

CHAPTER 2: DOING SOCIAL PSYCHOLOGY RESEARCH

MULTIPLE CHOICE

1. One major difference between research in social psychology versus research in other fields such as chemistry is that
 - a. social psychology is less of a science than many other fields.
 - b. many people have commonsense intuitions about the questions that social psychologists study empirically.
 - c. social psychologists are less likely to rely on empirical observation to draw conclusions.
 - d. in social psychology, researchers are less concerned with theories and more concerned with data.

ANS: B

REF: Introductory Section

OBJ: 1

KEY: Conceptual

2. "Moms prefer Brand X of peanut butter," a commercial claims. Sarah wonders what other brands were used as the comparison group. Which benefit of learning about research methods is Sarah displaying?
 - a. Critical evaluation of information
 - b. Better memory for the results of studies
 - c. Better understanding of studies
 - d. Enhanced self-esteem

ANS: A

REF: Why Should You Learn About Research Methods?

OBJ: 1

KEY: Applied

NOT: New

3. Social psychologists use the scientific method when they study human behavior in order to
 - a. allow other social psychologists to attempt to replicate the findings.
 - b. ensure that the right people get credit for the research.
 - c. provide a solid theoretical foundation for social psychological research.
 - d. encourage social psychologists to conduct more basic, rather than applied, research.

ANS: A

REF: Introductory Section

OBJ: 1

KEY: Conceptual

4. *Adarah is learning about research methods in her social psychology course. She will experience all of the following benefits except*
 - a. she will become a more critical consumer of information in general.
 - b. she will develop a better appreciation for the advantages of anecdotal stories.
 - c. the findings she learns about in class will be easier to understand and remember.
 - d. it will improve her reasoning about everyday events.

ANS: B

REF: Why Should You Learn About Research Methods?

OBJ: 1

KEY: Applied

NOT: New

5. All social psychological research must begin with a(n)
 - a. question.
 - b. independent variable.

- c. subject variable.
- d. control group.

ANS: A REF: Developing Ideas: Beginning the Research Process
OBJ: 1 KEY: Factual

6. Which of the following concerning research questions in social psychology is *false*?
- a. Research questions can be inspired by real-world events.
 - b. Social psychologists sometimes develop research questions based on their own personal experiences and observations.
 - c. Social psychologists can only develop testable research questions by reading about prior research in the field.
 - d. Music, poetry, and literature can all inspire research questions.

ANS: C REF: Developing Ideas: Beginning the Research Process
OBJ: 1 KEY: Conceptual

7. Social psychologists use electronic databases, such as PsycInfo to
- a. find published research on a particular topic.
 - b. determine the scientific and moral value of their research question.
 - c. help them select a random sample of participants from the population of interest.
 - d. increase the external validity of their research.

ANS: A REF: Developing Ideas: Beginning the Research Process
OBJ: 1 KEY: Factual

8. One of the problems with searches for social psychological studies on the Internet generally, without the aid of a database like PsycInfo, is that the results of such a search can vary wildly in
- a. accuracy.
 - b. relevance.
 - c. quality.
 - d. All of these

ANS: D REF: Developing Ideas: Beginning the Research Process
OBJ: 1 KEY: Factual NOT: New

9. A hypothesis provides a means of _____ a theory.
- a. testing
 - b. proving
 - c. generalizing
 - d. creating

ANS: A REF: Developing Ideas: Beginning the Research Process
OBJ: 2 KEY: Conceptual

10. Which of the following is *not* a testable hypothesis?
- a. Women tend to have more opposite-sex friends than men.
 - b. Stereotypes are more likely to impact judgments when people are tired.
 - c. People smile more when they are lying than when they are telling the truth.
 - d. Refusing to help someone in need is morally wrong.

ANS: D REF: Developing Ideas: Beginning the Research Process
OBJ: 2 KEY: Conceptual

11. *Hypotheses must be all of the following except*

- a. explicit.
- b. testable.
- c. predictive.
- d. comprehensive.

ANS: D

REF: Developing Ideas: Beginning the Research Process

OBJ: 2

KEY: Factual

12. An explicit, testable prediction about the conditions under which an event will occur is a(n)

- a. theory.
- b. independent variable.
- c. hypothesis.
- d. correlation coefficient.

ANS: C

REF: Developing Ideas: Beginning the Research Process

OBJ: 2

KEY: Factual

NOT: New

13. An organized set of principles used to explain observed phenomena is called a(n)

- a. theory.
- b. hypothesis.
- c. educated guess.
- d. personal bias.

ANS: A

REF: Developing Ideas : Beginning the Research Process

OBJ: 2

KEY: Factual

NOT: New

14. The problem with Freudian theory was that

- a. it failed to generate new hypotheses.
- b. it was not sufficiently testable.
- c. it did not pique the interest of other researchers of the time.
- d. it did not enhance our understanding of psychological processes.

ANS: B

REF: Developing Ideas: Beginning the Research Process

OBJ: 2

KEY: Conceptual

NOT: New

15. All else being equal, social psychologists prefer a(n) _____ theory to a(n) _____ theory.

- a. complex; simple
- b. simple; complex
- c. intuitive; counterintuitive
- d. popular; unpopular

ANS: B

REF: Developing Ideas: Beginning the Research Process

OBJ: 2

KEY: Factual

16. Britney believes that exposure to violent television increases aggressive behavior by making people's own aggressive thoughts more accessible. Christina believes that violent television increases aggressive behavior by impairing people's cognitive abilities, which in turn makes them worry less about the consequences of their behavior as well as more likely to have aggressive thoughts. If we knew that violent television indeed increases aggressive behavior but knew nothing else on this topic, which of the two theories should we prefer?

- a. Britney's because it is more testable than Christina's
- b. Britney's because it is simpler than Christina's
- c. Christina's because it is more empirical than Britney's
- d. Christina's because it is more testable than Britney's

ANS: B

REF: Developing Ideas: Beginning the Research Process

OBJ: 2

KEY: Applied

17. All of the following are goals of basic research except

- a. solving practical or real-world problems.
- b. testing psychological theories.
- c. building a foundation of knowledge for the field.
- d. discovering general principles of behavior.

ANS: A

REF: Developing Ideas: Beginning the Research Process

OBJ: 1

KEY: Conceptual

18. Melissa's research examines the cognitive processes involved in persuasion and how those processes can be used to persuade women to have yearly mammograms. This work represents an integration of

- a. hypothetical and theoretical research.
- b. specific and general research.
- c. basic and applied research.
- d. independent and dependent research.

