decides to conduct an archival analysis, he should _____
- interview multiple generations in families of different race and ethnicities.
 - record how minorities are portrayed in cartoons in the New Yorker magazine from 1940-2000.
 - ask his students to report their impressions of how different ethnic groups are portrayed on television.
 - compare the results of opinion polls taken over five decades.
- Answer: B
Difficulty: 2
Page(s) in Text: 59-61
Topic: Archival Analysis
Skill: APPLICATION
55. What is one of the major advantages of archival research over other forms of observational research? This research method
- does not require trained observers.
 - takes less time than systematic observation.
 - generates information that is more reliable.
 - enables researchers to detect changes across time and cultures.
- Answer: D
Difficulty: 2
Page(s) in Text: 59-61
Topic: Archival Analysis
Skill: CONCEPTUAL
56. What have archival analyses of sexually explicit materials revealed about the pornography/violence question?
- Aggression against women is a major theme in some of these explicit materials.
 - Sexually explicit materials are more likely to contain bondage than to contain consensual sex.
 - Men are largely absent in these sexually explicit publications.
 - Men who read sexually explicit books and magazines are likely to engage in violent acts against women.
- Answer: A
Difficulty: 3
Page(s) in Text: 59-61
Topic: Archival Analysis
Skill: FACTUAL
57. Which of the following is a drawback to the observational method?
- No interesting or important questions can be answered using this method.
 - The observational method is statistically unreliable.
 - Some social behaviors only take place in private.
 - Interjudge reliability is difficult to establish.
- Answer: C
Difficulty: 2
Page(s) in Text: 61
Topic: Limits of the Observational Method
Skill: Factual
58. All of the following are limits on observational research except
- the coding of the data tends to be low in reliability.
 - many behaviors of interest occur only in private.
 - researchers using archival data are dependent on the selections of the original compilers of the archive.
 - the sample tends to be limited to just one group of people, one activity, and one setting.
- Answer: A
Difficulty: 3
Page(s) in Text: 61
Topic: Limits of the Observational Method
Skill: CONCEPTUAL

59. The greatest drawback to archival analysis is that
- it can be used to examine a large number of variables.
 - it is very difficult to train researchers to code archival data accurately.
 - archival data are invariably biased by the researcher's preconceptions.
 - archival data rely on the accuracy of the original compiler of the data and may be incomplete.
- Answer: D
Difficulty: 3
Page(s) in Text: 61
Topic: Limits of the Observational Method
Skill: CONCEPTUAL
60. One strength of observational research methods is that they can be useful for describing behavior. However, these methods do not allow researchers to _____ human behavior.
- create theories about
 - analyze and compare
 - predict and explain
 - understand the nature of
- Answer: C
Difficulty: 2
Page(s) in Text: 61
Topic: Limits of the Observational Method
Skill: CONCEPTUAL
61. Because some behaviors occur rarely or in private, it can be useful to use methods other than _____.
- surveys
 - correlational methods
 - observational methods
 - experimental methods
- Answer: C
Difficulty: 2
Page(s) in Text: 61
Topic: Archival Analysis
Skill: CONCEPTUAL
62. Dr. Nash wants to conduct research on spousal abuse. Why would Dr. Nash be unwise to use observational methods for this topic?
- Because participants will lie to him about being abused.
 - Because abuse is usually something that occurs privately.
 - There actually are no drawbacks to using observational methods.
 - He will be unable to remain neutral.
- Answer: B
Difficulty: 2
Page(s) in Text: 61
Topic: Archival Analysis
Skill: APPLICATION
63. Which of the following is not a major drawback of observational methods?
- They cannot be used to study rarely occurring behaviors very well.
 - They do not allow scientists to predict behavior.
 - Archival research is at the mercy of the quality of the original reports.
 - These methods cannot accurately describe behavior.
- Answer: D
Difficulty: 3
Page(s) in Text: 61
Topic: Archival Analysis
Skill: CONCEPTUAL

64. The research approach that assesses the relationship between two variables is
- systematic observation.
 - archival analysis.
 - the correlational method.
 - unobtrusive observation.
- Answer: C
Difficulty: 1
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: FACTUAL
65. Whereas observational research is designed to _____ behavior, correlational research is designed to _____.
- systematically describe; explain behavior
 - systematically describe; determine what causes behavior
 - explain; assess relations between variables
 - systematically describe; assess relations between variables
- Answer: D
Difficulty: 2
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: FACTUAL
66. Observational research is to describing a behavior as correlational research is to
- determining the causes of behavior.
 - explaining a behavior.
 - documenting relations between behaviors.
 - manipulating a behavior.
- Answer: C
Difficulty: 2
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: CONCEPTUAL
67. A researcher is interested in the relationship between the number of a person's past sexual partners and the person's decision to have an HIV test. To determine this, the researcher should use the _____ method.
- observational
 - correlational
 - experimental
 - longitudinal
- Answer: B
Difficulty: 3
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: APPLICATION
68. According to information from the registrar's office, Lee has discovered that people who score higher on the SAT tend to have a higher GPA in their first year of college. Lee has used a(n) _____ research method.
- ethnographic
 - correlational
 - experimental
 - field study
- Answer: B
Difficulty: 2
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: APPLICATION

69. When researchers say that there is a relationship between two variables, this means
- that you can predict one from the other.
 - they are very similar to each other.
 - one is causing the other.
 - they are equal to each other.
- Answer: A
Difficulty: 3
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: FACTUAL
70. Are people who are better educated more or less prejudiced than people who have less education? This question is most appropriately answered by using
- archival analysis.
 - experimental research.
 - systematic observation.
 - correlational research.
- Answer: D
Difficulty: 2
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: APPLICATION
71. Tony has been doing research on age and aggression. He has discovered that the older a person gets, the less likely he or she is to aggress against another person. What kind of relationship best describes Tony's findings?
- positive correlation
 - negative correlation
 - curvilinear correlation
 - no correlation
- Answer: B
Difficulty: 3
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: APPLICATION
72. Assume that instead of conducting experiments, Latané and Darley had used a correlational method to study the relationship between the number of bystanders who witness an emergency and how quickly a victim receives help. Assume that the correlational data were compatible with results from experiments: the more bystanders, the more time it took bystanders to help. What type of correlation is this between time and number of bystanders?
- a nonlinear correlation
 - a positive correlation
 - a negative correlation
 - a spurious correlation
- Answer: B
Difficulty: 2
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: APPLICATION

73. Before Jonas Salk discovered a vaccine to prevent polio, people noticed a correlation between outside temperature and the incidence of polio: The warmer the temperature over the course of the year, the more outbreaks of polio. This relationship is an example of a(n) _____ correlation.
- a. negative
 - b. positive
 - c. spurious
 - d. illusory
- Answer: B
Difficulty: 2
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: APPLICATION
74. Which of the following pairs of variables are most likely to be positively correlated?
- a. feelings of love; likelihood of a break-up
 - b. room temperature; comfort level
 - c. flossing; cavities
 - d. consumption of fatty foods; risk of heart disease
- Answer: D
Difficulty: 3
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: APPLICATION
75. Which of the following pairs of variables are most likely to be negatively correlated?
- a. education; income
 - b. amount of practice; quality of performance
 - c. calories consumed; weight loss
 - d. effort; success
- Answer: C
Difficulty: 3
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: APPLICATION
76. Complete the analogy about correlation coefficients: positive correlation: same direction:: negative correlation: _____.
- a. no relationship
 - b. weak relationship
 - c. opposite direction
 - d. no direction
- Answer: C
Difficulty: 3
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: CONCEPTUAL
77. If two variables have no correlation with one another, this means that
- a. you can only predict one of the two variables.
 - b. when one is higher, the other is lower.
 - c. they are probably very similar.
 - d. you cannot predict one from the other.
- Answer: D
Difficulty: 3
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: CONCEPTUAL

78. You are reading a paper about how to do well in college and it presents several correlation coefficients. These correlation coefficients indicate
- that this study compared three or more groups of students.
 - how well you can predict one variable from the other.
 - the causal relationship between the variables.
 - the reliability of the variables.
- Answer: B
Difficulty: 2
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: CONCEPTUAL
79. A researcher is interested in the effects of self-esteem on people's choice of romantic partner. She asks her study participants to complete a measure of self-esteem and to bring in separate photos of themselves and their significant others. She then has these photos rated for attractiveness by a panel of independent judges, and relates the relative attractiveness of a person's significant other to the person's self-esteem. The study just described is a(n)
- observational study.
 - correlational study.
 - experimental study.
 - meta-analysis.
- Answer: B
Difficulty: 2
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: APPLICATION
80. If height and weight have a positive correlation, what does this tell you about the relationship between these variables?
- Height and weight are unrelated.
 - Taller people are almost never heavier, but there are exceptions to the rule.
 - Shorter people tend to be heavier.
 - Taller people are usually heavier, but there are exceptions to the rule.
- Answer: D
Difficulty: 2
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: APPLICATION
81. The statistic assessing how well one variable predicts another is called the correlation _____.
- value
 - coefficient
 - reliability
 - meta-analysis
- Answer: B
Difficulty: 1
Page(s) in Text: 61-62
Topic: The Correlational Method: Predicting Social Behavior
Skill: FACTUAL

82. A researcher conducted a study and found a positive correlation between age and income level. In other words, this researcher found that as age _____, income level tends to _____.
a. increases; decrease
b. increases; increase
c. increases; stay the same
d. decreases; increase

Answer: B

Difficulty: 3

Page(s) in Text: 61-62

Topic: The Correlational Method: Predicting Social Behavior

Skill: APPLICATION

83. Surveys are instruments most often used by social psychologists who conduct _____ research.
a. archival
b. observational
c. correlational
d. experimental

Answer: C

Difficulty: 1

Page(s) in Text: 62-63

Topic: Surveys

Skill: FACTUAL

84. Research in which a representative sample of people are asked questions about their attitudes or behavior is called
a. ethnography.
b. archival analysis.
c. field experiments.
d. survey research.

Answer: D

Difficulty: 1

Page(s) in Text: 62-63

Topic: Surveys

Skill: FACTUAL

85. A researcher conducted a survey and found a negative correlation between education and the tendency to resort to violence during disputes. In other words, this researcher found that as education level _____, the tendency to use violence _____.
a. decreases; also decreases
b. increases; decreases
c. increases; also increases
d. increases; remains the same

Answer: B

Difficulty: 2

Page(s) in Text: 62-63

Topic: Surveys

Skill: APPLICATION

86. One of the greatest advantages of surveys is that researchers
a. can examine variables that are difficult to observe directly.
b. don't have to worry about whether their samples are representative.
c. can be confident that respondents answered honestly.
d. can be biased, but still collect objective information.

