

Chapter 1 – Introduction to Psychology

1) According to the text, psychology is the scientific study of

- a. human and animal behaviour.
- b. thought, perception, and emotion.
- c. conscious and unconscious processes.
- d. behaviour and mental processes.

Answer: d

Correct: *Psychology is the scientific study of behaviour and mental processes. The other responses are too narrow in scope.*

Diff: 1

Type: MC

Page Reference: 4

Topic: Factual

Objective: 1.1 Define psychology.

2) An understanding of any behaviour or mental process usually begins with

- a. influence.
- b. explanation.
- c. prediction.
- d. description.

Answer: d

Correct: *Psychological research typically begins by establishing common descriptors of specific behaviours or mental processes. The remaining three goals usually follow description.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Factual

Objective: 1.2 Identify and explain psychology's four primary goals.

3) When researchers can specify the conditions under which a behaviour or event is likely to occur, they have accomplished the goal of

- a. explanation.

- b. influence.
- c. description.
- d. prediction.

Answer: d

Correct: *Once research has established the description and explanation (that is, identified causes) of a behaviour, it is then possible to determine patterns of predictability.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Conceptual

Objective: 1.2 Identify and explain psychology's four primary goals.

4) Understanding the conditions under which a given behaviour occurs enables researchers to state the causes of the behaviour. This is a requirement of the goal of

- a. influence.
- b. description.
- c. prediction.
- d. explanation.

Answer: d

Correct: *Identifying causes of behaviour is part of the process of explanation.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Conceptual

Objective: 1.2 Identify and explain psychology's four primary goals.

5) When researchers have learned how to apply a principle or change a condition in order to prevent unwanted occurrences, they have met the fundamental goal of

- a. description.
- b. influence.
- c. prediction.
- d. explanation.

Answer: b

Correct: *Changing and preventing behaviours form part of the process of influence or control.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Conceptual

Objective: 1.2 Identify and explain psychology's four primary goals.

6) Which of the following best reflects psychology's goal of influence?

- a. Researchers have examined hundreds of cases of dissociative identity disorder (multiple personality) in order to provide a clear picture of the disorder.
- b. Researchers have studied how smoking habits develop so that they may develop techniques to prevent teenagers from starting the habit.
- c. Researchers have developed a test that shows which individuals are likely to develop Alzheimer's disease.
- d. Researchers have identified a gene involved in many cases of obesity.

Answer: b

Correct: *Preventing behaviours is part of the process of influence or control.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Applied

Objective: 1.2 Identify and explain psychology's four primary goals.

7) Which of the following best reflects psychology's goal of explanation?

- a. Researchers have developed a test that shows which individuals are likely to develop Alzheimer's disease.
- b. Researchers have studied how smoking habits develop so that they may develop techniques to prevent teenagers from starting the habit.
- c. Researchers have identified a gene involved in many cases of obesity.
- d. Researchers have examined hundreds of cases of dissociative identity disorder (multiple personality) in order to provide a clear picture of the disorder.

Answer: c

Correct: *Identifying a gene addresses the root cause, or explanation, for a behaviour or condition.*

Diff: 3

Type: MC

Page Reference: 5

Topic: Applied

Objective: 1.2 Identify and explain psychology's four primary goals.

8) Which of the following best reflects psychology's goal of prediction?

- a. Researchers have developed a test that shows which individuals are likely to develop Alzheimer's disease.
- b. Researchers have examined hundreds of cases of dissociative identity disorder (multiple personality) in order to provide a clear picture of the disorder.
- c. Researchers have studied how smoking habits develop so that they may develop techniques to prevent teenagers from starting the habit.
- d. Researchers have identified a gene involved in many cases of obesity.

Answer: a

Correct: *The development of a test, through research, leads to the prediction of the likelihood of the occurrence of a condition or, in this instance, a disease.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Applied

Objective: 1.2 Identify and explain psychology's four primary goals.

9) Which of the following best reflects psychology's goal of description?

- a. Researchers have studied how smoking habits develop so that they may develop techniques to prevent teenagers from starting the habit.
- b. Researchers have developed a test that shows which individuals are likely to develop Alzheimer's disease.
- c. Researchers have examined hundreds of cases of dissociative identity disorder (multiple personality) in order to provide a clear picture of the disorder.
- d. Researchers have identified a gene involved in many cases of obesity.

Answer: c

Correct: *In this case, data has been gathered to provide information or a description of a condition that was previously less understood.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Applied

Objective: 1.2 Identify and explain psychology's four primary goals.

10) The goals of psychology as a science are to

- a. understand human and animal behaviour fully.
- b. study and control human behaviour.
- c. compare, analyze, and control behaviour and mental processes.
- d. describe, explain, predict, and influence behaviour and mental processes.

Answer: d

Correct: *The four goals of psychology are to describe, explain, predict, and influence behaviour. The other responses are too narrow in scope.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Factual

Objective: 1.2 Identify and explain psychology's four primary goals.

11) According to the text, which of the following is **not** a major goal of psychology?

- a. describing and explaining behaviour
- b. predicting behaviour
- c. influencing behaviour
- d. comparing human and animal behaviour

Answer: d

Correct: *Comparing behaviours is one small part of description and therefore does not constitute one of the major goals of psychology.*

Diff: 3

Type: MC

Page Reference: 5

Topic: Factual

Objective: 1.2 Identify and explain psychology's four primary goals.

12) According to the text, which of the following is **not** a major goal of psychology?

- a. reconstruction
- b. influence
- c. prediction
- d. description

Answer: a

Correct: *The four goals of psychology are description, explanation, prediction and influence.*

Diff: 3

Type: MC

Page Reference: 5

Topic: Factual

Objective: 1.2 Identify and explain psychology's four primary goals.

13) When a researcher utilizes a general principle or set of principles to explain how a number of separate facts are related to one another, the researcher is using

- a. a theory.
- b. basic research.
- c. a hypothesis.
- d. applied research.

Answer: a

Correct: *A theory is a general principle or set of principles that links facts together.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Conceptual

Objective: 1.3 Explain what a theory is.

14) A theory enables researchers to

- a. find the right interpretation for the data they collect.
- b. describe several alternatives for what they observe.
- c. explain what they were not able to find proof of.
- d. fit many separate facts into a larger framework.

Answer: d

Correct: *The concept of a “larger framework” is similar to a guiding principle or set of principles—or, in other words, a theory.*

Diff: 1

Type: MC

Page Reference: 5

Topic: Conceptual

Objective: 1.3 Explain what a theory is.

15) According to the text, which of the following is **not** a goal of basic research?