ANS: C

REF: Developing Ideas: Beginning the Research Process

OBJ: 1

KEY: Applied

19. Which of the following *best* describes the primary goal of basic research?

- a. To examine human behavior in real-world settings
- b. To test specific hypotheses derived from a specific theory
- c. To integrate the different research methodologies within one subfield of social psychology
- d. To solve practical problems

ANS: B

REF: Developing Ideas: Beginning the Research Process

OBJ: 1

KEY: Factual

20. In encouraging social psychologists to generate useful, practical theories, Kurt Lewin

- a. set apart reliability issues from validity issues.
- b. urged the synthesis of basic and applied research.
- c. reduced the distinction between hypotheses and theories.
- d. emphasized the importance of experimental methodologies.

ANS: B

REF: Developing Ideas: Beginning the Research Process

OBJ: 1

KEY: Conceptual

21. Which of the following is *not* true of applied research in social psychology?

- a. It was pioneered by Kurt Lewin.
- b. It is more experimental than basic research.
- c. It contributes to solutions of social problems.
- d. It is often conducted by researchers who also conduct basic research.

ANS: B

REF: Developing Ideas: Beginning the Research Process

OBJ: 1

KEY: Conceptual

22. Sapna is interested in the influence of nutrition on reaction time. She assigns participants to eat a salad and fruit for dinner every day for a week or to eat fast food each day. She then brings participants into the lab and asks them to push a button on a keyboard as fast as they can every time they hear a particular sound. What are the operational definitions of the variables in Sapna's study?

- a. Nutrition; whether participants eat a salad or fast food
- b. Nutrition; reaction time
- c. Whether participants eat salad or fast food; reaction time
- d. Whether participants eat salad or fast food; how quickly they push the button when they hear the sound

ANS: D REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 2 KEY: Applied

23. A researcher wanted to see if alcohol consumption raises or lowers a person's self-esteem. In one condition, he gives participants three glasses of punch spiked with alcohol and in the other he gives participants three glasses of plain punch. After participants finish their punch, they complete the Rosenberg (1965) self-esteem scale. In this study, self-esteem is the _____ and the score on the Rosenberg questionnaire is the _____.
- a. conceptual independent variable; operational independent variable
 - b. conceptual dependent variable; operational dependent variable
 - c. operational dependent variable; conceptual dependent variable
 - d. conceptual independent variable; operational dependent variable

ANS: B REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 2 KEY: Applied

24. Construct validity is *best* defined as the extent to which
- a. the independent variable caused the observed change in the dependent variable.
 - b. the operational definitions reflect the conceptual variables of interest.
 - c. the experimental procedures are involving and meaningful to the participants.
 - d. different constructs within the study are correlated with one another.

ANS: B REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 2 KEY: Factual

25. Which of the following is *false* about construct validity?
- a. It is relevant to both the dependent and independent variables in a study.
 - b. It can be identical for two researchers who have different operational definitions of the same conceptual variable.
 - c. It ensures that the study is high in internal validity.
 - d. It facilitates the testing of both hypotheses and theories.

ANS: C REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 2 KEY: Conceptual

26. In a study concerning the cues that signal deception, Winston uses the number of times a person shifts in his or her seat as a measure of lying. Virginia points out that people may shift their position because they are nervous about being perceived as a liar, even though they are actually telling the truth. Virginia is questioning the _____ of Winston's measure of lying.
- a. construct validity
 - b. interrater reliability
 - c. mundane realism
 - d. internal validity

ANS: A REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 2 KEY: Applied

27. Which of the following statements concerning self-report measures is *false*?
- a. They allow researchers access to individuals' private thoughts and feelings.
 - b. They are not influenced by the phrasing of a question or the response options provided.
 - c. They are sometimes inaccurate because people intentionally present themselves in a socially desirable way.
 - d. One problem they have is that individuals may not explicitly remember the thoughts or behaviors they are asked about.

ANS: B REF: Refining Ideas: Defining and Measuring Social Psychological Variables

OBJ: 3 KEY: Factual

28. Your book describes a study in which participants were provided with information about either the success rate or failure rate of condoms. The findings of this study indicate that
- college students tend to be naively ignorant of the risks associated with some of their behaviors.
 - the simple wording and/or positioning of a question can have a drastic effect on self-report responses.
 - participants often lie when they are asked about sensitive personal issues.
 - All of these

ANS: B REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 3 KEY: Conceptual

29. Which of the following has been shown to *increase* the accuracy of self-reports?
- Experimental research
 - Construct validity
 - Bogus pipeline
 - Random sampling

ANS: C REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 3 KEY: Factual

30. Researchers have developed interval-contingent, signal-contingent, and event-contingent report methods to
- reduce memory distortions in self-report measures.
 - amplify memory distortions in self-report measures.
 - increase the role of values in the research process.
 - observe participants' behavior unobtrusively.

ANS: A REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 3 KEY: Conceptual NOT: New

31. In comparison to self-report measures, observational measures are *not* affected by
- experimenter expectancy effects.
 - participants' social desirability concerns.
 - sampling biases.
 - participants' memory biases.

ANS: D REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 3 KEY: Factual

32. Self-report measures and observational measures are similar in that both
- can be influenced by social desirability concerns.
 - require high interrater reliability to be considered accurate.
 - are subject to biases and distortions in memory.
 - provide direct access to people's thoughts and feelings.

ANS: A REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 3 KEY: Conceptual

33. To assess the extent to which students are reading their textbooks, a professor notes how creased the spine of each book is. This professor is relying on
- a descriptive study.
 - signal-contingent self-reports.
 - event-contingent self-reports.
 - observational measures.

ANS: D REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 3 KEY: Applied

34. Johanna is participating in a study on social contacts and subjective well-being. Each evening around 6 p.m., Johanna is supposed to record in a journal the number of social interactions she had that day that were longer in duration than 5 minutes. The researcher is using _____ self-report in this study.
- interval-contingent
 - event-contingent
 - signal-contingent
 - bogus pipeline

ANS: A REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 3 KEY: Applied NOT: New

35. Johanna is participating in a study on social contacts and subjective well-being. At random times during the day, she receives a text message to which she responds with information about who she was with and how happy she is feeling. The researcher is using _____ self-report in this study.
- interval-contingent
 - event-contingent
 - signal-contingent
 - bogus pipeline

ANS: C REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 3 KEY: Applied NOT: New

36. Rhianna is participating in a study on social contacts and subjective well-being. After each social interaction that is longer than 5 minutes in duration, Rhianna logs into a site and responds to a series of questions about how she is feeling. The researcher is using _____ self-report in this study.
- interval-based
 - event-based
 - signal-based
 - bogus pipeline

ANS: B REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 3 KEY: Applied NOT: New

37. Which of the following examples *best* reflects the use of interrater reliability?
- In a study examining the creativity of children's paintings, several judges are asked to rate the creativity of each painting. The degree to which the judges agree in their ratings is assessed.
 - In a study examining the favorite foods of college students, a large sample of students rate several foods according to their preferences. The degree to which students' responses are correlated is assessed.
 - In a study examining toy preferences of toddlers, the children are left alone to play with several toys for an hour. During the first half-hour, one researcher observes their play. During the second half-hour, a second researcher observes their play. The researchers' observations are then compared.
 - In a study examining well-being in the elderly, respondents living in different nursing homes are asked to rate the quality of their nursing home. Researchers then obtain a copy of participants' medical records. The relationship between the quality ratings and actual health is assessed.