Answer: A

Difficulty: 2

Page(s) in Text: 62-63

Topic: Surveys

Skill: FACTUAL

87. If a researcher is interested in learning about people's attitudes about environmental issues, the research method he should employ is
- ethnography.
 - survey research.
 - a field experiment.
 - an experiment.
- Answer: B
Difficulty: 2
Page(s) in Text: 62-63
Topic: Surveys
Skill: APPLICATION
88. The only way to be certain that the results of a survey represent the behavior of a particular population is to ensure that the respondents are _____ that population.
- randomly assigned to
 - randomly selected from
 - conveniently accessible in
 - normally distributed in
- Answer: B
Difficulty: 3
Page(s) in Text: 62-63
Topic: Surveys
Skill: Factual
89. In which of the following types of research is the researcher most concerned with the representativeness of the sample used?
- naturalistic observation
 - archival analysis
 - survey research
 - experiments
- Answer: C
Difficulty: 2
Page(s) in Text: 62-63
Topic: Surveys
Skill: CONCEPTUAL
90. The problem with a survey that is not representative is that
- it is unfair not to give everyone an equal chance to participate.
 - the data will be limited in its reliability.
 - the rules governing random assignment have been violated.
 - the researcher will not be able to draw valid conclusions about the population.
- Answer: D
Difficulty: 3
Page(s) in Text: 62-63
Topic: Surveys
Skill: CONCEPTUAL

91. In the 2000 presidential election, the polls of upper-middle-class Americans tended to show Bush leading Gore by a landslide. When election night came, the final results were closer than had been predicted, and it turned out that Gore won the popular vote while Bush won the more critical Electoral College vote. One possible problem with the earlier survey results was that they relied primarily on polls of upper-middle-class people. This illustrates the finding that a major problem with surveys is
- responses are not anonymous.
 - people's votes in the polling booth do not necessarily agree with their public statements.
 - they are not predictive of behavior if the sample is not representative of the population about which the prediction is to be made.
 - question order can affect survey results.
- Answer: C
Difficulty: 3
Page(s) in Text: 62-63
Topic: Surveys
Skill: CONCEPTUAL
92. Based on the idea of "telling more than you can know" from your text, which of the following survey questions would be least likely to yield accurate responses?
- Would you ever consider physician-assisted suicide?
 - Have you ever been the victim of a violent crime?
 - How many different magazines do you subscribe to?
 - In your opinion, who performed better in the last presidential debate?
- Answer: A
Difficulty: 3
Page(s) in Text: 62-63
Topic: Surveys
Skill: APPLICATION
93. Consider the following survey item: "If you found yourself on an airplane with engine problems, would you _____?" Most social psychologists would not include such an item on their survey because most respondents would
- be offended at such a personal question.
 - never have experienced that situation, yielding too small a sample.
 - find it difficult to accurately imagine what they would actually do.
 - avoid flying in the future, instead opting for trains.
- Answer: C
Difficulty: 3
Page(s) in Text: 62-63
Topic: Surveys
Skill: APPLICATION
94. The idea of "telling more than you can know" (Nisbett & Wilson, 1977) is the premise that people may report why they respond a certain way, but that their reports about causes of behavior reflect
- subconscious conflicts between implicit and explicit attitudes.
 - their theories and beliefs about what should have influenced them.
 - what people believe most other people would report.
 - what people think the researcher wants them to say.
- Answer: B
Difficulty: 2
Page(s) in Text: 62-63
Topic: Surveys
Skill: FACTUAL

95. In order to obtain the most accurate responses, questions on a survey should be
- straightforward.
 - as brief as possible.
 - complex enough to capture the true complexity of attitudes.
 - carefully worded to detect when participants are lying.
- Answer: A
Difficulty: 2
Page(s) in Text: 62-63
Topic: Surveys
Skill: CONCEPTUAL
96. A researcher wants to ask hypothetical questions or for explanations of past behavior on a survey. Based on what the authors of your text report about survey questions, this researcher should
- consider asking mainly hypothetical questions.
 - consider asking mostly questions about past behavior.
 - consider asking these questions face-to-face.
 - consider asking straight-forward questions rather than explanations or hypothetical questions.
- Answer: D
Difficulty: 2
Page(s) in Text: 62-63
Topic: Surveys
Skill: CONCEPTUAL
97. Based on Nisbett & Wilson's (1977) work (as presented by the authors of your text) on telling more than you can know, if a survey respondent is asked about a hypothetical situation, he or she is probably going to respond
- in line with their theories and beliefs about what should have influenced them.
 - very accurately about how he or she would truly behave.
 - based on their impulses, and not using logical thought.
 - based on how they believe the researcher wants them to respond.
- Answer: A
Difficulty: 2
Page(s) in Text: 62-63
Topic: Surveys
Skill: APPLICATION
98. Which of the following is not an advantage of doing survey research?
- Surveys allow researchers to understand attitudes and social behavior.
 - Surveys are used to establish a causal explanation.
 - Surveys allow researchers to understand behaviors that are difficult to observe.
 - Surveys involve sampling representative segments of the population.
- Answer: B
Difficulty: 2
Page(s) in Text: 62-63
Topic: Surveys
Skill: FACTUAL
99. Which of the following questions would a researcher be most likely to investigate with a survey?
- How often do people run a red light at the intersection of Main St. and Holland Ave.?
 - What aspects of an intersection cause people to run a red light more often?
 - In the past thirty years, has there been an increase of drivers running red lights?
 - What are people's attitudes about drivers who run red lights?
- Answer: D
Difficulty: 3
Page(s) in Text: 62-63
Topic: Surveys
Skill: APPLICATION

100. Using random selection is a way to ensure that
- a sample is representative of a population by giving everyone an equal chance of being selected for the sample.
 - every participant in a sample has an equal chance of taking part in any condition of an experiment.
 - participants who fit certain criteria for gender and ethnicity are more likely to be selected as part of a sample.
 - every member in a population is sampled.
- Answer: A
Difficulty: 2
Page(s) in Text: 62-63
Topic: Surveys
Skill: FACTUAL
101. Which of the following best defines the term "sample"?
- the group of people about whom the results of a study are intended to generalize
 - a group of people who are representative of the population as a whole
 - the people actually tested in a study
 - a small group of people used to pilot test a study
- Answer: C
Difficulty: 1
Page(s) in Text: 62-63
Topic: Surveys
Skill: FACTUAL
102. Recall the description of political polls taken by Literary Digest about the Landon vs. Roosevelt election, and by Reagan's staff about his race with Mondale. These are two examples of a potential error that can be made when doing survey research involving political polls. What is the lesson that survey researchers learned from these errors?
- Although people may report one opinion, they are likely to behave differently.
 - Surveys are not useful tools for predicting human behavior.
 - It is important to ask mostly hypothetical questions.
 - It is important to use random selection to obtain a representative sample.
- Answer: D
Difficulty: 2
Page(s) in Text: 63
Topic: Connections: Random Selection in Political Polls
Skill: CONCEPTUAL
103. Based on the errors in sampling in political polls that were described in your text, how would you recommend obtaining a representative sample for a poll (survey) about political candidates?
- Conduct phone surveys using home phone numbers.
 - Poll people at the local office which provides Food Stamps and other forms of assistance.
 - Give the poll face-to-face at college campuses nationwide.
 - Give the poll face-to-face at an average supermarket or post office.
- Answer: D
Difficulty: 3
Page(s) in Text: 63
Topic: Connections: Random Selection in Political Polls
Skill: APPLICATION

104. Based on survey data, Ronald Reagan's campaign staff erroneously concluded that he had a comfortable lead over his Democratic challenger, Walter Mondale, except on Friday nights. They were relieved to learn that these Friday results came about because
- of the relationship between party membership and income, yielding a biased sample.
 - pollsters were unable to reach people at home on Friday nights, yielding very small samples.
 - most respondents had been partying, and didn't understand the survey questions.
 - most respondents resented the Friday night intrusion and lied about their preferences.
- Answer: A
Difficulty: 3
Page(s) in Text: 63
Topic: Connections: Random Selection in Political Polls
Skill: FACTUAL
105. Based on survey data, the Literary Digest erroneously predicted that Alf Landon would beat Franklin D. Roosevelt in the upcoming presidential election. What cardinal rule of survey methods did the Literary Digest violate? Make sure
- the survey questions are straightforward.
 - you have sampled randomly from the population.
 - respondents are given more than one response option.
 - responses are made anonymously.
- Answer: B
Difficulty: 2
Page(s) in Text: 63
Topic: Connections: Random Selection in Political Polls
Skill: FACTUAL
106. There is a moderately strong correlation between the number of bars in a town and the number of churches in a town. As it turns out, this correlation is due to the correlation of both numbers of bars and number of churches with town population. This illustrates which of the following? Correlations are
- unreliable.
 - no guarantee of a causation.
 - variable.
 - indicative of a causation.
- Answer: B
Difficulty: 2
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: APPLICATION
107. Carlos, the president of a fraternity on campus, randomly sampled 500 students, asked them if they belonged to a fraternity or sorority, and asked them about their current GPA. He discovered that the GPAs of those people in fraternities and sororities are higher than those of people who are not involved in the Greek system. Gleeefully, he presented his findings to the Dean, saying that being involved in a fraternity or sorority leads to higher grades. What rule of research methods is Carlos breaking?
- Correlation does not equal causation.
 - College students are not representative of the whole sample of people in the world.
 - His sample size of 500 is too small to make such a generalization.
 - Correlational data do not provide any practical information on a topic.
- Answer: A
Difficulty: 2
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: APPLICATION