- a. Solving specific problems
- b. Advancing our general scientific understanding
- c. Pursuing knowledge for its own sake
- d. Seeking new knowledge

Answer: a

Correct: *Solving problems is part of the process of controlling or influencing behaviour, which falls under the larger umbrella of applied research.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Conceptual

Objective: 1.4 Compare and contrast basic and applied research.

16) According to the text, which of the following is **not** a goal of applied research?

- a. solving specific problems
- b. applying new knowledge to problems in the real world
- c. advancing our general scientific understanding
- d. improving the quality of life

Answer: c

Correct: *This is an example of explanation, which is part of basic research.*

Diff: 2

Type: MC

Page Reference: 6

Topic: Conceptual

Objective: 1.4 Compare and contrast basic and applied research.

17) According to the text, research that is conducted in order to find solutions to specific problems is called

- a. controlled research.
- b. basic research.
- c. pure research.
- d. applied research.

Answer: d

Correct: *Applied research is that which seeks to improve the quality of life, or provide answers to real-world problems.*

Diff: 1

Type: MC

Page Reference: 6

Topic: Factual

Objective: 1.4 Compare and contrast basic and applied research.

18) Dr. Sherkus conducts a study concerning the emotional reaction of people when they first receive the news that they have diabetes. The purpose of the research is to help people adjust quickly and positively to their situation. This type of research would be

- a. basic.
- b. standard.
- c. theoretical.
- d. applied.

Answer: d

Correct: *Helping people adjust emotionally is a partial solution to a real-world problem, which is part of applied research.*

Diff: 3

Type: MC

Page Reference: 6

Topic: Applied

Objective: 1.4 Compare and contrast basic and applied research.

19) When a study is conducted for the purpose of solving practical problems, the research would be described as

- a. a theory.

- b. applied research.
- c. basic research.
- d. a hypothesis.

Answer: b

Correct: *The goal of applied research is to improve quality of life or provide answers to real-world problems.*

Diff: 2

Type: MC

Page Reference: 6

Topic: Conceptual

Objective: 1.4 Compare and contrast basic and applied research.

20) When a study is conducted for the purpose of finding new knowledge or advancing scientific understanding, the research would be described as

- a. a hypothesis.
- b. a theory.
- c. basic research.
- d. applied research.

Answer: c

Correct: *Basic research seeks to advance our understanding of behaviour and/or mental processes.*

Diff: 2

Type: MC

Page Reference: 5

Topic: Factual

Objective: 1.4 Compare and contrast basic and applied research.

21) _____ is to general scientific understanding as _____ is to practical problems.

- a. Applied research; basic research
- b. Basic research; applied research
- c. Hypothesis; theory
- d. Theory; hypothesis

Answer: b

Correct: *Basic research attempts to add to our understanding of behavioural and mental processes, while applied research attempts to help solve problems.*

Diff: 2

Type: MC

Page Reference: 5-6

Topic: Conceptual

Objective: 1.4 Compare and contrast basic and applied research.

22) Descriptive research methods

- a. yield descriptions of behaviour.
- b. do not occur in the laboratory.
- c. include the experimental method and correlational methods.
- d. identify causes of behaviour.

Answer: a

Correct: *Descriptive research methods seek to add to our understanding of the “what” of behaviour or mental processes.*

Diff: 1

Type: MC

Page Reference: 6

Topic: Factual

Objective: 1.5 Identify and compare the several types of descriptive research methods.

23) Naturalistic observation, laboratory observation, the case study method, and survey research share which of the following features?

- a. They are only used in basic research situations.
- b. None are successful in helping us understand behaviour.
- c. They all find the causal reasons for why behaviours occur.
- d. They describe rather than identify causes of behaviour.

Answer: d

Correct: *All of the listed processes are part of descriptive research methods; they describe, rather than explain behaviour.*

Diff: 2

Type: MC

Page Reference: 6-7

Topic: Conceptual

Objective: 1.6 Compare and contrast naturalistic and laboratory observations, including their advantages and limitations.

24) Which of the following statements is **not** true of naturalistic observation?

- a. Researchers using this method attempt to influence the behaviour being observed.
- b. This method allows the study of some phenomena that cannot be studied experimentally for ethical reasons.
- c. Subjects may or may not know that they are being observed.
- d. Behaviour studied in this way is usually more natural than behaviour studied under laboratory conditions.

Answer: a

Correct: *Naturalistic observation seeks only to describe, not to control or influence behaviours.*

Diff: 3

Type: MC

Page Reference: 6

Topic: Factual

Objective: 1.6 Compare and contrast naturalistic and laboratory observations, including their advantages and limitations.

25) Which of the following is **not** an advantage of the case study method?

- a. It can allow researchers to reach conclusions about cause-and-effect relationships.
- b. It provides a good source of descriptive information.
- c. It can provide the basis for a hypothesis to be tested later.
- d. It is useful in studying the behaviour patterns of animals in the wild.

Answer: a

Correct: *The case study method only describes; cause and effect are determined by the experimental method. The case study method is not typically part of the experimental method.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Conceptual

Objective: 1.6 Compare and contrast naturalistic and laboratory observations, including their advantages and limitations.

26) Which of the following is **not** one of the limitations of naturalistic observation?

- a. The method is not useful in situations where more than a few subjects have to be observed.
- b. The presence of the researcher may influence the behaviour of the subjects.
- c. The subjects may not behave as they would naturally.
- d. The expectations of the researcher may distort his or her observations.

Answer: a

Correct: *Multiple subjects may be observed in naturalistic observation, as in a classroom, for example.*

Diff: 3

Type: MC

Page Reference: 6

Topic: Conceptual

Objective: 1.6 Compare and contrast naturalistic and laboratory observations, including their advantages and limitations.

27) In order to examine the parenting behaviour of pandas, two psychologists spent three years observing the panda in the mountainous regions of Western China. The method used by these investigators was most likely

- a. the survey method.
- b. the case study method.
- c. the experimental method.
- d. naturalistic observation.

Answer: d

Correct: *Naturalistic observation includes watching subjects in their natural environment, and collecting data on naturally occurring patterns, such as parenting behaviours.*

Diff: 2

Type: MC

Page Reference: 6

Topic: Applied

Objective: 1.6 Compare and contrast naturalistic and laboratory observations, including their advantages and limitations.

28) Sandy is interested in determining how long bear cubs stay with their mother. She spends several years studying their behaviour in Yellowstone Park, noting dates of birth and time of leaving mother for several bear families. This is an example of

- a. the case study method.
- b. the experimental method.
- c. the survey method.
- d. naturalistic observation.