ANS: A REF: Refining Ideas: Defining and Measuring Social Psychological Variables
OBJ: 3 KEY: Applied

38. Which of the following is *not* mentioned in your book as a new technology used by social psychologists in obtaining observational data?
- Polygraphs (lie detector machines)
 - Eye tracking
 - fMRI
 - Computer-based reaction time measurement

ANS: A

REF: Refining Ideas: Defining and Measuring Social Psychological Variables

OBJ: 4

KEY: Factual

39. *The different research methods used by social psychologists tend to emphasize all of the following except*
- an objective approach.
 - a variable approach.
 - a systematic approach.
 - a quantifiable approach.

ANS: B

REF: Testing Ideas: Research Designs

OBJ: 4

KEY: Factual

40. Social psychologists tend to prefer which of the following research methods above all others?
- Meta-analysis
 - Correlational research
 - Experimentation
 - Descriptive research

ANS: C

REF: Testing Ideas: Research Designs

OBJ: 4

KEY: Factual

41. Social psychologists use descriptive research in order to describe
- general patterns and trends in the variables of interest.
 - cause-and-effect relationships between independent and dependent variables.
 - associations between two or more variables of interest.
 - the strength of an observed effect.

ANS: A

REF: Testing Ideas: Research Designs

OBJ: 4

KEY: Conceptual

42. A study that examines existing records or databases is referred to as a
- case study.
 - archival study.
 - anecdotal study.
 - survey.

ANS: B

REF: Testing Ideas: Research Designs

OBJ: 4

KEY: Factual

43. For which of the following questions would a researcher be *most* likely to use an observational study?
- Is memory for television commercials influenced by the tune of the music included in the commercial?
 - Does taking a social psychology course cause one to be happier?
 - Does smoking marijuana lead to increased aggression?
 - Do banks tend to offer minorities lower interest rates on home mortgages than non-minorities?

ANS: D REF: Testing Ideas: Research Designs OBJ: 4
KEY: Conceptual NOT: New

44. To examine potential gender differences in the qualities individuals seek in their romantic partners, HaeJin compares the personal ads placed by men and women. HaeJin is conducting a(n)
- survey study.
 - observational study.
 - archival study.
 - experiment.

ANS: C REF: Testing Ideas: Research Designs OBJ: 4
KEY: Applied

45. Latrell, the editor of a popular sports magazine, would like to know more about the demographics of the magazine's readers. He designs a questionnaire to assess this information and sends it to a random sample of the magazine's readers. Latrell is conducting a(n)
- survey.
 - observational study.
 - archival study.
 - experiment.

ANS: A REF: Testing Ideas: Research Designs OBJ: 4
KEY: Applied

46. The *most* important aspect of sampling in a survey study is
- its inclusion of equal numbers of individuals from different groups in the population.
 - the number of people in the sample.
 - the ratio of the sample size to the population size.
 - the extent to which the sample in this study matches the population proportionally in terms of demographic variables.

ANS: D REF: Testing Ideas: Research Designs OBJ: 4
KEY: Factual

47. A television producer is interested in whether women like soap operas more than sitcoms. The producer uses a random number table to select a sample of 100 households, and then makes phone calls to these households every afternoon for three weeks. Of those who were home when the producer called, 75% reported they liked soap operas more than sitcoms. Which of the following might raise questions about the results?
- The use of archival data
 - The representativeness of the sample
 - The construct validity of the measure
 - The operational definition advanced by the magazine

ANS: B REF: Testing Ideas: Research Designs OBJ: 4
KEY: Applied

48. Which of the following does *not* make use of random sampling?
- Public opinion polling
 - Election Day exit polling
 - Market research telemarketing surveys
 - A population census

ANS: D REF: Testing Ideas: Research Designs OBJ: 4
KEY: Applied

49. In principle, the purpose of random sampling is to make sure that research participants
- have the right to withdraw from a study without incurring any penalty.
 - are fully informed as to the procedures and hypotheses of the study.
 - do not differ from one another in systematic ways.
 - constitute a representative sample from the population of interest.

ANS: D REF: Testing Ideas: Research Designs OBJ: 4
KEY: Conceptual

50. What is one general difference between descriptive and correlational research methods?
- Descriptive research does not look at relationships between variables.
 - Descriptive research is more useful when one wants to infer causation.
 - Correlational research cannot make use of archival data.
 - Correlational research imbues the researcher with more control over the research participants.

ANS: A REF: Testing Ideas: Research Designs OBJ: 5
KEY: Conceptual

51. Luke would like to know if there is a relationship between the number of psychology courses people take and their level of empathy. He surveys a randomly selected group of college students. Each student indicates the number of psychology courses he or she has taken and then completes an empathy scale. Luke's research is *best* described as a(n)
- correlational study.
 - experiment.
 - prospective study.
 - archival study.

ANS: A REF: Testing Ideas: Research Designs OBJ: 5
KEY: Applied

52. The primary goal of using correlational research is to
- determine the causal relationship between an independent and dependent variable.
 - describe the population's average score on a particular measure.
 - manipulate one variable but hold the other constant.
 - determine the nature and strength of the association between two measured variables.

ANS: D REF: Testing Ideas: Research Designs OBJ: 5
KEY: Conceptual

53. Which of the following statements concerning correlational research is *true*?
- In correlational research, variables are measured but not manipulated.
 - In correlational research, one variable is manipulated and one is measured.
 - Correlational research can be conducted using observational, but not archival, measures.
 - Correlational research can be conducted using archival, but not observational, measures.