108. Why is it unwise to conclude that if two variables are correlated, one must have caused the other?
- Variables can never be measured with complete accuracy.
 - Any single variable is bound to have multiple causes.
 - Some unmeasured third variable might make them appear related when in fact they are not.
 - It is impossible to conclude that two variables are related unless one can measure them perfectly.
- Answer: C
Difficulty: 2
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: CONCEPTUAL
109. Rosenberg and his colleagues (1992) conducted a study that found that women who relied on the diaphragm or contraceptive sponges had fewer STDs than women who used condoms. The media jumped to the conclusion that condom use contributes to STDs. Of the limitations of this study, which one should have prevented the media from drawing a causal conclusion?
- Women who use public clinics are not representative of women in the U.S.
 - The researchers did not study women who were on the pill.
 - The choice to use condoms may have stemmed from STD contraction rather than the reverse.
 - No such relationship between birth control device and STDs exists for men.
- Answer: C
Difficulty: 3
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: APPLICATION
110. A researcher discovers a strong positive correlation between ice cream sales and the incidence of violent crimes. Based on this, we can conclude that
- we should recommend cutbacks in the sales of ice cream because it unexpectedly seems to increase aggression.
 - if we manage to control crime rates, ice cream sales will probably decrease.
 - somehow eating ice cream is causing people to become violent.
 - on a day when ice cream sales are high, there are likely to be more violent crimes.
- Answer: D
Difficulty: 2
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: APPLICATION
111. A recent study found that the more time fathers spend with their children, the less likely they are to abuse their children. Which of the following is the most valid interpretation of this finding?
- Fathers who spend a lot of time with their children are more likely to develop loving relationships, reducing the likelihood that they will abuse their children.
 - Many fathers who abuse their children feel guilty and thus avoid spending time with their children.
 - There is some third variable, such as having an anti-social personality, that increases the likelihood that fathers will abuse their children and that they will spend little time with them.
 - Either A, B, or C could be true, and one can't tell which, based on the results of the study.
- Answer: D
Difficulty: 3
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: APPLICATION

112. Recall that Larry Baron and Murray Straus (1984) found a positive correlation between the number of sexually explicit magazines sold in different states and the number of reported rapes in each of those states. Why did they refrain from concluding that exposure to pornography causes men to rape?
- Rapists are not representative of the general population of men.
 - Other research has shown that men prone to rape actually prefer pornography.
 - Crime statistics underestimate the prevalence of rape.
 - A hypermasculine cultural pattern might well have caused both behaviors.
- Answer: D
Difficulty: 3
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: APPLICATION
113. Which of the following is a serious shortcoming of the correlational approach?
- It is difficult for social psychologists to secure a random sample.
 - Causal inferences based on correlational data are often faulty.
 - There is always some third variable that accounts for the correlation.
 - Surveys are often poorly designed, leading to erroneous conclusions.
- Answer: B
Difficulty: 1
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: CONCEPTUAL
114. Imagine that researchers have found a positive correlation between the frequency of disagreements that couples have and how long they stay together. Based on this correlation, would you start arguments with your significant other in order to sustain your relationship?
- Yes, because the correlation is positive.
 - No, because the correlation is positive.
 - No, because although the two may be correlated, causation has not been established.
 - No, because in your group of friends, the correlation is negative.
- Answer: C
Difficulty: 3
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: APPLICATION
115. After reading Chapter 2 (Research Methods), what would you say to a president who proudly takes credit for the following events happening during his term: lowering the deficit, reducing crime, and increasing literacy?
- "It's clear you were effective—you have my vote!"
 - "Correlation does not mean causation."
 - "Did you sample the entire population?"
 - "Archival data are often suspect."
- Answer: B
Difficulty: 2
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: APPLICATION

116. Your text discusses the fact that there are three causal interpretations of correlations. If there is a correlation such that the more milk a child drinks the more weight he or she gains, which of the following is not a possible causal interpretation of the finding?
- Drinking milk makes children gain weight.
 - Gaining weight makes children drink more milk.
 - A third variable: onset of a growth spurt makes both more likely.
 - Obesity is caused by calcium intake.
- Answer: D
Difficulty: 3
Page(s) in Text: 64-65
Topic: Limits of the Correlational Method: Correlation Does Not Equal Causation
Skill: APPLICATION
117. Why is the experiment the method of choice for many social psychologists? Experiments
- allow researchers to forward their own personal agenda.
 - ensure random sampling.
 - afford cause-and-effect conclusions.
 - are the only way to test hypotheses.
- Answer: C
Difficulty: 1
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: FACTUAL
118. A researcher concludes that frustrating people by giving them a task that is impossible to complete causes them to behave more aggressively. Only _____ warrants this type of conclusion.
- correlational research
 - observational research
 - experimental research
 - an archival analysis
- Answer: C
Difficulty: 1
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: APPLICATION
119. A researcher interested in testing a _____ hypothesis would be most likely to conduct an experiment.
- descriptive
 - correlational
 - causal
 - theoretical
- Answer: C
Difficulty: 2
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: CONCEPTUAL
120. What is the biggest advantage that the experimental method has over other research methods? Experiments
- are the most efficient research method.
 - are the cheapest method of research.
 - enable researchers to draw conclusions about cause and effect.
 - require fewer participants than other methods.
- Answer: C
Difficulty: 2
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: FACTUAL

121. The experimental method always involves
- one experimental group and one control group.
 - a direct intervention on the part of the researcher.
 - psychological realism.
 - mundane realism.
- Answer: B
Difficulty: 2
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: FACTUAL
122. _____ methods allow a researcher to make a valid cause-and-effect statement about the variables in her study.
- Observational
 - Experimental
 - Correlational
 - Cross-sectional
- Answer: B
Difficulty: 1
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: FACTUAL
123. Complete the analogy: correlation: _____ :: experiment: _____.
- predict; relate
 - relate; observe
 - hypothesis; theory
 - relate; cause
- Answer: D
Difficulty: 3
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: CONCEPTUAL
124. If a researcher were to observe women exercising and then men exercising and compare these groups, why would this not be considered an experiment?
- The experimenter is not manipulating anything.
 - The study is biased.
 - There is no prior evidence that gender is related to one's preferred type of exercise.
 - An experiment must involve at least three different conditions.
- Answer: A
Difficulty: 3
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: CONCEPTUAL
125. Which of the following is used in experiments, but not in the correlational method?
- measurement of a variable such as how aggressive or how helpful people are
 - systematically manipulating the situation
 - representative sampling of people from a population
 - surveys
- Answer: B
Difficulty: 3
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: CONCEPTUAL

126. A researcher investigated the relationship between self-esteem and choice of a partner in a "getting acquainted" situation. To do this, she had students take a personality test and then she gave them feedback (based on random assignment) indicating either that the test found them to be "mature, insightful, and socially skilled" or "immature, inflexible, and overly critical." After receiving this feedback, students chose a partner to interact with by looking at photos of people of the opposite sex who were either high or low in physical attractiveness. The study just described is a(n)
- observational study.
 - correlational study.
 - experimental study.
 - meta-analysis.
- Answer: C
Difficulty: 3
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: APPLICATION
127. Why didn't Latané and Darley (1968), in their study of bystander intervention in emergencies, use a manipulation more like events in the Kitty Genovese murder?
- It would be unethical to expose unwitting participants to such a distressing manipulation.
 - It would be impossible to ensure that the murder sounded identical to all participants.
 - It would be impossible to assign participants on the street to experimental conditions.
 - The New York City police refused to give the researchers permission to conduct their experiment.
- Answer: A
Difficulty: 3
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: CONCEPTUAL
128. Participants in the Latané and Darley (1968) experimental study of the effects of group size on intervention in an emergency utilized
- audiotapes of the Kitty Genovese murder.
 - a staged assault on the experimenter.
 - an audiotaped seizure.
 - participants' reports of what they would do in an emergency.
- Answer: C
Difficulty: 3
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: FACTUAL
129. The major difference between experiments and other research methods is that experiments involve
- mundane realism and psychological realism.
 - manipulation of the independent variable.
 - both internal and external validity.
 - multiple variables.
- Answer: B
Difficulty: 3
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: CONCEPTUAL

130. Assume that you are a participant in Latané and Darley's (1968) experiment examining when people help. You believe that there are four other people participating with you in a discussion, although you are isolated in a booth to ensure privacy. When you are listening to one of the other participants talk, you hear him beginning to have a seizure. If you behave like the typical subject in Latané and Darley's research, what are you most likely to do?
- Run out of the booth to find the experimenter for help.
 - Try yelling through the walls to see if he is all right.
 - Anxiously remain in the booth and hope for the best.
 - Leave the experiment because of psychological stress.
- Answer: C
Difficulty: 2
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: FACTUAL
131. The method in which the researcher assigns participants to different conditions and ensures that these conditions are identical except for what has been systematically manipulated, best describes the _____ method.
- correlational
 - observational
 - experimental
 - ethnographic
- Answer: C
Difficulty: 1
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: FACTUAL
132. When using the experimental method, it is crucial that in each condition
- all extraneous events are identical.
 - only the dependent variable is manipulated.
 - there is mundane realism.
 - participants are chosen by random selection.
- Answer: A
Difficulty: 3
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: CONCEPTUAL
133. The process by which the researcher assigns participants to different conditions based entirely by chance (and no characteristics of the person), best describes _____.
- random selection
 - random assignment
 - selective sampling
 - yoked selection
- Answer: B
Difficulty: 1
Page(s) in Text: 65-67
Topic: The Experimental Method: Answering Causal Questions
Skill: FACTUAL

134. In a study of group dynamics, participants were placed in groups consisting of either three or ten people. During the study, group members worked together trying to solve a puzzle. After completing the task, participants reported how satisfied they were with the other members of their group. _____ is the independent variable in this study.
- a. Group dynamics
 - b. The puzzle
 - c. Group size
 - d. Satisfaction
- Answer: C
Difficulty: 3
Page(s) in Text: 67
Topic: Independent and Dependent Variables
Skill: APPLICATION
135. In a study of frustration and aggression, some participants were exposed to an accomplice who insulted them, and others were exposed to no such insult. Participants were then allowed to recommend whether the accomplice should be fired. Those who were insulted were more likely to retaliate by recommending that the accomplice lose his job. In this experiment, the _____ was the dependent variable.
- a. presence or absence of an insult
 - b. accomplice
 - c. participants' recommendations
 - d. difference between the groups
- Answer: C
Difficulty: 3
Page(s) in Text: 67
Topic: Independent and Dependent Variables
Skill: APPLICATION
136. Recall that Latané and Darley observed the number of participants in each condition who left their cubicles to help the alleged victim of a seizure. The _____ was the dependent variable in their experiment.
- a. severity of the seizure
 - b. number of participants who tried to intervene
 - c. number of other discussants
 - d. number of personal problems reported by participants
- Answer: B
Difficulty: 3
Page(s) in Text: 67
Topic: Independent and Dependent Variables
Skill: APPLICATION
137. Recall that Latané and Darley observed the number of participants in each experimental condition who left their cubicles to help the alleged victim of a seizure. The _____ was the independent variable in their experiment.
- a. severity of the seizure
 - b. number of other participants present
 - c. personal problems discussed
 - d. number of participants who helped
- Answer: B
Difficulty: 3
Page(s) in Text: 67
Topic: Independent and Dependent Variables
Skill: APPLICATION

138. How did Latané and Darley (1968) vary the number of bystanders in their experimental study of the effects of the number of witnesses exposed to an emergency?
- a. They allowed participants to choose whether to participate in a group or in a one-on-one discussion.
 - b. They asked participants whether they would like to be engaged in a discussion with one, three, or six other individuals..
 - c. Participants who arrived first were assigned to a large group condition, and those who arrived later were assigned to a small group condition.
 - d. They randomly assigned participants to one of three conditions: several witnesses, few witnesses, or one witness.