Answer: d

Correct: *Naturalistic observation includes watching subjects in their natural environment, and collecting data on naturally occurring behaviours.*

Diff: 2

Type: MC

Page Reference: 6

Topic: Applied

Objective: 1.6 Compare and contrast naturalistic and laboratory observations, including their advantages and limitations.

29) Margot is interested in determining if people who play video games also socialize while playing their games. She goes to a local arcade and carefully observes the behaviour of persons in the area. Margot is collecting information with the

- a. laboratory observation method.
- b. case study method.
- c. naturalistic observation method.
- d. survey method.

Answer: c

Correct: *Naturalistic observation includes watching subjects in their typical environments, and recording naturally occurring behaviours.*

Diff: 2

Type: MC

Page Reference: 6

Topic: Applied

Objective: 1.6 Compare and contrast naturalistic and laboratory observations, including their advantages and limitations.

30) Unobtrusively observing people who are eating at a fast food restaurant in order to determine how frequently they take bites of their food is an example of

- a. naturalistic observation.
- b. the case study method.
- c. the survey method.
- d. the experimental method.

Answer: a

Correct: *Naturalistic observation includes watching subjects in their typical environments, and collecting data on naturally occurring behaviours.*

Diff: 2

Type: MC

Page Reference: 6

Topic: Applied

Objective: 1.6 Compare and contrast naturalistic and laboratory observations, including their advantages and limitations.

31) Much of our knowledge about sleep has been gained through

- a. naturalistic observation.
- b. laboratory observation.
- c. case studies.
- d. surveys.

Answer: b

Correct: *Sleep is a behaviour best observed in a laboratory setting so that precise measures and data can be collected.*

Diff: 2

Type: MC

Page Reference: 6

Topic: Factual

Objective: 1.6 Compare and contrast naturalistic and laboratory observations, including their advantages and limitations.

32) In-depth information about a single individual is the type of information gathered when psychologists use

- a. laboratory observation.
- b. the case study method.

- c. the survey method.
- d. naturalistic observation.

Answer: b

Correct: *Case studies examine a single subject in detail over a period of time.*

Diff: 1

Type: MC

Page Reference: 7

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

33) The purpose of a case study is to

- a. provide a detailed description of some behaviour or disorder.
- b. assess the strength of the relationship between variables.
- c. provide accurate information about large numbers of people.
- d. identify cause-and-effect relationships.

Answer: a

Correct: *A case study examines a single subject or very few subjects over a period of time to gain detailed information about a particular condition or behaviour.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

34) The case study is **not** useful for

- a. supplying detailed descriptions of behaviour which can provide the foundation for psychological theories.
- b. learning about rare physical and psychological disorders.
- c. studying large numbers of people.
- d. learning the consequences of rare brain injuries.

Answer: c

Correct: *The case study is time-consuming and can be costly. As a result, it is not ideal for studying large numbers of subjects.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

35) Which of the following statements applies to the case study method?

- a. It is appropriate for studying most physical or psychological disorders.
- b. A case study may take months or years to complete.
- c. It can be used to determine the cause of the behaviours observed.
- d. The researcher can be fairly confident that the findings may be applied to large groups or a different culture.

Answer: b

Correct: *Because of the large quantity of detailed data that is gathered, case studies may occur over relatively long periods of time.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

36) The case study method is most useful when studying

- a. common behaviour.
- b. unique behaviour.
- c. highly motivated behaviour.
- d. animal behaviour.

Answer: b

Correct: *In order to gain the greatest amount of information possible about a rare disorder or behaviour, case study may be the ideal option. Large amounts of data may be obtained on a small subject pool through case study.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

37) Much was learned about the biological nature of memory by observing an individual who had severe memory loss over an extended period of time. This is an example of

- a. the case study method.
- b. the laboratory method.
- c. naturalistic observation.
- d. the experimental method.

Answer: a

Correct: *The case study method involves the study of one subject in great detail over time.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Conceptual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

38) Freud based his ideas about human personality on the information he acquired about his patients' lives and especially their memories of early childhood experiences. Freud's theory is based on

- a. the experimental method.
- b. survey research.
- c. the case study method.
- d. naturalistic observation.

Answer: c

Correct: *The case study method involves the study of one subject in great detail over time.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Conceptual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

39) John interviews 10 people about their memories from the first three years of their lives. He then writes an essay about early memory in humans. Which research method did he use to collect his data?

- a. naturalistic observation
- b. controlled experiment
- c. correlation study
- d. case study

Answer: d

Correct: *The case study method involves the study of one subject, or a small group of subjects, in great detail over time.*

Diff: 3

Type: MC

Page Reference: 7

Topic: Conceptual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

40) The survey is most useful when we wish to learn about

- a. rare psychological and physical disorders.
- b. how people will respond during highly controlled conditions.
- c. the behaviour, beliefs, or attitudes of a large group of people.
- d. how people react during natural disasters.

Answer: c

Correct: *Surveys are most practical when researchers wish to collect significant amounts of information on large groups of people, including their attitudes and beliefs.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

41) Which of the following methods has the advantage of allowing the investigator to collect large amounts of information about the attitudes, beliefs, experiences or behaviours of large groups of people?

- a. laboratory observation
- b. the case study method
- c. the survey method
- d. naturalistic observation

Answer: c

Correct: *Surveys are most practical when researchers wish to collect significant amounts of information on large groups of people, including information on their attitudes and beliefs.*

Diff: 1

Type: MC

Page Reference: 7

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

42) Subjects selected from a population for a survey make up a group referred to as a

- a. subpopulation.
- b. control group.
- c. sample.
- d. subgroup.

Answer: c

Correct: *In research, a subset of the population of interest is called a sample.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Conceptual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

43) The entire group of interest to which the researchers intend to generalize their results is called the

- a. subject set.

- b. representative sample.
- c. sample.
- d. population.

Answer: d

Correct: *All individuals who are the focus of interest in scientific research constitute the population.*

Diff: 1

Type: MC

Page Reference: 7

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

44) Population is to _____ as sample is to _____.

- a. behaviour; opinions
- b. representative; biased
- c. people; attitudes
- d. whole; part

Answer: d

Correct: *The entire group of interest in research is the population; a smaller subset of the group constitutes the subject pool and is called the sample.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Conceptual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

45) What is the proper term for a group of subjects selected for a survey so that important subgroups within the population are included for study in the same proportions as they are found in the larger population?

- a. subpopulation
- b. representative sample
- c. critical mass
- d. sample

Answer: b

Correct: *Representative samples contain the same distribution of significant groups as in the entire population that is the focus of study in research.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Conceptual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

46) Which statement is true regarding the selection of subjects for a survey?