ANS: A REF: Testing Ideas: Research Designs OBJ: 5
KEY: Conceptual

54. The sign on a correlation indicates the _____ of the relationship between the two variables it measures.
- nature, or quality,
 - strength
 - power

d. direction

ANS: A REF: Testing Ideas: Research Designs OBJ: 5
KEY: Conceptual NOT: New

55. Which of the following correlation coefficients reflects the *strongest* meaningful relationship?
- a. -0.67
 - b. 0
 - c. $+0.86$
 - d. $+1.25$

ANS: C REF: Testing Ideas: Research Designs OBJ: 5
KEY: Factual

56. When decreases in one variable are accompanied by decreases in another variable, the variables are described as
- a. negatively correlated.
 - b. positively correlated.
 - c. causally related.
 - d. prospectively related.

ANS: B REF: Testing Ideas: Research Designs OBJ: 5
KEY: Conceptual

57. Vito finds a correlation of -0.35 between procrastination behaviors and academic achievement. Which of the following is an appropriate conclusion for Vito to draw?
- a. Procrastination leads students to perform more poorly.
 - b. Poor academic performance causes more procrastination.
 - c. Elimination of procrastination behaviors will lead students to perform better.
 - d. None of these

ANS: D REF: Testing Ideas: Research Designs OBJ: 5
KEY: Applied

58. Carmella finds a correlation of $+0.47$ between self-esteem and academic achievement. Which of the following is the *most* appropriate interpretation of this correlation?
- a. High self-esteem motivates students to achieve more academically.
 - b. Doing well academically increases students' self-esteem.
 - c. The higher students' self-esteem, the greater their academic achievement.
 - d. As self-esteem increases, academic achievement decreases.

ANS: C REF: Testing Ideas: Research Designs OBJ: 5
KEY: Applied

59. Which of the following is an example of a negative correlation?
- a. The more pets you own, the greater your physical health tends to be.
 - b. The more money people make, the bigger their house tends to be.
 - c. The more alcohol you consume, the lower your GPA tends to be.
 - d. The more points, the higher the score.

ANS: C REF: Testing Ideas: Research Designs OBJ: 5
KEY: Conceptual

60. Suppose the correlation between the number of times couples go to the movies and the number of times they go out to dinner is $+0.79$. Among the following conclusions, which one is *not* consistent with this computation?
- The more often that couples go to the movies, the more often they go out to dinner.
 - The less often that couples go to the movies, the less often they go out to dinner.
 - There is a strong positive correlation between the number of times couples go to the movies and the number of times they go out to dinner.
 - Because the correlation coefficient is less than 1.0, the association between these two variables is very weak and probably unreliable.

ANS: D REF: Testing Ideas: Research Designs OBJ: 5
KEY: Applied

61. Dr. Vandelay found the correlation between shoe size and sexual deviancy to be $+0.83$. Which of the following can you conclude from this correlation?
- As shoe size increases, sexual deviancy increases.
 - As shoe size increases, sexual deviancy decreases.
 - There is virtually no relationship between shoe size and sexual deviancy.
 - Engaging in sexually deviant acts causes your feet to grow.

ANS: A REF: Testing Ideas: Research Designs OBJ: 5
KEY: Applied

62. Camryn uses a survey to measure the association between students' grade point average and weekly consumption of alcohol. She finds that higher GPAs tend to predict lower levels of alcohol consumption (and vice versa). This study is best described as a(n)
- experiment.
 - observational study.
 - concurrent study.
 - correlational study.

ANS: D REF: Testing Ideas: Research Designs OBJ: 5
KEY: Applied

63. One of the many advantages of correlational research is that
- it allows researchers to study variables that cannot be manipulated in the lab.
 - it allows the researcher to test for and determine the nature of causal relationships.
 - it exhibits high internal validity.
 - it tends to be statistically significant.

ANS: A REF: Testing Ideas: Research Designs OBJ: 5
KEY: Conceptual

64. Which of the following statements concerning correlational research is *false*?
- a. Correlational research aids researchers in the development of new hypotheses.
 - b. Correlational research permits researchers to determine whether one variable can predict another.
 - c. Correlational research is often useful for studying phenomena for which experimentation is impractical or unethical.
 - d. Correlational research allows researchers to measure relationships between independent and dependent variables.

ANS: D REF: Testing Ideas: Research Designs OBJ: 5
KEY: Conceptual

65. Which of the following is *true* of correlational research?
- a. It is a powerful way to establish causal relationships between variables.
 - b. It allows an experimenter to control extraneous variables.
 - c. It permits researchers to determine whether one variable is predictive of another.
 - d. It is limited to the study of variables that can be measured in the laboratory.

ANS: C REF: Testing Ideas: Research Designs OBJ: 5
KEY: Conceptual

66. Relative to experimental studies, the primary *disadvantage* of correlation studies is that
- a. they are more labor-intensive.
 - b. cause and effect cannot be determined with them.
 - c. the results are more difficult to understand.
 - d. the choice of variables that can be studied is limited.

ANS: B REF: Testing Ideas: Research Designs OBJ: 5
KEY: Factual

67. Causation cannot be inferred from correlational studies because
- a. they are so low in external validity.
 - b. they do not involve the manipulation of variables.
 - c. they are always conducted outside of the research lab.
 - d. researchers have too much control over the variables in correlational research.

ANS: B REF: Testing Ideas: Research Designs OBJ: 5
KEY: Conceptual

68. *Experiments require all of the following except*
- a. equal treatment of participants in different groups except for the manipulation of the independent variable.
 - b. control over experimental procedures.
 - c. manipulation of an independent variable.
 - d. a laboratory environment.

ANS: D REF: Testing Ideas: Research Designs OBJ: 6
KEY: Factual

69. In a well-designed experiment, all participants must
- a. be treated in exactly the same manner except for the specific differences the experimenter wants to create.
 - b. not realize that they are involved in an experiment.

- c. be influenced by experimenter expectancy effects.
- d. be allowed to choose their own experimental conditions without interference or bias from the experimenter.

ANS: A REF: Testing Ideas: Research Designs OBJ: 6
KEY: Factual

70. Buster runs an experiment in which she finds that participants placed in a good mood by a happy film clip are more likely to offer help to a fellow participant than participants who see a sad film clip. Gob suggests that perhaps this difference simply results from the fact that the participants in the happy film clip condition were more helpful people to begin with. What methodological aspect of a successful experiment can Buster point to in order to refute this criticism?
- a. External validity
 - b. Random selection
 - c. Random assignment
 - d. Manipulation

ANS: C REF: Testing Ideas: Research Designs OBJ: 6
KEY: Applied

71. Among the following, which is *most* relevant to ensuring that any differences one obtains after the experimental manipulation of a study have been produced only by that manipulation?
- a. Statistical interactions
 - b. External validity
 - c. Construct validity
 - d. Experimenter control

ANS: D REF: Testing Ideas: Research Designs OBJ: 6
KEY: Conceptual

72. Random assignment is a defining feature of an experiment. It means that
- a. participants are able to select the particular experimental manipulations they wish to experience.
 - b. participants were randomly selected from the population of interest.
 - c. whether participants are in one condition or another is determined at random.
 - d. participants are assigned to the experimental conditions on the basis of their pre-existing differences.