Answer: D

Difficulty: 2

Page(s) in Text: 67

Topic: Independent and Dependent Variables

Skill: APPLICATION

139. In an experiment, the independent variable is _____ and the dependent variable is _____.
- a. varied; measured
 - b. measured; varied
 - c. varied; randomly assigned
 - d. measured; manipulated

Answer: A

Difficulty: 1

Page(s) in Text: 67

Topic: Independent and Dependent Variables

Skill: FACTUAL

140. The variable that the researcher changes or varies to see if it has an effect is called the
- a. interjudge reliability.
 - b. independent variable.
 - c. dependent variable.
 - d. correlation coefficient.

Answer: B

Difficulty: 1

Page(s) in Text: 67

Topic: Independent and Dependent Variables

Skill: FACTUAL

141. The variable a researcher measures to see if it is affected in the experiment is called the
- a. independent variable.
 - b. dependent variable.
 - c. meta-analysis.
 - d. correlation coefficient.

Answer: B

Difficulty: 1

Page(s) in Text: 67

Topic: Independent and Dependent Variables

Skill: FACTUAL

142. Complete the following analogy: independent variable is to _____ as dependent variable is to _____.
- a. relationship; direction
 - b. hypothesis; evidence
 - c. varied; measured
 - d. internal validity; external validity

Answer: C

Difficulty: 2

Page(s) in Text: 67

Topic: Independent and Dependent Variables

Skill: CONCEPTUAL

143. When an experiment has shown that an independent variable is a cause of a phenomenon, what is the most reasonable conclusion one should draw?
- The hypothesis has been proven correct.
 - The scientific question has been answered once and for all.
 - There is evidence that supports the hypothesis, though multiple experiments and methods are still needed.
 - There is some evidence for an association, but one should be cautious about drawing causal conclusions.
- Answer: C
Difficulty: 3
Page(s) in Text: 67
Topic: Independent and Dependent Variables
Skill: CONCEPTUAL
144. Internal validity is to _____ as external validity is to _____.
- causality; generalizability
 - control; random assignment
 - generalizability; control
 - causality; minimizing differences
- Answer: A
Difficulty: 3
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: Conceptual
145. Which of the following is least relevant to the experimental method?
- internal validity
 - random assignment
 - independent variable
 - random selection
- Answer: D
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: Conceptual
146. Which of the following factors was not necessary to ensure the internal validity of the Latané and Darley "seizure" study described in the text? They
- made sure their conditions varied on only the key variable.
 - made sure that the seizure overheard by participants was identical for everyone.
 - randomly assigned participants to groups or conditions.
 - asked participants about their knowledge of epilepsy before beginning the experiment.
- Answer: D
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: APPLICATION
147. Results are considered statistically significant if there is less than a _____ in 100 chance that the differences are due to chance.
- 1
 - 2
 - 5
 - 10
- Answer: C
Difficulty: 1
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: FACTUAL

148. In their experiment, why did Bibb Latané and John Darley (1968) expose all participants to the same audiotaped seizure? They wanted
- the independent variable to be the same for all participants.
 - the independent variable—the overheard seizure—to be different for different participants.
 - to be able to assign participants at random.
 - to control extraneous variables, such as the quality of the fake seizure.
- Answer: D
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: APPLICATION
149. By controlling all extraneous variables and by randomly assigning people to different experimental conditions, an experimenter can achieve high
- interjudge reliability.
 - generalizability.
 - replicability.
 - internal validity.
- Answer: D
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: FACTUAL
150. All of the following are threats to the internal validity of a study except
- failure to randomly assign participants.
 - assigning participants based on gender.
 - varying only the independent variable.
 - randomly changing several aspects of the study in addition to the independent variable.
- Answer: C
Difficulty: 3
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: CONCEPTUAL
151. A researcher wants to examine the relationship between viewing television violence and behaving aggressively. He has participants decide whether they would prefer to view a violent or a nonviolent film, and subsequently records the number of aggressive behaviors they show in a competitive game. The researcher cannot legitimately make a causal statement based on his findings, because the study
- is low on mundane realism.
 - lacks random assignment.
 - has no cover story.
 - lacks psychological realism.
- Answer: B
Difficulty: 3
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: APPLICATION
152. _____ allows researchers to rule out differences among participants as the cause of differences in the dependent variable.
- A factorial design
 - Measuring more than one dependent variable
 - Random sampling
 - Random assignment
- Answer: D
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: CONCEPTUAL

153. Why is random assignment important in an experiment?
- It assures that all participants take part in all conditions of a study.
 - It allows researchers to rule out individual differences as an alternative explanation.
 - It ensures that all participants see the same manipulation of the independent variable.
 - It is an index of the probability that experimental results occurred by chance.
- Answer: B
Difficulty: 3
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: CONCEPTUAL
154. Which of the following threatens the internal validity of an experiment?
- using more than one dependent variable
 - failing to use a representative sample
 - using an independent variable with more than one level
 - failing to assign participants randomly to conditions
- Answer: D
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: CONCEPTUAL
155. The _____ is a number that expresses the likelihood that a given experimental finding would have occurred by chance alone.
- probability level
 - uncertainty quotient
 - chaos index
 - chance index
- Answer: A
Difficulty: 1
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: FACTUAL
156. An experimenter finds out that the p-value in his study is 3 in 100. What does this mean?
- His results have a 3 percent chance of being valid.
 - He has a 3 percent chance of finding these results by chance alone.
 - He has a 3 percent chance that his hypothesis is correct.
 - He has a 30 percent chance that his study had good internal validity.
- Answer: B
Difficulty: 3
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: APPLICATION
157. It is important to know the probability level for a given set of experimental findings because p-values
- alert experimenters to poor dependent variable measures.
 - inform experimenters whether their results might have happened by chance.
 - indicate that experimenters have used the correct manipulation of the independent variable.
 - greater than .10 indicate that there is no need to replicate the experiment.
- Answer: B
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: CONCEPTUAL

158. _____ and _____ are the hallmarks of the experimental method which set it apart from the observational and correlational methods.
- Random assignment; probability levels
 - Representative sampling; control over extraneous variables
 - Control over extraneous variables; random assignment
 - Correlation coefficients; dependent variables
- Answer: C
Difficulty: 3
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: FACTUAL
159. In which of the following kinds of research is the researcher concerned with random assignment?
- correlational
 - experimental
 - archival
 - observational
- Answer: B
Difficulty: 1
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: FACTUAL
160. A researcher is designing an experiment, and ensures that each participant is equally likely to be in one condition as another. He does not assign them based on any characteristics such as gender, ethnicity, or personality. This researcher is _____ participants.
- randomly assigning
 - meta-analyzing
 - randomly selecting
 - generalizing
- Answer: A
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: Application
161. Shannon conducts an experiment to test her hypothesis that longer arguments cause couples to become angrier at each other. She randomly assigns couples to argue for either ten minutes or twenty minutes. After her assistant Ken runs the study, Ken tells Shannon that he allowed the couples who were really fighting hard to keep arguing longer than Shannon had originally stated. Shannon cringes, for she knows that the _____ of his study is very low.
- random assignment
 - random selection
 - internal validity
 - meaningfulness
- Answer: C
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: APPLICATION

162. Jane analyzed the results of her study and found that the probability of getting such findings by chance was less than 1 in 100. Jane can say that her results are statistically
- generalizable.
 - significant.
 - valid.
 - realistic.
- Answer: B
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: Application
163. Wendy wants to study how easily people make friends. She assigns people to talk with a stranger for either five minutes or ten minutes, and assigns people who are more outgoing to the "five-minute" condition, and shy people to the "ten-minute" condition. Which of the following is the threat to the internal validity in this study?
- The independent variable isn't held constant for every participant in a condition.
 - Dependent variables are not being assigned randomly.
 - She did not select from a random sample in her population.
 - Wendy did not use random assignment.
- Answer: D
Difficulty: 2
Page(s) in Text: 68-69
Topic: Internal Validity in Experiments
Skill: APPLICATION
164. _____ validity is the extent to which results of a study can be generalized to other situations or other people.
- Internal
 - Statistical conclusion
 - Sampling
 - External
- Answer: D
Difficulty: 1
Page(s) in Text: 69
Topic: External Validity in Experiments
Skill: FACTUAL
165. Experimenters who value external validity primarily want their findings to generalize across _____ and _____.
- people; situations
 - independent variables; dependent variables
 - observers; independent variables
 - time; cost of experiment
- Answer: A
Difficulty: 2
Page(s) in Text: 69
Topic: External Validity in Experiments
Skill: FACTUAL
166. Dr. Aronoff takes extra time when planning his studies to make sure that the results will generalize to other people and other situations than those he is directly examining. Dr. Aronoff is concerned with
- external validity.
 - internal validity.
 - deception.
 - interjudge reliability.
- Answer: A
Difficulty: 2
Page(s) in Text: 69
Topic: External Validity in Experiments
Skill: APPLICATION