- a. Generalization to the larger population will be fairly accurate, regardless of the way the sample has been chosen.
- b. The sample should contain important subgroups within the population in the same proportions as they are found in the larger population.
- c. The most accurate surveys are those with the largest number of subjects.
- d. If the sample is relatively large, it need not be representative.

Answer: b

Correct: *For research findings to be generalizable and as accurate as possible, any group of subjects selected from the population must be a representative sample.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Conceptual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

47) *The Hockey News* polled its readers to establish the television newscast preferences of Canadians. Why would scientists be skeptical about the results?

- a. Too large a percentage of questionnaires were returned.
- b. *Hockey News* readers probably do not represent a cross-section of Canadians who watch television newscasts.
- c. Some of the questionnaires could have been completed by women.
- d. Males would be underrepresented.

Answer: b

Correct: *Representative sampling was not used in the data collection, as the sample of Hockey News readers would not likely include subgroups in the same proportions as they are found in the larger population.*

Diff: 2

Type: MC

Page Reference: 7

Topic: Applied

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

48) Which of the following is a challenge for gathering accurate information from an interview?

- a. Too few subjects can be interviewed to provide accurate information.
- b. The interview method does not provide detailed responses.
- c. Characteristics of the interviewer can influence the subject's response.
- d. The interview method may not provide a representative sample.

Answer: c

Correct: *The validity or truthfulness of responses can be affected by the interviewer's personal characteristics, which include gender, age, heritage, religion, social class, accent, and vocabulary.*

Diff: 2

Type: MC

Page Reference: 7-8

Topic: Conceptual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

49) What is an advantage of using the survey method, if properly done?

- a. The participants will tell you what you want to hear.
- b. Only a few subjects need to be used.
- c. It can provide highly accurate information.
- d. Answers are short and easy to analyze.

Answer: c

Correct: *The personal interview can provide a large quantity of accurate information, if it is constructed and administered carefully to a representative sample.*

Diff: 2

Type: MC

Page Reference: 8

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

50) One of the difficulties with the survey method is

- a. the impossibility of getting a representative sample.
- b. the subjects may give dishonest or inaccurate responses.
- c. that only a relatively small number of subjects can be used.
- d. the inability to examine changes over time.

Answer: b

Correct: *Various factors can affect the answers provided by the subjects of surveys, including the age, sex, ethnicity, etc., of both the subjects and the interviewer.*

Diff: 2

Type: MC

Page Reference: 8

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

51) One advantage of collecting survey responses over the internet is that

- a. the same person can respond more than once and provide even more data to the study.
- b. the subjects' identity can never be discovered.
- c. it is a fast, inexpensive way to obtain large amounts of information.
- d. subjects can change their answers.

Answer: c

Correct: *The internet is a very cost-efficient way to collect survey data. The other responses indicate inaccuracies or drawbacks to the use of the internet for survey administration.*

Diff: 2

Type: MC

Page Reference: 8

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

52) Concerns about internet survey distribution and collection of data include which of the following?

- a. The subjects' identity can never be discovered.
- b. People are rarely honest about themselves when they are filling out information on the internet.
- c. Dishonest researchers could copy the findings.
- d. There is a limited portion of the population that uses the internet, thereby creating biases in this method of data collection.

Answer: d

Correct: *Only a portion of the population uses the internet, thereby creating potentially serious limitations to the generalizability of internet survey results. The other answers are not known to be true, or are not concerns.*

Diff: 2

Type: MC

Page Reference: 8

Topic: Factual

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

53) A descriptive method that is used to determine the degree of relationship between two characteristics, events, or behaviours is known as the _____ method.

- a. coefficient
- b. observational
- c. experimental
- d. correlational

Answer: d

Correct: *"Correlation" is the term used to define this type of study.*

Diff: 2

Type: MC

Page Reference: 8

Topic: Factual

Objective: 1.8 Explain why researchers use correlational studies.

54) You are about to start a research project with the goal of understanding how one variable causes another variable; poverty causes HIV infection, for example. A starting point would be to demonstrate that the two variables are related. You are only hypothesising that when poverty is high, HIV infection rates are also high. You could start your project with a _____ study of these two variables.

- a. coincidental
- b. correlational
- c. experimental
- d. observational

Answer: b

Correct: *"Correlation" is the term used to define this type of study.*

Diff: 3

Type: MC

Page Reference: 8

Topic: Conceptual

Objective: 1.8 Explain why researchers use correlational studies.

55) A positive correlation is one in which

- a. variables change in the same direction.
- b. a strong relationship has been found.
- c. definite predictions can be made.
- d. the hypothesis has been supported.

Answer: a

Correct: *While both variables may get smaller or larger, as long as they are both moving in the same direction, a positive correlation between the variables is indicated.*

Diff: 2

Type: MC

Page Reference: 8

Topic: Factual

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

56) Which of the following is **not** true of correlation?

- a. The fact that there is a correlation between two variables means that one variable causes the other, but it isn't clear which is cause and which is effect.

- b. A negative correlation means that an increase in the value of one variable is associated with a decrease in the value of the other variable.
- c. The number in a correlation coefficient indicates the relative strength of the relationship between two variables—the higher the number, the stronger the relationship.
- d. Correlations are useful in making predictions. The stronger the relationship between the variables, the better the prediction.

Answer: a

Correct: *A correlation between two variables suggests that they are connected in some way, but not necessarily by cause and effect.*

Diff: 2

Type: MC

Page Reference: 8

Topic: Factual

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

57) Which of the following describes a negative correlation?

- a. There is no relationship between the variables.
- b. When the value of one variable goes down, the value of the other goes down.
- c. When the value of one variable goes up, the value of the other goes up.
- d. When the value of one variable goes up, the value of the other variable goes down.

Answer: d

Correct: *A negative correlation is found between variables that have an inverse relationship; when one increases, the other decreases.*

Diff: 2

Type: MC

Page Reference: 8

Topic: Conceptual

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

58) Which of the following describes a positive correlation?

- a. There is no relationship between the variables.
- b. When the value of one variable goes down, the value of the other goes up.
- c. When the value of one variable goes up, the value of the other goes up.
- d. When the value of one variable goes up, the value of the other variable goes down.

Answer: c

Correct: *A positive correlation is found between variables that have a direct relationship; when one increases (or decreases), the other also increases (or decreases).*

Diff: 2

Type: MC

Page Reference: 8

Topic: Conceptual

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

59) Which of the following correlational coefficients represents the strongest relationship between two variables?

- a. 0.00
- b. $-.59$
- c. $+.70$
- d. $-.76$

Answer: d

Correct: *Negative, in this case, does not mean smaller than positive.*

Diff: 2

Type: MC

Page Reference: 8

Topic: Conceptual

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

60) Which research method is used to determine the relationship between two characteristics, events, or behaviours?