ANS: C REF: Testing Ideas: Research Designs OBJ: 6
KEY: Factual

73. A researcher was interested in the effects of mood on aggression. She decided to see how receiving an insult or a compliment affects aggression, and she measured aggression by having participants administer small shocks to another participant. The researcher found that participants in the insult condition were more aggressive than those in the compliment condition. One of her colleagues reads about this research and voices concern that people in the insult condition may have been more naturally aggressive than people in the compliment condition, causing the differences observed by the researcher. This concern about pre-existing differences between participants in the two conditions would only be valid if
- a. participants were not a representative sample of the population.
 - b. participants were not randomly assigned to the condition.
 - c. participants were not randomly selected from the population.
 - d. All of these

ANS: B REF: Testing Ideas: Research Designs OBJ: 6
KEY: Conceptual

74. Random assignment is essential to establishing causality because it
- permits researchers to verify that they have a diverse and representative sample of participants.
 - reduces the possibility that individual characteristics of the participants produced the observed results.
 - increases the external validity of the experiment.
 - allows researchers to determine whether or not their operational definitions reflect the variables of interest.

ANS: B REF: Testing Ideas: Research Designs OBJ: 6
KEY: Conceptual

75. The procedure used to ensure that research participants have an equal chance of being placed in either the experimental or control group in an experiment is called
- random assignment.
 - random sampling.
 - debriefing.
 - experimental realism.

ANS: A REF: Testing Ideas: Research Designs OBJ: 6
KEY: Factual

76. In comparison to field experiments, laboratory experiments
- permit researchers greater control.
 - allow more naturalistic observation of behavior.
 - are less susceptible to experimenter expectancy effects.
 - have fewer problems caused by the limitations of self-report data.

ANS: A REF: Testing Ideas: Research Designs OBJ: 6
KEY: Conceptual

77. In an experiment, the independent variable is _____ while the dependent variable is _____.
- held constant; varied
 - correlational; descriptive
 - manipulated; measured
 - general; specific

ANS: C REF: Testing Ideas: Research Designs OBJ: 6
KEY: Conceptual

78. *Subject variables are characterized by all of the following except*
- they are neither dependent nor truly independent variables.
 - they cannot be manipulated or randomly assigned.
 - they may include gender and ethnicity of participants.
 - they are essential for field experiments.

ANS: D REF: Testing Ideas: Research Designs OBJ: 6
KEY: Conceptual

79. To examine the impact of group size on conformity behavior, Stanley has groups of two, five, or ten people stand on a city street and stare up at a window. Stanley then records the number of passersby who stop and stare at the window. This study is an example of a(n)
- a. meta-analysis.
 - b. archival study.
 - c. experiment with one independent variable.
 - d. experiment with two independent variables.

ANS: C REF: Testing Ideas: Research Designs OBJ: 6
KEY: Applied

80. Professor Collison studies the impact of violent video games on aggression. Aggression is the _____ in this research.
- a. independent variable
 - b. dependent variable
 - c. interaction term
 - d. subject variable

ANS: B REF: Testing Ideas: Research Designs OBJ: 6
KEY: Applied NOT: New

81. Vera thinks that having pets increases psychological functioning and well-being. To test this, one group of randomly selected nursing home residents is each given a pet while a second group is not. Over two months, the overall level of psychological functioning is evaluated on a daily basis. What is the independent variable in this study?
- a. Having pets increases psychological functioning
 - b. Whether or not the residents received a pet
 - c. The level of psychological functioning demonstrated by the residents
 - d. This is a correlational study, so there is no independent variable.

ANS: B REF: Testing Ideas: Research Designs OBJ: 6
KEY: Applied

82. Barb examines the impact that sitting in front of a mirror has on the academic performance of female adolescents. In her study, the number of math questions answered correctly appears to be the
- a. conceptual independent variable.
 - b. conceptual dependent variable.
 - c. operational definition of the independent variable.
 - d. operational definition of the dependent variable.

ANS: D REF: Testing Ideas: Research Designs OBJ: 6
KEY: Applied

83. Castilla wonders whether environmental factors influence how long juries take to select a foreperson. Mock jurors are brought into a room with either a rectangular table or a round table. The jurors are asked to select a foreperson before starting deliberation. Castilla records how long it takes each jury to select a foreperson. The shape of the table is the
- a. independent variable.
 - b. dependent variable.
 - c. subject variable.
 - d. control variable.

ANS: A REF: Testing Ideas: Research Designs OBJ: 6
KEY: Applied

84. Robinson manipulates two variables in his experimental investigation of test-taking performance: the number of participants seated in the room and the room temperature. He finds that regardless of the temperature in the room, participants do better on the test when the room is less crowded. Which of the following statements about this study is *true*?
- There are two independent variables in this study.
 - There is one independent variable in this study.
 - There are two dependent variables in this study.
 - None of these

ANS: A

REF: Testing Ideas: Research Designs

OBJ: 6

KEY: Applied

85. Natasha finds that men speak more often in the classroom than do women, and that this is true both when they are assigned to sit in the front of the room and the back of the room. Natasha's study has found a statistically significant effect for
- the independent variable she manipulated.
 - a subject variable.
 - the conceptual but not the operational variable.
 - the experimental but not the correlational variable.

ANS: B

REF: Testing Ideas: Research Designs

OBJ: 7

KEY: Applied

86. What does it mean to say that an experiment has two independent variables?
- The researcher has created a study with two different conditions.
 - The researcher has come up with two different measures to take in order to test the hypothesis.
 - The researcher is manipulating two different variables in the course of the study.
 - The effects of one variable in the study have nothing to do with the effects of the other variable.

ANS: C

REF: Testing Ideas: Research Designs

OBJ: 6

KEY: Conceptual

87. To examine the impact of mood on prosocial behavior, Leila had participants watch a video intended to put them in either a positive or neutral mood before asking them to make a donation to a fictitious charity. Which of the following is the operational dependent variable in this study?
- Mood
 - Happy or sad video
 - Prosocial behavior
 - Donation to charity

ANS: D

REF: Testing Ideas: Research Designs

OBJ: 6

KEY: Applied

88. Rabiya administered an intelligence test to sophomore and seniors at Faber College and at Hillman College and compared performance across these four groups. Which of the following is/are the subject variable(s) in this study?