167. There are many advantages to using experiments; however, a major drawback is
- they do not help to establish a causal relationship.
 - they tend to be low on internal validity.
 - the need to ensure psychological realism to maintain external validity.
 - they do not involve random assignment.
- Answer: C
Difficulty: 2
Page(s) in Text: 69
Topic: External Validity in Experiments
Skill: CONCEPTUAL
168. The biggest problem with using random assignment and controlling extraneous variables in an experiment is that
- the experimental situation can become quite artificial.
 - participants often become angry at the deception involved.
 - it is difficult to ensure internal validity.
 - debriefing becomes very cumbersome.
- Answer: A
Difficulty: 2
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: FACTUAL
169. Did the participants in Latané and Darley's (1968) bystander intervention experiment think what Kitty Genovese's neighbors thought? Did they feel what her neighbors felt? These questions address the _____ of their experiment.
- internal validity
 - psychological realism
 - reliability
 - cover story
- Answer: B
Difficulty: 3
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: APPLICATION
170. Participants in a classic experiment conducted by Stanley Milgram (1963) found themselves in the uncomfortable position of being asked to administer increasingly strong shocks to a learner every time he made a mistake. Videotapes of the participants showed them laughing hysterically, chain-smoking, sweating, and fidgeting nervously. Based on these videotapes, it could be inferred that Milgram's experiment was high on
- internal validity.
 - reliability.
 - experimental control.
 - psychological realism.
- Answer: D
Difficulty: 3
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: APPLICATION

171. _____ realism refers to the extent to which an experiment triggers the same psychological processes that often occur in everyday life.
- Mundane
 - Situational
 - Psychological
 - Process
- Answer: C
Difficulty: 1
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: FACTUAL
172. No matter how artificial an experimental situation may at first appear, if participants think, feel, or react the way that people in a real-life situation would react, the experiment has
- high psychological realism.
 - high internal validity.
 - low psychological realism.
 - low demand characteristics.
- Answer: A
Difficulty: 2
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: FACTUAL
173. Recall that Latané and Darley (1968) studied bystander intervention by having participants overhear a seizure while they were speaking on headphones with another discussant. Assuming that the participants believed that the seizure was real and felt anxious and confused about whether and how to help when they heard the seizure, Latané and Darley's (1968) experiment was
- low in psychological realism.
 - high in psychological realism.
 - low in internal validity.
 - invalid.
- Answer: B
Difficulty: 3
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: APPLICATION
174. A _____ is a description of the purpose of a study that is different from the true purpose.
- cover story
 - debriefing
 - construal
 - covert agenda
- Answer: A
Difficulty: 1
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: FACTUAL
175. Latané and Darley (1968) told participants that they were interested in the kind of problems that college students experience. This explanation to their participants was the
- independent variable.
 - dependent variable.
 - cover story.
 - experimental debriefing.
- Answer: C
Difficulty: 2
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: APPLICATION

176. A cover story is
- the result of experimental findings of interest to the media.
 - a "false" description of the purposes of a study.
 - an explanation provided to participants when the study is over.
 - a way to make sure that an experiment is ethical.
- Answer: B
Difficulty: 1
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: FACTUAL
177. A credible cover story helps to ensure
- internal validity.
 - psychological realism.
 - reliability.
 - appropriate dependent variable measures.
- Answer: B
Difficulty: 1
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: FACTUAL
178. Why do researchers go to great lengths to create cover stories and devise elaborate situations in their studies to cover up the true purpose of the study?
- It ensures that participants are randomly assigned to condition.
 - It increases both internal and external validity.
 - People cannot always accurately predict how they would respond in a situation.
 - Researchers customarily use deception just to trick participants.
- Answer: C
Difficulty: 3
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability across Situations
Skill: Conceptual
179. Using a cover story to enhance the psychological realism of an experiment is one way to increase the _____ of a study.
- internal validity
 - external validity
 - reliability
 - p-value
- Answer: B
Difficulty: 3
Page(s) in Text: 69-70
Topic: External Validity in Experiments: Generalizability Across Situations
Skill: CONCEPTUAL
180. In reading descriptions of the behaviors of the New York University students who participated in Latané and Darley's (1968) experiment on bystander intervention, you wonder whether a similar study conducted in Tokyo in 1968 would have yielded the same results as those participants from NYU. In essence, your question is, "Will these results generalize across _____?"
- time
 - people
 - situations
 - manipulations
- Answer: B
Difficulty: 2
Page(s) in Text: 70
Topic: External Validity in Experiments: Generalizability across People
Skill: APPLICATION

181. A psychologist first conducted a study on helping behavior with a sample of college undergraduates. This psychologist then replicated the study using the same procedure with a different participant sample. If similar results were obtained with both samples, this experimenter has demonstrated
- internal validity.
 - external validity.
 - population consistency.
 - chronological consistency.
- Answer: B
Difficulty: 2
Page(s) in Text: 70
Topic: External Validity in Experiments: Generalizability across People
Skill: APPLICATION
182. _____ would increase the external validity of experiments, but social psychologists rarely do it.
- Random assignment
 - Administering follow-up questionnaires
 - Random sampling
 - Using multiple independent variables
- Answer: C
Difficulty: 2
Page(s) in Text: 70
Topic: External Validity in Experiments: Generalizability across People
Skill: FACTUAL
183. Social psychologists seldom address the question of external validity by conducting their experiments on random samples of people from all over. All of the following are reasons for this except
- experiments capture general psychological processes experienced by all people.
 - social psychologists are content with doing inexact science.
 - it is expensive to get a random sample of people to participate in research.
 - it is pragmatically difficult to get a random sample of people to participate in research.
- Answer: B
Difficulty: 3
Page(s) in Text: 70
Topic: External Validity in Experiments: Generalizability across People
Skill: CONCEPTUAL
184. Dr. Weneger conducts a study using a sample of 100 Harvard Honors students to investigate the careers young adults are interested in pursuing. What is the major problem with her sample?
- It lacks internal validity.
 - It is unlikely that she can generalize across situations.
 - It is difficult to say with certainty that she can generalize across people.
 - It is too small in size to provide any meaningful information.
- Answer: C
Difficulty: 2
Page(s) in Text: 70
Topic: External Validity in Experiments: Generalizability across People
Skill: APPLICATION
185. _____ is defined by the authors of your text as an experiment conducted in natural settings rather than in the laboratory.
- External validity
 - A cover story
 - Psychological realism
 - A field experiment
- Answer: D
Difficulty: 1
Page(s) in Text: 70-71
Topic: External Validity in Experiments: Field Research
Skill: FACTUAL

186. Relative to laboratory-based experiments, field experiments tend to be high in _____.
a. external validity
b. internal validity
c. p-value
d. reliability
Answer: A
Difficulty: 2
Page(s) in Text: 70-71
Topic: External Validity in Experiments: Field Research
Skill: FACTUAL
187. How is a field experiment similar to a lab experiments? Both involve
a. random selection.
b. high internal validity.
c. manipulation of an independent variable.
d. control of extraneous variables.
Answer: C
Difficulty: 2
Page(s) in Text: 70-71
Topic: External Validity in Experiments: Field Research
Skill: CONCEPTUAL
188. How is a field experiment different from a lab experiment? Laboratory studies require _____, but field experiments do not.
a. manipulation of an independent variable
b. random assignment
c. control of extraneous variables
d. measurement of the dependent variable
Answer: C
Difficulty: 3
Page(s) in Text: 70-71
Topic: External Validity in Experiments: Field Research
Skill: CONCEPTUAL
189. When Latané and Darley replicated their experiment on helping behaviors as a field experiment, they had two burly men steal a case of beer from a convenience store, then measured the number of customers who reported the robbery. Why would they replicate their laboratory study in a field setting?
a. to ensure psychological realism
b. to enhance internal validity
c. to enhance external validity
d. to test the p-value
Answer: C
Difficulty: 2
Page(s) in Text: 70-71
Topic: External Validity in Experiments: Field Research
Skill: CONCEPTUAL
190. Given that field experiments are high in external validity, why is it that social psychologists still rely on laboratory studies?
a. Laboratory studies are more psychologically realistic.
b. in order to control for extraneous variables
c. so that they can randomly assign participants
d. Laboratory studies are more reliable.
Answer: B
Difficulty: 2
Page(s) in Text: 70-71
Topic: External Validity in Experiments: Field Research
Skill: CONCEPTUAL

191. According to your text, a perfect study would involve
- random assignment; random selection; realistic setting; control of all extraneous variables.
 - random assignment or random selection; control over all extraneous variables.
 - high levels of external validity.
 - an experiment, which shows that one variable causes another.
- Answer: A
Difficulty: 3
Page(s) in Text: 70-71
Topic: External Validity in Experiments: Field Research
Skill: CONCEPTUAL
192. According to the authors of your text, in social psychological research, it is often the case that when internal validity is high, there is a trade-off, and _____ is low.
- the p-value
 - reliability
 - psychological realism
 - external validity
- Answer: D
Difficulty: 2
Page(s) in Text: 70-71
Topic: External Validity in Experiments: Field Research
Skill: CONCEPTUAL
193. Dr. Lim conducts a study in which he places either an expensive or a cheap purse on a park bench. He then counts how many people try to return the purse to its owner. What kind of study is this?
- experiment
 - field experiment
 - correlational
 - observational
- Answer: B
Difficulty: 2
Page(s) in Text: 70-71
Topic: External Validity in Experiments: Field Research
Skill: APPLICATION
194. If a researcher is concerned with having high external validity in their study, she should design a
- field experiment
 - survey
 - laboratory experiment
 - cover story
- Answer: A
Difficulty: 2
Page(s) in Text: 70-71
Topic: External Validity in Experiments: Field Research
Skill: APPLICATION
195. Why is it important to replicate studies across different situations and people?
- in order to test if results are true across different types of people
 - to test if results are true for different situations
 - to test if results are externally valid across people and situations
 - to enhance the internal validity of all experiments through random selection and assignment
- Answer: C
Difficulty: 3
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: CONCEPTUAL

196. According to the authors of your text, the ultimate test of an experiment's external validity is
- generalizability.
 - p-value.
 - replications.
 - random selection.
- Answer: C
Difficulty: 3
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: CONCEPTUAL
197. Replications are designed to ensure that
- the original study was high in psychological realism.
 - the original results can be obtained in different populations and in different settings.
 - the original study was internally valid.
 - ethical procedures are always followed.
- Answer: B
Difficulty: 2
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: FACTUAL
198. Assume that Latané and Darley want to demonstrate the external validity of their 1968 experiment on bystander intervention. To do this, they conduct a study in which participants solve crossword puzzles alone, or in large or small groups. While the participants are working on the puzzles, they overhear a woman fall from a ladder and cry out, "Oh, my leg! I can't move it!" The researchers then observe and record the number of participants who attempt to help. The study described here represents a(n) _____ of the original "seizure" study.
- manipulation check
 - replication
 - needless duplication
 - encore
- Answer: B
Difficulty: 2
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: APPLICATION
199. A _____ enables researchers to decide whether the effects of an independent variable are reliable across studies.
- meta-analysis
 - peer review
 - reliability coefficient
 - validity index
- Answer: A
Difficulty: 1
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: FACTUAL