- a. the survey
- b. the correlational method
- c. the case study
- d. naturalistic observation

Answer: b

Correct: *The primary focus of the correlational method is the relationship between two variables, events, or characteristics.*

Diff: 2

Type: MC

Page Reference: 8

Topic: Factual

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

61) A hypothesis is

- a. any condition that can be manipulated, measured or controlled.
- b. a variable measured at the end of the experiment.
- c. a prediction about a relationship between two or more variables.
- d. a variable manipulated by the researcher.

Answer: c

Correct: *A hypothesis is a prediction about the cause-effect relationship between two or more variables or conditions.*

Diff: 1

Type: MC

Page Reference: 10

Topic: Factual

Objective: 1.10 Define the characteristics, process, advantages, and disadvantages of experimental research.

62) The research method that is used to explore cause and effect relationships between variables is

- a. the correlational method.
- b. naturalistic observation.
- c. the case study.
- d. the experimental method.

Answer: d

Correct: *The experimental method is the only form of research that allows one to draw conclusions about cause-effect relationships.*

Diff: 2

Type: MC

Page Reference: 10

Topic: Factual

Objective: 1.10 Define the characteristics, process, advantages, and disadvantages of experimental research.

63) Moira conducted a study to see how different levels of sleep deprivation (the lack of sleep) influenced test performance in college students. She was using the

- a. case study method.
- b. survey method.
- c. experimental method.
- d. naturalistic observation method.

Answer: c

Correct: *Effects of sleep deprivation on test scores is a clear example of the cause-effect relationship. Experimental method is the only way to measure this.*

Diff: 2

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.10 Define the characteristics, process, advantages, and disadvantages of experimental research.

64) Woloshyn, Willoughby, Wood, and Pressley's research on study strategies found that students recalled more information when they used

- a. imagery and "why" questions as they reviewed the material to be learned.
- b. whatever method they had used in secondary school to study.
- c. someone else's notes to study the material to be learned.
- d. repetition only when studying the material to be learned.

Answer: a

Correct: *Results from the Woloshyn et al. study revealed that greatest recall was linked to the study method of using imagery and asking "why" questions.*

Diff: 2

Type: MC

Page Reference: 10

Topic: Factual

Objective: 1.10 Define the characteristics, process, advantages, and disadvantages of experimental research.

65) The systematic variation of some factor believed to affect behaviour is an essential characteristic of which of the following methods?

- a. case study
- b. survey method
- c. correlational method
- d. experimental method

Answer: d

Correct: *The experimental method involves careful manipulation of one or more variables (factors) and the effects of this on another variable.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Conceptual

Objective: 1.10 Define the characteristics, process, advantages, and disadvantages of experimental research.

66) Which of the following refers to an untested prediction about behaviour?

- a. independent variable
- b. correlation
- c. hypothesis
- d. dependent variable

Answer: c

Correct: *A hypothesis is defined as a prediction about the cause-effect relationship between two or more variables or conditions.*

Diff: 1

Type: MC

Page Reference: 10

Topic: Conceptual

Objective: 1.11-1 Define the following terms and explain their relationship to experimental research: hypothesis

67) A psychologist is conducting an experiment to test the influence that coloured backgrounds of pages in textbooks have on the amount of information retained by students. She has a short text printed in three versions, each with a different colour of background. After students in three separate groups read their assigned text, she tests the students' retention. In this study, the three colours are the

- a. dependent variable.

- b. control variable.
- c. independent variable.
- d. random variable.

Answer: c

Correct: *The independent variable is the one that the experimenter manipulates. In this case, the experimenter is manipulating the colour of the pages.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

68) A psychologist is conducting an experiment to test the influence that coloured backgrounds of pages in textbooks have on the amount of information retained by students. She has a short text printed in three versions, each with a different colour of background. After students in three separate groups read their assigned text, she tests the students' retention. In this study, the retention of what the students read is the

- a. dependent variable.
- b. random variable.
- c. independent variable.
- d. control variable.

Answer: a

Correct: *The dependent variable is measured at the end of a study to determine the effects (if any) of the independent variable. In this case, the variable being measured at the end is the students' retention of information.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

69) Which of the following variables causes changes in the behaviour being studied?

- a. control
- b. independent

- c. random
- d. dependent

Answer: b

Correct: *In the experimental method, the researcher manipulates the independent variable in hopes of effecting a change in the dependent variable.*

Diff: 2

Type: MC

Page Reference: 10

Topic: Conceptual

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

70) Which of the following variables is presumed to vary as a result of the researcher's manipulation of another factor or condition?

- a. random
- b. independent
- c. control
- d. dependent

Answer: d

Correct: *The dependent variable is measured at the end of a study to determine effects, if any, caused by manipulation of the independent variable.*

Diff: 2

Type: MC

Page Reference: 10

Topic: Conceptual

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

71) Independent variable is to _____ as dependent variable is to _____.

- a. correlation; experiment
- b. cause; effect
- c. random; control
- d. effect; cause

Answer: b

Correct: *Manipulation of the independent variable causes the effect of changes in the dependent variable.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Conceptual

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

72) A psychologist is studying the effects of fatigue on competition. She has subjects skip one, two, or three nights of sleep and then play a competitive game, noting the number of points scored by subjects in the three different conditions. In this example, the dependent variable is

- a. fatigue.
- b. the number of points scored.
- c. number of nights sleep was missed.
- d. number of games played.

Answer: b

Correct: *The dependent variable is measured at the end of the study to determine the effects of manipulation of the independent variable. In this case, the points scored are measured after the independent variable has been manipulated (i.e., the number of nights of lost sleep).*

Diff: 3

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

73) A psychology instructor studying the effects of the order of test items on test scores gave half the class a test in which the item order reflected the order in the textbook. The other half received the same questions in random order. What was the independent variable in this experiment?

- a. the order of the items
- b. the test scores
- c. the difficulty of the items on the test
- d. the method used to assign subjects to groups

Answer: a

Correct: *The experimenter manipulates the independent variable. In this case, the variable the experimenter changed for each group was the order of presentation of the test items.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

74) A psychology instructor studying the effects of the order of test items on test scores gave half the class a test in which the item order reflected the order in the textbook. The other half received the same questions in random order. What was the dependent variable in this experiment?