- a. Being a sophomore versus a senior
- b. Attending Faber versus Hillman College
- c. Scoring high versus low on intelligence
- d. Both being a sophomore versus a senior and attending Faber versus Hillman College

ANS: D REF: Testing Ideas: Research Designs OBJ: 6
KEY: Applied NOT: New

89. Achieving _____ is typically more of a challenge in a field study than in a laboratory study.
- a. high external validity
 - b. high internal validity
 - c. high mundane realism
 - d. cross-cultural reliability

ANS: B REF: Testing Ideas: Research Designs OBJ: 7
KEY: Conceptual

90. Tobias Greitemeyer and colleagues (2012) conducted a set of studies in which he examined the effect of type of video game played on aggression. He found that
- a. the type of video game played had no effect on participants' choice of how loud to blast a noise at someone.
 - b. participants used lower volume of a blast if they had played a video game that involved helping.
 - c. participants who played a neutral video game were more likely to choose the quietest noise blast.
 - d. participants who played a video game that was violent were more likely to choose the quietest noise blast.

ANS: B REF: Testing Ideas: Research Designs OBJ: 7
KEY: Factual NOT: New

91. The independent variable in Greitemeyer and colleagues' (2012) experiment on video game content and aggression was
- a. exposure to a helpful, neutral, or violent video game.
 - b. the volume of the noise blast given to a person.
 - c. whether or not a noise blast was given to a person.
 - d. score on an aggression personality measure.

ANS: A REF: Testing Ideas: Research Designs OBJ: 6
KEY: Conceptual NOT: New

92. The study by Claire Ashton-James et al. (2009) (in which mood and cultural differences were explored) examined whether
- a. mood could cause individuals to act in novel ways.
 - b. Western participants were more likely to act in ways that are inconsistent with cultural norms.
 - c. East Asian participants were less likely to choose the uncommon color pen.

d. positive mood would make all participants more likely to choose the common color pen.

ANS: A REF: Testing Ideas: Research Designs OBJ: 7
KEY: Conceptual

93. The color pen that participants chose in the Ashton-James et al. (2009) study is *best* described as a(n)
- a. dependent variable.
 - b. subject variable.
 - c. manipulated variable.
 - d. independent variable.

ANS: A REF: Testing Ideas: Research Designs OBJ: 6
KEY: Applied

94. A subject variable in the Ashton-James et al. (2009) study was
- a. the color pen that the participant selected.
 - b. the type of music that the participant listened to.
 - c. whether the participant was from a Western or East Asian background.
 - d. the mood of the participant at the end of the study.

ANS: C REF: Testing Ideas: Research Designs OBJ: 6
KEY: Applied

95. Ashton-James and colleagues (2009) had how many true independent variables in their study?
- a. One--mood manipulation
 - b. Two--mood manipulation and cultural background
 - c. Three--mood manipulation, cultural background, and which pen to choose
 - d. None, as Ashton-James' study was observational rather than experimental.

ANS: A REF: Testing Ideas: Research Designs OBJ: 6
KEY: Conceptual NOT: New

96. When researchers find that the results of their studies could have occurred by chance only five or fewer times in 100 possible outcomes, they conclude that the results
- a. are statistically significant.
 - b. reflect an interaction between the dependent variables.
 - c. are theoretically meaningful.
 - d. are null because of their low level of reliability.

ANS: A REF: Testing Ideas: Research Designs OBJ: 7
KEY: Conceptual

97. Zachary observes a significant negative correlation between binge drinking and grades among college students. Which of the following is *true*?
- a. There is a 5 percent probability or less that this correlation occurred by chance.
 - b. Zachary cannot be sure what causes what, but he can be sure that either binge drinking causes lower grades or vice versa.
 - c. Zachary will probably try to replicate his findings by conducting an experiment.
 - d. Zachary would not have been able to conduct the study if students received written evaluations from instructors rather than grades.

ANS: A REF: Testing Ideas: Research Designs OBJ: 7
KEY: Applied

98. According to standard convention, a researcher must be ____ percent sure that the difference she observed between experimental conditions was not simply the result of chance in order to conclude that the difference is statistically significant.

- a. 90
- b. 95
- c. 99
- d. 99.9

ANS: B REF: Testing Ideas: Research Designs OBJ: 7
KEY: Factual

99. The emphasis on the importance of replication of results in social psychology has _____ in recent years.
- a. increased
 - b. remained constant
 - c. decreased
 - d. ebbed and flowed

ANS: A REF: Testing Ideas: Research Designs OBJ: 7
KEY: Factual NOT: New

100. One reason that social psychologists attempt to replicate the results of their research is that doing so
- a. reduces the probability that the results are due to chance.
 - b. increases the construct validity of the experiment.
 - c. allows them to examine multiple relationships among variables.
 - d. increases the likelihood that participants have been treated ethically.

ANS: A REF: Testing Ideas: Research Designs OBJ: 7
KEY: Conceptual

101. A factor other than the independent variable that varies between conditions of an experiment is called a(n)
- a. confound.
 - b. experimenter effect.
 - c. subject effect.
 - d. expectancy effect.

ANS: A REF: Testing Ideas: Research Designs OBJ: 7
KEY: Factual NOT: New

102. A confound is a threat to _____ validity.
- a. external
 - b. construct
 - c. internal
 - d. content

ANS: C REF: Testing Ideas: Research Designs OBJ: 7
KEY: Conceptual NOT: New

103. Megumi is running an experiment on the impact of noise level on subsequent aggressive behavior. In one condition, participants experience a loud, annoying noise while trying to complete a task, and then are given a chance later to give another ostensible participant a noise blast, too. In the other condition, the participants do not experience the noise while trying to complete their task; the loud room is also lit more brightly than the quiet room. This difference in the level of light is an example of a(n)
- a. confound.
 - b. control group.
 - c. threat to external validity.
 - d. subject variable.

ANS: A REF: Testing Ideas: Research Designs OBJ: 7

KEY: Applied NOT: New

104. Participants who are subjected to all of the experimental procedures *except* the experimental manipulation are called
- raters.
 - confederates.
 - samples.
 - controls.

ANS: D REF: Testing Ideas: Research Designs OBJ: 7
KEY: Factual

105. The purpose of using control groups is to
- address ethical concerns about experiments.
 - determine if there are any interactions among the independent variables.
 - ensure a high level of experimental realism.
 - provide a baseline against which to compare the effects of the independent variables.

ANS: D REF: Testing Ideas: Research Designs OBJ: 7
KEY: Conceptual

106. The *best* solution to the problem of experimenter expectancy effects is
- the use of different experimenters in different conditions.
 - letting participants choose their own condition.
 - keeping experimenters uninformed about group assignment.
 - strict attention to random assignment.