200. Suppose a researcher wants to know whether frustration really does cause aggression. She collects a large number of experimental studies that involve both children and adults, and that are conducted both in the laboratory and in the "real world" in both the United States and other cultures. She then conducts a(n) _____ to determine whether there is enough consistency in findings across studies to determine the generalizability of the relationship between frustration and aggression.
- a. systematic replication
 - b. direct replication
 - c. meta-analysis
 - d. archival study
- Answer: C
Difficulty: 2
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: APPLICATION
201. Consider the following (fictitious) conclusion reached by a social psychologist: "After analyzing a sample of over 578 experiments, we have concluded that the question of whether men are more likely than women to help is difficult to answer. Based on the findings of this large number of studies, we have concluded that men are more likely to help when helping demands physical risk or 'chivalry'; otherwise, there are no reliable gender differences in helping." This conclusion about the reliability of the relationship between gender and helping was most likely based on
- a. pure conjecture.
 - b. surveys of researchers.
 - c. meta-analytic techniques.
 - d. experimental procedures.
- Answer: C
Difficulty: 2
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: APPLICATION
202. In social psychology, the technique of meta-analysis is most like _____ research.
- a. experimental
 - b. observational
 - c. survey
 - d. archival
- Answer: D
Difficulty: 3
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: CONCEPTUAL
203. Mario conducts a study on what Caucasians perceive as physically attractive, then conducts the same study with African-Americans, and then with Asian-Americans as the sample. Mario is using _____ to determine the external validity of his findings.
- a. meta-analysis
 - b. a cover story
 - c. surveys
 - d. replications
- Answer: D
Difficulty: 2
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: APPLICATION

204. When a researcher examines several replications of a phenomenon, he would be most likely to examine these data using the statistical technique of
- correlational analyses.
 - meta-analysis.
 - p-values.
 - internal validity.
- Answer: B
Difficulty: 2
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: APPLICATION
205. Suppose someone says to you, "I don't understand what you can learn from laboratory psychology experiments in social psychology. They are so artificial, and most of them are done with limited populations, namely college students." What would your best response be, according to a social psychologist?
- A great advantage to laboratory studies is the ability to know for sure what is causing what. To see how much you can generalize from them, you can replicate the studies with different populations and in different situations.
 - It is too impractical and expensive to make every study a field study. Some studies have to be done in the laboratory for these reasons.
 - College students have personality characteristics that are similar to most other samples.
 - You can learn a lot from laboratory studies as long as you maintain random selection.
- Answer: A
Difficulty: 3
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: CONCEPTUAL
206. The authors of your text state that the basic dilemma of the social psychologist is the trade-off between internal and external validity. What is the best way to resolve this dilemma?
- Focus on internal validity, because it is the most important for establishing causal relationships.
 - Focus on external validity, because this demonstrates how research generalizes to other people and situations.
 - Use both observational and correlational approaches to research.
 - Replicate results using both laboratory and field studies to maximize both types of validity.
- Answer: D
Difficulty: 2
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: CONCEPTUAL
207. There is invariably a trade-off between _____ and _____ in social psychology experiments.
- mundane realism; psychological realism
 - internal validity; external validity
 - independent variables; dependent variables
 - validity; reliability
- Answer: B
Difficulty: 2
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: FACTUAL

208. The notion of "the basic dilemma of the social psychologist" refers to
- whether or not to conduct ethically questionable research.
 - whether or not to use deception in their experiments.
 - the trade-off between internal and external validity.
 - the trade-off between independent and dependent variables.
- Answer: C
Difficulty: 2
Page(s) in Text: 71-72
Topic: External Validity in Experiments: Replications
Skill: FACTUAL
209. Based on information from your text: basic research is to _____ as applied research is to _____.
- satisfying intellectual curiosity; solving social problems
 - experiments; observational research
 - biological sciences; social sciences
 - single studies; meta-analyses
- Answer: A
Difficulty: 2
Page(s) in Text: 72-73
Topic: Basic Versus Applied Research
Skill: CONCEPTUAL
210. An experimenter conducts a program of research to determine what types of messages are most effective in promoting condom use among adolescents. How would you classify this type of research?
- primary research
 - secondary research
 - basic research
 - applied research
- Answer: D
Difficulty: 3
Page(s) in Text: 72-73
Topic: Basic Versus Applied Research
Skill: APPLICATION
211. Which of the following article titles most reflects basic as opposed to applied research?
- "Predictors of Tips Earned by Male and Female Servers in Restaurants"
 - "The Effects of Instructions to Disregard Statements on Jury Decisions"
 - "The Illusion of Control and Disaster Preparedness"
 - "The Effect of Emotion Regulation on Memory for Personal Life Events"
- Answer: D
Difficulty: 3
Page(s) in Text: 72-73
Topic: Basic Versus Applied Research
Skill: APPLICATION
212. The primary benefit of basic research to society is that it
- may later be found to have practical uses.
 - is always directly applicable to the solution of social problems.
 - provides a means of educating students about the research process.
 - keeps researchers employed.
- Answer: A
Difficulty: 2
Page(s) in Text: 72-73
Topic: Basic Versus Applied Research
Skill: FACTUAL

213. According to the authors, Kurt Lewin once wrote, "There is nothing so practical as a good theory." By that, Lewin was referring to the idea that
- to solve social problems, psychologists must understand the processes that underlie them.
 - basic researchers should not be afraid to conduct applied research aimed at solving social problems.
 - applied researchers should have a higher status in the field of social psychology.
 - the line between basic and applied researcher is clearer in social psychology than in other sciences.
- Answer: A
Difficulty: 2
Page(s) in Text: 72-73
Topic: Basic Versus Applied Research
Skill: CONCEPTUAL
214. Which is more important: basic or applied research?
- Basic research, because as Kurt Lewin said, "There is nothing so practical as a good theory."
 - Applied research, because this type of research is involved in solving social problems.
 - Neither are that important compared to experimental research, which can establish causality.
 - Both, because basic research allows for understanding of psychology of psychological processes that can be used in applied research to solve social problems.
- Answer: D
Difficulty: 2
Page(s) in Text: 72-73
Topic: Basic Versus Applied Research
Skill: CONCEPTUAL
215. Applied research involves studies that are designed to
- satisfy intellectual curiosity.
 - test well-established theories.
 - establish causal explanations.
 - solve a particular social problem.
- Answer: D
Difficulty: 1
Page(s) in Text: 72-73
Topic: Basic Versus Applied Research
Skill: FACTUAL
216. The primary goal of cross-cultural research is to
- demonstrate the universality or cultural dependence of psychological processes.
 - increase the internal validity of manipulations and measures.
 - increase the psychological realism of experiments.
 - replicate questionable findings to increase consistency.
- Answer: A
Difficulty: 2
Page(s) in Text: 73-74
Topic: Culture and Social Psychology
Skill: FACTUAL
217. In describing the intricacies of cross-cultural research, the authors of your text assert that it's not as simple as translating one's materials into an appropriate language, traveling to another culture, and conducting the experiment there. Which of the following statements best captures the role of construals in making cross-cultural research very difficult to do?
- The same experimental situation can have different meanings in different cultures.
 - People in different cultures differ on a number of personal characteristics.
 - There is variability among people, even within the same culture.
 - It is very difficult to translate some cover stories and dependent measures into some languages.
- Answer: A
Difficulty: 2
Page(s) in Text: 73-74
Topic: Culture and Social Psychology
Skill: CONCEPTUAL

218. What is one of the main problems faced by researchers who want to test their theories cross-culturally?
- Basic psychological processes inevitably differ from culture to culture.
 - Ethical laws often prohibit psychologists from studying phenomena in all cultures.
 - Variables may have to be changed so that their meaning is understood in the same way across cultures.
 - Because experimental social psychology is historically an American enterprise, it is difficult to secure funding for cross-cultural research.
- Answer: C
Difficulty: 2
Page(s) in Text: 73-74
Topic: Culture and Social Psychology
Skill: FACTUAL
219. One reason why it is important to examine cultural influences on social psychological processes is that
- establishing cultural differences helps to increase the internal validity of research.
 - it helps us understand whether certain psychological processes are universal.
 - replicating results across cultures is more effective than doing meta-analyses.
 - looking at the documents of a culture can usually answer most social psychological questions.
- Answer: B
Difficulty: 3
Page(s) in Text: 73-74
Topic: Culture and Social Psychology
Skill: CONCEPTUAL
220. When researchers examine a social psychological phenomenon using cross-cultural research, they are enhancing
- internal validity.
 - external validity.
 - deception.
 - random selection.
- Answer: B
Difficulty: 3
Page(s) in Text: 73-74
Topic: Culture and Social Psychology
Skill: CONCEPTUAL
221. According to the authors of your text, when Darwin developed evolutionary theory, it was aimed at explaining how
- humans adapt to their social environment.
 - animals adapt to their environments.
 - people select a mate.
 - genes can mutate in harsh environments.
- Answer: B
Difficulty: 2
Page(s) in Text: 74
Topic: The Evolutionary Approach
Skill: FACTUAL
222. The idea that certain traits that promote survival are passed to future generations because the organisms who possess those traits are more likely to successfully reproduce is the definition of
- evolution.
 - mate selection.
 - natural selection.
 - sexual selection.
- Answer: C
Difficulty: 3
Page(s) in Text: 74
Topic: The Evolutionary Approach
Skill: FACTUAL