- a. the order of the items
- b. the method used to assign subjects to groups
- c. the difficulty of the items on the test
- d. scores on the test

Answer: d

Correct: *The dependent variable is measured on conclusion of the study. In this case, the scores the students obtained was the measure taken at the end of the research.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables

75) In studying the effects of hunger on competition, a researcher has subjects skip one, two, or three meals and then play a competitive game. She notes the number of points scored by subjects in the three hunger groups. In this example, the independent variable is

- a. the number of points scored.
- b. the number of games played.
- c. the amount of food consumed.
- d. the number of meals missed.

Answer: d

Correct: *The experimenter manipulates the independent variable. In this case, she requested that subjects skip a specific number of meals. This variation becomes the independent variable.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

76) In studying the effects of hunger on competition, a researcher has subjects skip one, two, or three meals and then play a competitive game. She notes the number of points scored by subjects in the three hunger groups. In this example, the dependent variable is

- a. the number of meals missed.
- b. the amount of food consumed.
- c. the number of games played.
- d. the number of points scored.

Answer: d

Correct: *The number of points scored by each subject is the dependent variable, as it has presumably been influenced by the number of meals missed (the independent variable). The points are also measured after the independent variable has been manipulated.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

77) Subjects are assigned to take math tests in either a crowded classroom or an almost-empty classroom. Test scores are then examined to determine whether these conditions affected performance. In this example, the independent variable is

- a. the test scores.
- b. the subjects' mathematics skill.
- c. not identified.
- d. how crowded the classroom was.

Answer: d

Correct: *Because the experimenter assigned subjects to a particular classroom and ensured that one was crowded and one was not, she manipulated the subjects' exposure to this condition, which defines the independent variable.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

78) Professor Jancy did a study in which she explored the relationship between caffeine consumption and the ability to memorize words on a list. The independent variable in her study was

- a. the length of the word list to be remembered.
- b. the number of words recalled.
- c. the time between learning and attempting recall.
- d. the amount of caffeine consumed.

Answer: d

Correct: *It is assumed that Professor Jancy asked subjects to consume varying amounts of coffee; this manipulated condition becomes the independent variable.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

79) Professor Jancy did a study in which she explored the relationship between caffeine consumption and the ability to memorize words on a list. The dependent variable in her study was

- a. time between learning and attempting recall.
- b. the length of the word list to be remembered.
- c. amount of caffeine consumed.
- d. the number of words recalled.

Answer: d

Correct: *The effects of the independent variable are measured by the variation in scores of the dependent variable, which is measured at the conclusion of a study. This makes the number of words recalled the dependent variable.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Applied

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

80) The group of subjects exposed to the independent variable is called

- a. the control group.
- b. the sample.
- c. the experimental group.
- d. the population.

Answer: c

Correct: *Only the experimental group(s) is/are exposed to the condition (or independent variable) that is manipulated by the experimenter.*

Diff: 2

Type: MC

Page Reference: 10

Topic: Factual

Objective: 1.11-3 Define the following terms and explain their relationship to experimental research: experimental and control groups.

81) The group of subjects in an experiment that is exposed to the experimental environment but not given the treatment is known as

- a. the sample.
- b. the control group.
- c. the random sample.
- d. the population.

Answer: b

Correct: *The control group is part of the experimental method to ensure that there is a comparison for the measures obtained on the dependent variable (from the experimental group or groups).*

Diff: 1

Type: MC

Page Reference: 11

Topic: Conceptual

Objective: 1.11-3 Define the following terms and explain their relationship to experimental research: experimental and control groups.

82) Which of the following statements is **not** true about an experimental group?

- a. It should be similar to a control group.
- b. It is exposed only to the dependent variable.
- c. At the end of the experiment, it is measured on the dependent variable.
- d. It is exposed to the independent variable.

Answer: b

Correct: *The dependent variable is that which is measured at the conclusion of a study. No one is "exposed to" the dependent variable, in the experimental method.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Conceptual

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: experimental and control groups.

83) Which of the following statements is **not** true of a control group?

- a. At the end of the experiment, it is measured on the dependent variable.
- b. It should be similar to an experimental group.
- c. It is exposed to the independent variable.
- d. It is used for purposes of comparison.

Answer: c

Correct: *The control group is part of a study as a benchmark against which experimental group behaviours or performances are measured. The control group is therefore not exposed to the independent variable.*

Diff: 2

Type: MC

Page Reference: 11

Topic: Conceptual

Objective: 1.11-3 Define the following terms and explain their relationship to experimental research: experimental and control groups.

84) In order to test the effect of praise on learning, a group of students receive verbal encouragement every time they do something correct. At the end of the semester, their grades are recorded and analyzed. What is missing from the above design?

- a. an independent variable
- b. an experimental group
- c. a dependent variable
- d. a control group

Answer: d

Correct: *Measures obtained from the experimental group(s) are meaningless without the comparison provided by the control group.*

Diff: 2

Type: MC

Page Reference: 11

Topic: Applied

Objective: 1.11-3 Define the following terms and explain their relationship to experimental research: experimental and control groups.

85) A psychologist conducted a study in which she studied the relationship between caffeine consumption and the ability to store words from a list in memory. The control group in the experiment was comprised of subjects who

- a. remembered all the words.
- b. were not asked to recall the words.
- c. consumed no caffeine.
- d. were unaffected by the consumption of caffeine.

Answer: c

Correct: *Since the independent variable in this study is caffeine consumption, the control group (that is not exposed to the independent variable) consumes no caffeine.*

Diff: 3

Type: MC

Page Reference: 11

Topic: Applied

Objective: 1.11-3 Define the following terms and explain their relationship to experimental research: experimental and control groups.

86) Which of the following is **not** a true statement?

- a. The results of an experiment can be influenced by either the expectations of the subject or those of the researcher.
- b. The experimental method is the only one that can be used to identify cause-effect relationships between variables.
- c. Properly conducted experiments are always free of influence of a researcher's expectations.
- d. Ethical considerations can sometimes prevent researchers from using the experimental method even when they want to learn about cause-effect relationships.

Answer: c

Correct: *Even experiments that are very carefully structured and conducted may be subject to experimenter bias.*

Diff: 2

Type: MC

Page Reference: 13

Topic: Conceptual

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

87) Random assignment is used to control for

- a. subject bias.
- b. the placebo effect.
- c. selection bias.
- d. experimenter bias.

Answer: c

Correct: *Use of random assignment ensures that no pre-existing systematic differences exist between the control group and experimental group(s) that could affect the outcome of the study.*

Diff: 2

Type: MC

Page Reference: 11

Topic: Conceptual

Objective: 1.11-4, 5 Define the following terms and explain their relationship to experimental research: selection bias, random assignment.

88) The procedure which guarantees that all participants in an experiment have an equal chance of being assigned to any of the groups is referred to as

- a. unbiased sampling.
- b. selection bias.
- c. matched samples.
- d. random assignment.