ANS: C REF: Testing Ideas: Research Designs OBJ: 7
KEY: Factual

107. You are a new researcher in a social psychology lab. The study you are working on is examining the effects of alcohol on aggressiveness. You are aware of the hypotheses of the study and eager to find evidence that supports them, and you find yourself acting in a less polite manner with participants who are assigned to the alcohol condition. This differential treatment of participants across conditions will threaten
- the statistical significance of the results.
 - the internal validity of the study.
 - the external validity of the study.
 - None of these

ANS: B REF: Testing Ideas: Research Designs OBJ: 7
KEY: Applied

108. Rosenthal and Fode (1968) asked students to teach a rat to learn a maze. Some students were told they had been given a genetically engineered “intelligent” rat, whereas others were told that they had a “dull” rat. Although there were no actual differences among the rats, the “intelligent” rats learned the maze more quickly than the “dull” rats. Which of the following topics discussed in your book can *best* explain the results of this experiment?
- Experimenter expectancy effects
 - Mundane realism
 - Experimental realism.
 - High construct validity

ANS: A REF: Testing Ideas: Research Designs OBJ: 7

KEY: Applied

109. External validity refers to the degree to which
- there can be reasonable certainty that the independent variables in an experiment caused the observed effects on the dependent variables.
 - there can be reasonable confidence that the same results would be obtained for other people and in other situations.
 - participants were assigned to the various conditions on the basis of representative criteria.
 - the experimental situation engages participants and leads them to behave naturally and spontaneously.

ANS: B REF: Testing Ideas: Research Designs OBJ: 7
KEY: Factual

110. A social psychologist wants to study the impact of listening to classical music on people's level of comfort in social interactions. She runs a study using a convenience sample of college undergraduates. The use of this particular sample is a threat to
- mundane realism.
 - experimental realism.
 - internal validity.
 - external validity.

ANS: D REF: Testing Ideas: Research Designs OBJ: 7
KEY: Applied

111. Joel argues that the use of confederates provides for real interactions that emulate the types of reactions that occur in real life. Dale argues that the use of confederates simply makes an experiment more involving for the participant. Which of the following is *true*?
- Joel and Dale both believe that confederates increase mundane realism.
 - Joel and Dale both believe that confederates increase experimental realism.
 - Joel believes that confederates increase mundane realism; Dale believes that confederates increase experimental realism.
 - Joel believes that confederates increase experimental realism; Dale believes that confederates increase mundane realism.

ANS: C REF: Testing Ideas: Research Designs OBJ: 8
KEY: Applied

112. The reliance of many social psychology studies on college student participants poses a threat to
- internal validity.
 - external validity.
 - mundane realism.
 - experimental realism.

ANS: B REF: Testing Ideas: Research Designs OBJ: 7
KEY: Conceptual

113. Advocates of basic research argue that the more _____ the principle being studied, the _____ it matter who participates in the study, in terms of sample representativeness.
- a. basic; less
 - b. applied; less
 - c. basic; more
 - d. complex; more

ANS: A REF: Testing Ideas: Research Designs OBJ: 7
KEY: Factual NOT: New

114. A social dilemma experiment often involves an economic decision-making task in which participants must decide to cooperate or compete with their partner based on various payoffs. Although the format of the experiment does not resemble the real-world decisions participants may make, it is very involving, and participants often become highly competitive. Based on this description, a social dilemma experiment has
- a. high mundane realism.
 - b. low mundane realism.
 - c. high experimental realism.
 - d. high experimental realism and low mundane realism.

ANS: D REF: Testing Ideas: Research Designs OBJ: 7
KEY: Applied NOT: New

115. An accomplice of the experimenter who, in dealing with the real participants in an experiment, acts as if he or she is also a participant is called a(n)
- a. confederate.
 - b. union.
 - c. helper.
 - d. actor.

ANS: A REF: Testing Ideas: Research Designs OBJ: 8
KEY: Factual NOT: New

116. Research using meta-analysis procedures
- a. computes correlations among more than two variables.
 - b. approaches a research question using both correlational and experimental studies.
 - c. statistically assesses the consistency of several tests of the same hypothesis.
 - d. is used when self-report data regarding a particular topic are not available.

ANS: C REF: Testing Ideas: Research Designs OBJ: 7
KEY: Factual

117. Including culture as a subject variable in a study helps improve the _____ validity of the study.
- a. internal
 - b. external
 - c. construct
 - d. content

ANS: B REF: Testing Ideas: Research Designs OBJ: 7
KEY: Conceptual NOT: New

118. If a finding from one culture fails to generalize to a second culture, this should be viewed as a(n)
- a. failure to replicate.
 - b. opportunity to study a potentially interesting cultural difference.
 - c. an indication of the second researcher to not adequately train confederates.
 - d. wasted effort, and shuts down future efforts to examine culture as a subject variable.

ANS: B REF: Testing Ideas: Research Designs OBJ: 7
KEY: Conceptual NOT: New

119. Which of the following is *not* a challenge mentioned by your textbook in conducting cross-cultural social psychological research?
- a. Cultural differences affect people by the context in which they complete a survey.
 - b. Translation of a survey or questionnaire from one language to the other can be literally the same, yet carry the wrong connotation.
 - c. Completing a survey, questionnaire, or interview in a different language from one's native tongue can produce different outcomes.
 - d. Gaining funds to travel to distant locations to conduct one's research is costly and at times dangerous.

ANS: D REF: Testing Ideas: Research Designs OBJ: 7 KEY: Conceptual
NOT: New

120. Which of the following types of studies must be approved by an institutional review board?
- a. Experiments using deception
 - b. Correlational studies
 - c. Descriptive studies
 - d. All of these

ANS: D REF: Ethics and Value in Social Psychology
OBJ: 8 KEY: Conceptual

121. Which of the following studies was controversial enough to spark discussion of the ethics of research, and ultimately resulted in the creation of IRBs to protect participant rights?
- a. Ashton-James and colleagues (2009) study of the influence of mood and culture on openness to novelty
 - b. Greitemeyer and colleagues (2012) study of the influence of video games on aggression
 - c. Milgram's (1963) studies of obedience to an authority telling participants to deliver electrical shocks to a confederate
 - d. Newcomb's (1961) study of interpersonal attraction in a highly structured dormitory setting

ANS: C REF: Ethics and Values in Research OBJ: 8
KEY: Factual NOT: New

122. The disclosure made to participants after research procedures are completed, in which the researcher explains the purpose of the research, is called
- a. informed consent.
 - b. a post-hoc test.
 - c. experimenter expectancy effects.
 - d. debriefing.