223. Certain birds with the ability to thrive in a variety of climates become more likely to survive and reproduce than those who have a limited tolerance for heat or cold. This is an example of
- mate selection.
 - natural selection.
 - sexual selection.
 - evolutionary psychology.
- Answer: B
Difficulty: 2
Page(s) in Text: 74
Topic: The Evolutionary Approach
Skill: APPLICATION
224. The idea of explaining social behavior in terms of genetic factors that evolved over time based on natural selection is the crux of the idea behind
- personality psychology.
 - mate selection.
 - social selection.
 - evolutionary psychology.
- Answer: D
Difficulty: 2
Page(s) in Text: 74
Topic: The Evolutionary Approach
Skill: FACTUAL
225. Dr. Hyder hypothesizes that aggression in humans has a basis in our genetic adaptations in our distant past. Dr. Hyder's theory is most in line with _____.
- cross-cultural psychology
 - evolutionary psychology
 - social neuroscience
 - experimental design
- Answer: B
Difficulty: 2
Page(s) in Text: 74
Topic: The Evolutionary Approach
Skill: APPLICATION
226. "Evolutionary psychology is silly!" exclaims Julie. "If we are so adapted to the environment, why haven't we evolved away from racism?" A reasonable response to this, based on evolutionary psychology presented by the authors of your text, is that
- evolutionary psychology simply can't explain social behavior.
 - evolutionary psychology can only explain mating behaviors.
 - evolution occurs very slowly, and thus genetic adaptations have not "caught up."
 - we do have evidence for a racism gene, but it is unethical to tamper with the human genome.
- Answer: C
Difficulty: 3
Page(s) in Text: 74
Topic: The Evolutionary Approach
Skill: CONCEPTUAL

227. According to the authors of your text, one of the major problems with relying solely on evolutionary theory as the only explanation for social behavior is that
- psychologists are making assumptions about the conditions that existed long ago that produced reproductive advantages for certain genes.
 - it defies religious explanations, which are core beliefs for many people in the U.S.
 - social behaviors are not based on genes at all, so it is difficult to use evolution to predict behavior.
 - evolution occurs too slowly for it to truly impact human behavior.
- Answer: A
Difficulty: 3
Page(s) in Text: 74
Topic: The Evolutionary Approach
Skill: CONCEPTUAL
228. Because evolutionary psychology is based on assumptions of conditions thousands of years ago that led to the reproductive success of some more so than others, it makes evolutionary hypotheses
- difficult to test experimentally.
 - some of the best for otherwise inexplicable results.
 - only suitable for observational studies.
 - perfectly suited for ethnographic methods.
- Answer: A
Difficulty: 2
Page(s) in Text: 74
Topic: The Evolutionary Approach
Skill: CONCEPTUAL
229. One evolutionary psychologist hypothesizes that humans were savage in their distant past, while another hypothesizes that they were very cooperative. Based on information from the authors of your text, which hypothesis is correct?
- Neither: evolutionary explanations tend to be misguided.
 - Humans were cooperative; otherwise the species would not have survived.
 - Human were savage; otherwise we would all get along and be peaceful today.
 - Either: evolutionary psychology alone cannot discern which is correct.
- Answer: D
Difficulty: 3
Page(s) in Text: 74
Topic: The Evolutionary Approach
Skill: APPLICATION
230. Which of the following techniques is most likely to be used by social neuroscientists?
- ethnography
 - archival research
 - functional magnetic resonance imaging (fMRI)
 - field experiments
- Answer: C
Difficulty: 1
Page(s) in Text: 74-75
Topic: Social Neuroscience
Skill: FACTUAL
231. Social neuroscience is the marriage between which fields?
- medicine and psychology
 - social psychology and neuro-psychology
 - biology and psychology
 - social psychology and medicine
- Answer: B
Difficulty: 2
Page(s) in Text: 74-75
Topic: Social Neuroscience
Skill: CONCEPTUAL

232. Dr. Linh uses an electroencephalograph (EEG) to detect patterns of brain activity as her participants argue with their romantic partners. Dr. Linh can best be described as a(n)
- a. neurologist.
 - b. evolutionary psychologist.
 - c. social neuroscientist.
 - d. psychiatrist.
- Answer: C
Difficulty: 2
Page(s) in Text: 74-75
Topic: Social Neuroscience
Skill: APPLICATION
233. Researchers conduct an experiment in which participants watch either a violent film or a non-violent film. After watching the film, the researchers take saliva samples from participants to test for levels of a hormone called testosterone. According to the authors of your text, what technique are these researchers using?
- a. correlational design
 - b. evolutionary psychology
 - c. social neuroscience
 - d. functional magnetic resonance imaging (fMRI)
- Answer: C
Difficulty: 2
Page(s) in Text: 74-75
Topic: Social Neuroscience
Skill: APPLICATION
234. When scientists study how social behavior is related to hormones, the immune system, and neurological processes, they are studying
- a. social psychology.
 - b. neurology.
 - c. psychiatry.
 - d. social neuroscience.
- Answer: D
Difficulty: 1
Page(s) in Text: 74-75
Topic: Social Neuroscience
Skill: FACTUAL
235. Which statement below best captures the major ethical dilemma faced by experimental social psychologists?
- a. With the advent of new technologies, it is easier than ever to fake data.
 - b. That which is good science may not always be ethical science.
 - c. It is necessary to lie to discover the truth.
 - d. Research results can be misused by those in power.
- Answer: B
Difficulty: 2
Page(s) in Text: 75-76
Topic: Ethical Issues in Social Psychology
Skill: CONCEPTUAL
236. Social psychologists must often balance the goal of discovering important information about human social behavior with the ethical issue of
- a. random assignment to condition.
 - b. random selection from a population.
 - c. concern for the welfare of participants.
 - d. using replication and meta-analysis.
- Answer: C
Difficulty: 3
Page(s) in Text: 75-76
Topic: Ethical Issues in Social Psychology
Skill: CONCEPTUAL

237. When a person agrees to participate in an experiment in full awareness of the nature of the experiment, which has been provided prior to their participation, the participant has provided
- a cover story.
 - informed consent.
 - deception.
 - a debriefing.
- Answer: B
Difficulty: 1
Page(s) in Text: 75-76
Topic: Ethical Issues in Social Psychology
Skill: FACTUAL
238. Dr. Winstell is interested in studying prejudice, and devises a study in which Caucasian participants are led to believe that they are chatting electronically with an African-American participant. In reality, the participants are responding to another Caucasian participant, and she discloses this information to all participants at the end of the study. Dr. Winstell has used _____ in her study.
- informed consent
 - deception
 - replication
 - cross-cultural research
- Answer: B
Difficulty: 2
Page(s) in Text: 75-76
Topic: Ethical Issues in Social Psychology
Skill: APPLICATION
239. One problem with informed consent is that
- full knowledge of the experiment's purpose can alter participants' behavior.
 - its use tends to undermine the external validity of the experiment.
 - its use is limited to deception experiments.
 - it is time-consuming.
- Answer: A
Difficulty: 2
Page(s) in Text: 75-76
Topic: Ethical Issues in Social Psychology
Skill: CONCEPTUAL
240. "Informed consent" means that
- the researcher explains the experiment's hypotheses to the participants.
 - the researcher tells the participants the cover story.
 - the researcher tells the participants what kinds of experiences they will have in the study.
 - the researcher describes the independent and the dependent variables used.
- Answer: C
Difficulty: 2
Page(s) in Text: 75-76
Topic: Ethical Issues in Social Psychology
Skill: FACTUAL
241. The procedure whereby the researcher explains the nature of the study and participants then decide whether or not to participate is called
- experimental debriefing.
 - pre-experimental briefing.
 - informed consent.
 - a truthful cover story.
- Answer: C
Difficulty: 1
Page(s) in Text: 75-76
Topic: Ethical Issues in Social Psychology
Skill: FACTUAL

242. One main reason why social psychologists may elect to use deception in their studies is
- it allows for stronger p-values to occur.
 - it creates a situation in which participants experience contrived events as though they were real.
 - it ensures that all participants in an experiment are treated equally.
 - it can be easier to deceive naïve participants than to tell the truth and provide a complex explanation.
- Answer: B
Difficulty: 2
Page(s) in Text: 75-76
Topic: Ethical Issues in Social Psychology
Skill: CONCEPTUAL
243. Which of the following is not one of the purposes of debriefing?
- explaining the true purpose of the study
 - relieving any discomfort that the participant experienced during the course of the experiment
 - giving the participants a chance to withdraw from the experiment
 - educating the participants about the purpose of the research and the scientific process
- Answer: C
Difficulty: 3
Page(s) in Text: 76-77
Topic: Guidelines for Ethical Research
Skill: FACTUAL
244. Which of the following is one of the ethical principles that psychologists must follow when using human participants? All participants must be
- informed that they can withdraw from the study at any time.
 - informed of the true nature of the study upon arriving at the laboratory.
 - contacted six months after the study to assure that no psychological harm resulted.
 - compensated in some way for their participation in research.
- Answer: A
Difficulty: 2
Page(s) in Text: 76-77
Topic: Figure 2.3: Selected Ethical Principles of Psychologists in the Conduct of Research
Skill: FACTUAL
245. If a researcher were to use deception as part of her experimental procedure, when would she explain the purpose of this deception to her participants?
- during the debriefing
 - before obtaining informed consent
 - immediately preceding the experimental manipulation
 - before collecting any dependent measures
- Answer: A
Difficulty: 3
Page(s) in Text: 76-77
- Topic: Guidelines for Ethical Research
Skill: FACTUAL
246. Research that examines the effects of deception experiments on participants has found that
- most people find such experiences extremely upsetting.
 - participating in such experiments causes people to develop an enduring distrust of researchers.
 - people do not object to the mild discomfort and deceptions used in social psychological research.
 - participating in such experiments has a delayed negative effect.
- Answer: C
Difficulty: 2
Page(s) in Text: 76-77
Topic: Guidelines for Ethical Research
Skill: FACTUAL

247. What is the function of an institutional review board (IRB)?
- to peer-review results from experiments and suggest appropriate replications
 - to perform a meta-analysis on all studies about a given phenomenon
 - to review proposals for research and decide whether they meet ethical guidelines
 - to assess the psychological realism of proposed psychological research
- Answer: C
Difficulty: 2
Page(s) in Text: 76-77
Topic: Guidelines for Ethical Research
Skill: FACTUAL
248. Institutional review boards (IRBs) must be composed of certain types of people. If the IRB at Claudius University already consists of a scientist and a non-scientist, which of the following people would also need to be on the IRB at Claudius University?
- Dr. Jenkins, the president of Claudius University
 - Lisa, a student at Claudius University
 - Mr. Allen, a physician in the town near Claudius University
 - Ms. Jones, an assistant for the other members of the IRB
- Answer: C
Difficulty: 3
Page(s) in Text: 76-77
Topic: Guidelines for Ethical Research
Skill: APPLICATION

Essay

Write your answer in the space provided or on a separate sheet of paper.