Answer: d

Correct: *Use of random assignment ensures that no pre-existing systematic differences exist between the control group and experimental group(s) that could affect the outcome of the study.*

Diff: 2

Type: MC

Page Reference: 11

Topic: Conceptual

Objective: 1.11-5 Define the following terms and explain their relationship to experimental research: random assignment.

89) Monica has the participants for her experiment sign up on a sheet of paper. She then cuts each name out individually, and places all the names in a box. Monica then pulls the first name out of the box and writes the name on the list for the experimental group in her study. The second name from the box is written on the list for the control group. She repeats this action until all the names are listed in one of the two groups. This procedure is called

- a. placebo effect.
- b. selection bias.
- c. random assignment.
- d. experimenter bias.

Answer: c

Correct: *The procedure described is one means for ensuring that all subjects of the study are truly randomly assigned. Pulling names out of a box eliminates possible selection bias.*

Diff: 3

Type: MC

Page Reference: 11

Topic: Applied

Objective: 1.11-5 Define the following terms and explain their relationship to experimental research: random assignment.

90) What is given to the control group in many drug experiments?

- a. a placebo
- b. a sizeable medical bill
- c. experimental medication
- d. traditional treatment

Answer: a

Correct: *In drug experiments, though the control group is not exposed to the independent variable (some amount of the drug being studied), a placebo is given to allow for the double-blind technique to be used. In this way, neither the experimenter nor the subject know who is part of the experimental group, and findings are not influenced by the expectations of the subjects or the experimenter.*

Diff: 2

Type: MC

Page Reference: 12

Topic: Factual

Objective: 1.11-6 Define the following terms and explain their relationship to experimental research: the placebo effect.

91) The placebo effect occurs when a subject responds according to

- a. his or her expectations.
- b. how other subjects behave.
- c. the hypothesis.
- d. actual treatment.

Answer: a

Correct: *In double-blind studies, subjects in the control group unknowingly take a placebo. Because they know it is possible they are taking the drug being studied, some subjects may report changes in their behaviour or thinking that could be attributed to the influence of the drug, if they were actually taking it.*

Diff: 2

Type: MC

Page Reference: 12

Topic: Factual

Objective: 1.11-6 Define the following terms and explain their relationship to experimental research: the placebo effect.

- 92) Which of the following statements is **not** true of experimenter bias?
- a. It can influence the researcher's interpretation of experimental results.
 - b. It does not actually influence the subjects' behaviour.
 - c. The researcher's expectations become a self-fulfilling prophecy.
 - d. It can be controlled if the researcher uses the double-blind technique.

Answer: b

Correct: *Experimenter bias includes the possibility that the researcher treats his or her subjects differently, depending on their membership in the control or experimental groups.*

Diff: 2

Type: MC

Page Reference: 13

Topic: Conceptual

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

- 93) Research results can be influenced if a researcher unconsciously behaves differently toward subjects in the various groups based on his or her preconceived notions. This is called
- a. experimenter bias.
 - b. demand characteristics.
 - c. selection bias.
 - d. the placebo effect.

Answer: a

Correct: *Experimenter bias includes the possibility that the researcher treats his or her subjects differently, depending on their membership in the control or experimental groups.*

Diff: 2

Type: MC

Page Reference: 13

Topic: Conceptual

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

- 94) The phenomenon of experimenter bias shows that psychologists
- a. may seek out information that supports their theoretical preferences.
 - b. must work with subjects who are eager to confirm the beliefs of the researcher.
 - c. are drawn to any theory that has received strong research support.
 - d. use statistical procedures that overestimate positive results.

Answer: a

Correct: *Experimenter bias includes the possibility that researchers interpret findings in ways that support their expectations.*

Diff: 2

Type: MC

Page Reference: 13

Topic: Conceptual

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

- 95) Which of the following occurs when researchers' expectations about a situation cause them to see what they expect to see or to make incorrect inferences about the behaviour they observe?
- a. situational bias
 - b. experimenter bias
 - c. inferential bias
 - d. selection bias

Answer: b

Correct: *Experimenter bias includes the possibility that the researcher treats his or her subjects differently, depending on their membership in the control or experimental groups. It is also possible that researchers interpret findings in ways that support their expectations, where support for those interpretations does not necessarily exist.*

Diff: 2

Type: MC

Page Reference: 13

Topic: Conceptual

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

- 96) The double blind technique is used to control for the effects of

- a. selection bias.
- b. experimenter bias.
- c. a poorly defined dependent variable.
- d. individual differences among subjects.

Answer: b

Correct: *When the experimenter is unaware of which subjects are in the experimental group, and which are control subjects, there is minimal opportunity for the experimenter to behave in a biased manner toward subjects based on their group membership.*

Diff: 2

Type: MC

Page Reference: 13

Topic: Factual

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

97) When the new drug was tested, both the researcher and the patients knew who was getting the new drug and who was getting a sugar pill that looked like the drug. If possible, this researcher should have used

- a. the double-blind technique.
- b. self-fulfilling prophecy.
- c. random assignment.
- d. the single-blind technique.

Answer: a

Correct: *When researchers and subjects know who is in the experimental group and who is in the control group, there is a significant risk of experimenter bias and self-fulfilling prophecy.*

Diff: 2

Type: MC

Page Reference: 13

Topic: Applied

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

98) Who knows which subjects are in the experimental and control groups when the double-blind technique is used?

- a. neither the experimenter nor the subjects

- b. the subjects
- c. both the experimenter and the subjects
- d. the experimenter

Answer: a

Correct: *"Double blind" refers to the fact that neither the subjects nor the researcher know who is getting the treatment and who is getting the placebo in an experiment.*

Diff: 2

Type: MC

Page Reference: 13

Topic: Conceptual

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

99) A researcher conducting a study testing the effects of caffeine on attention is concerned about experimenter bias. The way for her to reduce this problem would be to

- a. use random assignment.
- b. use the double-blind technique.
- c. use a placebo.
- d. bear in mind the potential placebo effect.

Answer: b

Correct: *"Double blind" refers to the fact that neither the subjects nor the researcher know who is getting the treatment and who is getting the placebo in an experiment.*

Diff: 2

Type: MC

Page Reference: 13

Topic: Applied

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

100) Which of the following is **not** a limitation of the experimental method?

- a. It does not identify cause-effect relationships.
- b. It may inhibit the natural behaviour of subjects.
- c. Findings may not be generalized to the real world.
- d. In some cases, it may be unethical.

Answer: a

Correct: *The experimental method does, in fact, determine cause-and-effect relationships.*

Diff: 3

Type: MC

Page Reference: 10

Topic: Factual

Objective: 1.10 Define the characteristics, process, advantages, and disadvantages of experimental research.