ANS: D REF: Ethics and Value in Social Psychology
OBJ: 8 KEY: Factual

123. It is probably fair to say that
- institutional review boards have had little effect on the types of research conducted by social psychologists.
 - most social psychologists believe they have a moral imperative to study important topics even if doing so poses high risk for the study participants.
 - social psychology research is devoid of human biases.
 - strict adherence to scientific methods reduce but do not eliminate human biases in social psychology.

ANS: D REF: Ethics and Value in Social Psychology

OBJ: 8 KEY: Conceptual

124. What event in 2011 has increased the level of discussion in social psychology about the role of values in the research process?
- The mistreatment of experimental participants
 - The failure of IRBs to adequately oversee research
 - The confession of a researcher to fabrication of data
 - The report that most researchers fail to debrief their participants

ANS: C REF: Ethics and Values in Research OBJ: 8

KEY: Conceptual NOT: New

125. Which of the following is *not* a suggestion your textbook makes for how social psychology could protect itself against intentional or unintentional bias or dishonesty?
- Using more precise and advanced statistical methods
 - Having researchers be more open to public scrutiny of their materials and data
 - Emphasizing the importance of replication of results
 - Having tenure and promotion less dependent upon publication of research

ANS: D REF: Ethics and Values in Research OBJ: 8

KEY: Conceptual NOT: New

ESSAY

1. Explain the difference between random sampling and random assignment, and indicate how these procedures affect a study's internal and external validity.

ANS:

A random sample indicates that all members of the target population have an equal chance of being selected for the study. Random samples are particularly attractive because they are more representative than other samples (such as convenience samples) of the populations from which they are taken. Moreover, because representative samples allow one to generalize the findings of a study to the larger population, random sampling increases external validity. Random assignment is a procedure that is only relevant when conducting an experiment; in this case, members of the sample (who have already been chosen, randomly or not) have an equal chance of being assigned to any of the experimental conditions. This procedure assures that, on average, members of experimental groups are equivalent in all ways before a study begins. This allows the researcher to infer that any differences between groups at the end of the study must be the result of the manipulation. In other words, it is random assignment that allows the researcher to conclude with confidence that the independent variable caused the changes in the dependent variable, which means that random assignment to condition increases internal validity.

REF: Testing Ideas: Research Designs

2. What are the advantages and the primary disadvantage of doing correlational research rather than experiments? Give an example of two variables that you think probably are negatively correlated with each other. Explain why you think so.

ANS:

An important advantage of doing correlational research rather than experiments is that correlational research can study associations of naturally occurring variables that cannot be manipulated or induced due to practical constraints, such as participants' gender, age, race, height, etc. Correlational research can also examine phenomena that would be difficult or unethical to create for research purposes, such as certain kinds of violence, love, abuse of alcohol, etc. Correlational research also offers more flexibility than experiments because a wide range of variables can be measured, including those obtained in the field, using archives, through national surveys, etc. The primary disadvantage of doing correlational research rather than experiments is that a correlational study cannot demonstrate causation. That is, correlations cannot demonstrate cause-and-effect relationships between variables. A well-designed experiment, in contrast, can demonstrate that changes in one variable can cause a change in another variable. Two variables are negatively correlated if as one variable increases the other decreases (and vice versa). One pair of variables that should be negatively correlated with each other is the amount of time spent studying and the number of courses failed. As the amount of time one spends studying increases, the number of courses one fails should decrease.

REF: Testing Ideas: Research Designs

3. What are the two essential characteristics of an experiment? Why, and how, is each of these important for the internal validity of the experiment?

ANS:

One essential characteristic of an experiment is that the researcher has control over the experimental procedures. The researcher manipulates the variables of interest and keeps all else uniform. That is, all participants should be treated exactly the same way--except for the manipulations that the experimenter is investigating. The other essential characteristic of an experiment is that all participants are assigned randomly to the different conditions. Because of random assignment to condition, at the beginning of the study there should be no systematic differences between the groups of participants. Internal validity is the degree to which there can be reasonable certainty that the independent variables in an experiment caused the effects obtained on the dependent variable. By having a great deal of control over the experimental procedures, researchers can help ensure that the only differences between conditions are the manipulations themselves and not some other factors. If other factors vary along with the independent variables, then it is less clear that the independent variables are the cause of any differences found in the dependent variable, thereby reducing the internal validity of the experiment. Even if the researcher has a great deal of control and ensures that the only differences in the treatment received by the participants across conditions are the manipulations of the independent variables, it is possible that the participants in one condition are different from the participants in other conditions in important ways just by random chance. If this is the case, the differences found in the dependent variable may be a function of these other differences rather than the result of the manipulations. If the participants are randomly assigned to the conditions, however, the chances that the participants differed in ways other than those created by the manipulations become very improbable, especially with larger samples. Differences found in the dependent variable can thus be attributed to the manipulations of the independent variables rather than to pre-existing differences among the participants, thereby creating internal validity.

REF: Testing Ideas: Research Designs

4. Imagine that some researchers are interested in college students' self-reports about their reactions to various stressful situations. Rather than simply asking the students to recall various stressful situations and their reactions to them, the researchers want to reduce the time between the students' self-reports about the situations and the actual situations themselves. Describe two methods that have been developed by social psychologists that could serve this purpose.

ANS:

The textbook describes three such methods: interval-contingent, signal-contingent, and event-contingent. Using the interval-contingent method, the researchers would have the students report their experiences at regular intervals, such as once a day. Using the signal-contingent method, the researchers would ask the students to report their experiences as soon as possible after being signaled to do so, as with a beeper. Using the event-contingent method, the researchers would ask the students to report on a designated set of events as soon as possible after such events occurred; for example, the students might be asked to report their experiences as soon as possible after being confronted with a stressful situation.

REF: Refining Ideas: Defining and Measuring Social Psychological Variables

5. What role do values play in the scientific process?

ANS:

Values can influence what questions researchers even think of to ask, as well as the way in which they proceed to study that question. Some argue that because science is a human enterprise, values will influence the research process, and we should simply acknowledge this and proceed. Others see science as more value-free. They argue that it is better try to rely heavily on the scientific method so as to avoid allowing one's personal biases and preconceptions to taint observations.

Values also influence the choices we make in any activity, research included. A value relevant to the research process is honesty. It is important that researchers honestly report their findings so that the scientific process can iteratively build upon them. If researchers fabricate their results, as one Dutch social psychologist did recently, then science builds upon a story rather than an empirical observation. As a result, everyone loses.

REF: Ethics and Values in Social Psychology

NOT: New