249. Where do theories come from in social psychology, and how do social psychologists refine them?
- Answer: Researchers sometimes arrive at hypotheses and theories by reading and thinking about previous theories and research, and sometimes through their own personal observations. Once a researcher arrives at a hypothesis, he or she tests it scientifically (empirically). Depending on whether the hypothesis is supported, researchers might revise their hypotheses, and perhaps even their theories, and subsequent hypotheses are then tested. This process continues to yield a cumulative body of knowledge about human behavior.
- Difficulty: 2
Page(s) in Text: 57-58
Topic: Formulating Hypotheses and Theories
Skill: FACTUAL
250. A developmental psychologist who used the correlational method found that there was a positive correlation between children's self-esteem and their academic achievement. First, what does a positive correlation mean in this case? Second, how might these results be explained?
- Answer: A positive correlation in this case means that children with high (low) self-esteem also manifest high (low) academic achievement. Results could be explained in a number of ways: (1) high self-esteem gives children confidence, so they try harder and achieve more; (2) high achievement boosts children's self-confidence and self-esteem; (3) some third variable such as parental involvement or intelligence might cause both self-esteem and achievement to be correlated.
- Difficulty: 2
Page(s) in Text: 61-65
Topic: The Correlational Method: Predicting Social Behavior
Skill: FACTUAL

251. Compare the goals of researchers who use the observational method, the correlational method, and the experimental method. Provide an example of a question that is best addressed by each method.

Answer: The observational method is used to describe some phenomenon, and is often used to test hunches informally or more formally via systematic observation or archival analyses. The correlational method is designed to determine the relationship between two phenomena (variables) and is useful in making predictions; observations and surveys are often used in this kind of research. The experimental method is used to determine whether two related phenomena are causally related, and enables researchers not only to make predictions, but also to understand why two variables might be related. (Note: Students generate their own examples.)

Difficulty: 3

Page(s) in Text: 65-73

Topic: The Experimental Method: Answering Causal Questions

Skill: APPLICATION

252. "What is the relationship between viewing violence on the one hand, and behaving aggressively on the other hand?" How might an observational researcher, a correlational researcher, and an experimental researcher answer that question?

Answer: Observational researchers might systematically observe how much violence children watch on television and how aggressively they behave on the playground or in the classroom; they might also conduct archival research, comparing rape statistics with the availability of violent pornography. Correlational researchers might use surveys to see whether there is a relationship between what people watch on television and their self-reports of aggressive behaviors; alternatively, they could survey parents about children's viewing habits and survey teachers about the children's behaviors. Minimally, experimental researchers would randomly assign participants to one of two experimental conditions (experimental and control groups) that systematically vary in violence content, and collect dependent measures of participants' aggressive behaviors.

Difficulty: 3

Page(s) in Text: 65-73

Topic: The Experimental Method: Answering Causal Questions

Skill: APPLICATION

253. What are some possible advantages and disadvantages associated with using surveys to enhance our understanding of social behavior?

Answer: Although surveys are useful in collecting data about behaviors that cannot easily be observed directly and surveys can afford the prediction of behaviors, the data they generate are correlational data, so unequivocal cause-and-effect conclusions cannot be drawn. In addition, nonrepresentative surveys can yield inaccurate results and conclusions. Finally, even surveys collected from representative samples can yield inaccurate responses due to unclear or leading questions or inaccurate respondent recall or reports.

Difficulty: 1

Page(s) in Text: 61-65

Topic: The Correlational Method: Predicting Social Behavior

Skill: FACTUAL

254. Why are random assignment and experimental control two essential ingredients of an experiment?

Answer: Random assignment is the "great equalizer," and ensures that groups of participants are comparable to one another before the delivery of the independent variable. Control over extraneous variables ensures that any differences on the dependent variable are due to the manipulation of the independent variable only.

Difficulty: 2

Page(s) in Text: 65-73

Topic: The Experimental Method: Answering Causal Questions

Skill: FACTUAL

255. Provide a hypothesis that can be tested using the experimental method. Identify the independent variable and the dependent variable in your experiment.

Answer: Whatever the hypothesis, the independent variable is the variable that is manipulated; there must be at least two levels of the independent variable for the study to be an experiment. Whatever the hypothesis, the dependent variable is the variable that is measured; it may be an attitude, a feeling, a belief, or a behavior.

Difficulty: 2

Page(s) in Text: 65-73

Topic: The Experimental Method: Answering Causal Questions

Skill: APPLICATION

256. Describe three different ways that experimental social psychologists can enhance their faith in the external validity of their experiments.

Answer: They can work to make their experiments psychologically real to participants, even if experimental procedures or manipulations do not perfectly resemble situations in real life. They can conduct replications with CONCEPTUALLY similar independent variables or with different participants in different settings. They can use cross-cultural research to determine whether there are any human universals. They can conduct field experiments outside the laboratory.

Difficulty: 2

Page(s) in Text: 65-73

Topic: The Experimental Method: Answering Causal Questions

Skill: CONCEPTUAL

257. According to the authors, cross-cultural research "...is not a simple matter of traveling to another culture, translating materials into the local language, and replicating the study there." What factors make conducting cross-cultural research difficult?

Answer: First, researchers must make sure that they are not imposing their own viewpoints learned in their own culture onto another culture with which they aren't familiar. Second, they must make sure that the independent and dependent variables are interpreted the same way in different cultures. Third, they need to be aware that there are subtle norms or values in different cultures, and that these may be operating in a new culture, without the researcher's awareness.

Difficulty: 2

Page(s) in Text: 65-73

Topic: The Experimental Method: Answering Causal Questions

Skill: CONCEPTUAL

258. What is the basic dilemma of the social psychologist, as described by the authors?

Answer: There is frequently a trade-off between internal and external validity. More specifically, there is a trade-off between (1) having enough experimental control to eliminate extraneous variables and to use random assignment, and (2) ensuring that results can be generalized to everyday life.

Difficulty: 1

Page(s) in Text: 65-73

Topic: The Experimental Method: Answering Causal Questions

Skill: FACTUAL

259. How do social psychologists who do basic research differ from social psychologists who do applied research?

Answer: Basic research is conducted to satisfy scientific and intellectual curiosity; basic researchers seek answers to questions about human behavior solely to test a specific hypothesis or theory. Applied research is conducted with an eye toward elucidating the sources of, or finding solutions to, real-world social problems. Of course, applied researchers should and do rely on basic research findings that provide information on psychological processes and social influence.

Difficulty: 1

Page(s) in Text: 65-73

Topic: The Experimental Method: Answering Causal Questions

Skill: FACTUAL

260. What happens during a typical post-experimental debriefing?

Answer: If any deception was used, the deception and the reasons for it are explained to participants. The experimenter looks for any lingering discomfort and works to eliminate it. The experimenter tells participants about the goals and purposes of the research, so that participation serves an educational function. Experimenters question their participants about their experiences, listen to what they say, and answer any of their questions.

Difficulty: 2

Page(s) in Text: 75-77

Topic: Ethical Issues in Social Psychology

Skill: FACTUAL

261. Dr. Julian conducts an experiment to test the hypothesis that when more witnesses to a crime are present, any one witness is less likely to help the victim. After providing a cover story, she randomly assigns participants to witness a staged crime either alone, in the presence of two other people, or in the presence of ten other people. Then, she assesses how many people make an effort to help. Identify the independent and dependent variables in this study.

Answer: The independent variable is the one being manipulated or varied by the researcher, in this case, how many witnesses are present when encountering a staged crime. The dependent variable is the one that is measured as an outcome of the independent variable, and in this case is whether or not people made an effort to help the victim.

Difficulty: 2

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Topic: The Experimental Method: Answering Causal Questions

Skill: FACTUAL

262. Dr. Malic has conducted a number of experiments to assess whether playing violent videogames makes people become more aggressive. He assigns men to play very violent games for an hour a week, and women to play very violent games for three hours a week. After a month, he assesses how aggressively they behave in a frustrating situation. He has replicated this study using the same sample of Buddhist monks and nuns twelve times. Identify the major threat to internal validity and to external validity.

Answer: The threat to internal validity is that Dr. Malic has not used random assignment, thus he cannot be sure that he has isolated the independent variable, amount of time playing violent video games. The threat to the external validity is that Dr. Malic used the same sample in his replications. Not only that, but his sample of clergy may not generalize to other people, especially when it comes to the behavior of aggression.

Difficulty: 3

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Topic: The Experimental Method: Answering Causal Questions

Skill: FACTUAL

263. Jacob conducts an experiment testing the hypothesis that watching romantic movies makes people feel more amorous towards attractive strangers. He tells participants that they will be watching a movie, then interacting with a stranger. Next, some participants watch a romantic movie, others watch a scary movie, and others watch a nature documentary. Then participants interact with a confederate for five minutes, while the number of flirtations is recorded. Finally, Jacob explains the true nature of the study and participants are dismissed. What is the major ethical concern in this study, and how did Jacob resolve it?

Answer: The main ethical issue in this study is that Jacob is using deception, not telling participants the true nature of the study before they participated in it. However, Jacob resolved this issue by debriefing participants fully.

Difficulty: 2

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Topic: Ethical Issues in Social Psychology

Skill: APPLICATION

264. Dr. Fodor has found that when college sophomores at his university work in pairs to solve difficult sudoku

problems, they often resolve the problems more quickly and accurately than those who work alone. However, Dr. Fodor wishes to replicate his findings to generalize that working in pairs is more effective than working alone. In what two main ways would you suggest he replicate his findings, and in what ways should he go about conducting these replications?

Answer: Dr. Fodor should try to replicate his findings across people and situations. In order to replicate

across people, he may choose to conduct his study using participants from other age groups, those who are not college students, and even participants in other cultures. To replicate in other situations, Dr. Fodor would want to assign different types of problems, such as word problems, or even examine tasks that pairs perform in a workplace setting.

Difficulty: 2

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Topic: The Experimental Method: Answering Causal Questions

Skill: CONCEPTUAL

265. Given the problems with the evolutionary approach to psychology, what is a major advantage to using this approach?

Answer: Evolutionary psychology can be used to generate novel hypotheses about human social behavior that can be tested using research methods such as experiments, Correlational designs, or observational studies.

Difficulty: 2

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Topic: New Frontiers in Social Psychological Research

Skill: CONCEPTUAL