101) Deception in experiments has to do with

- a. faking experimental findings in order to be published.
- b. subjects providing false information about themselves.
- c. statistically significant results that are invalid.
- d. misleading subjects in order to conduct a research study.

Answer: d

Correct: *Among other purposes of deception, it is sometimes necessary to guard against placebo effect or other forms of suggestibility.*

Diff: 2

Type: MC

Page Reference: 15

Topic: Factual

Objective: 1.12 Explain why psychologists use psychological tests.

102) What is the purpose of deception in psychological experiments?

- a. Subjects may be more willing to participate if they are misinformed of the risk, discomfort, or inconvenience that they may experience as a participant.
- b. To prevent subjects from quitting a study before it is complete.
- c. To maintain the validity of the results by minimizing behavioural changes in subjects.
- d. To lead subjects to behave as the experimenters intended.

Answer: c

Correct: *Among other purposes of deception, it is sometimes necessary to guard against placebo effect or other forms of suggestibility.*

Diff: 2

Type: MC

Page Reference: 15

Topic: Conceptual

Objective: 1.12 Explain why psychologists use psychological tests.

103) According to the *Canadian Code of Ethics for Psychologists*, it is acceptable to deceive human subjects in an experiment if certain conditions are met. Which of the following is **not** one of those conditions?

- a. The research may yield valuable research and a procedure that does not involve deception is not possible.
- b. Subjects are told the purpose of the experiment and the theory being tested before the procedure.
- c. The subjects are not deceived about risk levels.
- d. Subjects are debriefed as soon as possible after the procedure.

Answer: b

Correct: *This information could bias the results.*

Diff: 2

Type: MC

Page Reference: 15

Topic: Factual

Objective: 1.12 Explain why psychologists use psychological tests.

104) Which of the following was a problem with relying on college and university students to be participants in psychology experiments, as mentioned in the text?

- a. There is problem in generalizing research results from students to the rest of the population.
- b. Students are overly representative of all three socio-economic classes.
- c. They are considered to be over-educated.
- d. They are only volunteers, and their results may differ from those who would participate for money.

Answer: a

Correct: *If research conducted on college and university students is aimed at investigating a topic that might be sensitive to age, socioeconomic status, or educational level, it would not be readily generalized to the population at large. College and university students do not accurately represent a cross-section of the population as a whole.*

Diff: 1

Type: MC

Page Reference: 14

Topic: Conceptual

Objective: 1.12 Explain why psychologists use psychological tests.

105) Historically, which of the following groups has not been properly represented as subjects in psychological research?

- a. Whites
- b. Females
- c. College students
- d. Males

Answer: b

Correct: *Studies to date have used a disproportionate number of males and white people.*

Diff: 2

Type: MC

Page Reference: 14

Topic: Factual

Objective: 1.12 Explain why psychologists use psychological tests.

106) According to the text, which of the following statements is **not** true of the subjects in psychological research over the last 30 years?

- a. There have been more college students than older subjects.
- b. There have been more whites than blacks.
- c. There have been more males than females.
- d. There have been more older subjects than college students.

Answer: d

Correct: *Studies to date have used a disproportionate number of males, white people, and college students (i.e., relatively young subjects).*

Diff: 2

Type: MC

Page Reference: 14

Topic: Factual

Objective: 1.12 Explain why psychologists use psychological tests.

107) Which of the following has **not** been identified as a source of bias in psychological research, according to the text?

- a. age
- b. gender
- c. religion
- d. ethnicity

Answer: c

Correct: *No known bias has been evidenced in psychological research in the last several decades toward any religious group.*

Diff: 2

Type: MC

Page Reference: 14

Topic: Factual

Objective: 1.12 Explain why psychologists use psychological tests.

108) Psychologists are required to debrief (inform) subjects thoroughly after a research study when the study

- a. violates subjects' rights to privacy.
- b. exposes subjects to unreasonable risk or harm.
- c. deceives subjects about the true purpose of the research.
- d. wastes taxpayers' money on trivial questions.

Answer: c

Correct: *Debriefing is one of the conditions that must be met if deception of the subjects is required in order to conduct research successfully.*

Diff: 2

Type: MC

Page Reference: 15

Topic: Factual

Objective: 1.12 Explain why psychologists use psychological tests.

109) Which of the following situations would be offered as a justification for the use of animals in research?

- a. Because communication is limited, animals are not subject to researcher biases.
- b. Sometimes the course of even well-documented diseases need to be observed.

- c. Psychology students need practice dissecting the brain and implanting electrodes.
- d. In order to test the effects of brain damage on particular skills, animals offer a means of controlling the types of damage.

Answer: d

Correct: *Animals can be more readily controlled by the experimenter than humans, which leads to greater reliability of the test measures.*

Diff: 2

Type: MC

Page Reference: 15

Topic: Factual

Objective: 1.12 Explain why psychologists use psychological tests.

110) Which of the following is an example of test reliability?

- a. A participant's performance on the test will be the same from one time to another.
- b. The ability of the experimenter to know for sure that the subject has answered reliably.
- c. The test really measures what it says it does.
- d. A participant performs better each time they take the test.

Answer: a

Correct: *A reliable test yields virtually the same results from the same subject on repeated administrations of the same test or a version of it.*

Diff: 2

Type: MC

Page Reference: 14

Topic: Conceptual

Objective: 1.13 Compare and contrast reliability and validity, and explain how these two issues relate to psychological tests.

111) Which of the following is an example of validity?

- a. A test designed to measure academic skill does just that, and does so accurately.
- b. Tests for creativity can also be used to measure latent personality flaws.
- c. A test is designed for one purpose and then used for another entirely different purpose.
- d. A participant's performance on the test does not change over time.

Answer: a

Correct: *Validity is seen in tests that truly assess what they are reported to assess.*

Diff: 2

Type: MC

Page Reference: 14

Topic: Conceptual

Objective: 1.13 Compare and contrast reliability and validity, and explain how these two issues relate to psychological tests.

112) Jason, a champion marksman, has discovered that the sight on his best competition rifle does not hit the target where he aims it, but that it does always miss by the same distance and in the same direction. Variation in his sight best illustrates

- a. correlation.
- b. random sampling.
- c. validity.
- d. reliability.

Answer: d

Correct: *Reliability refers to obtaining consistent results repeatedly over time, using the same measure on the same subjects. This describes Jason's experience.*

Diff: 3

Type: MC

Page Reference: 14

Topic: Applied

Objective: 1.13 Compare and contrast reliability and validity, and explain how these two issues relate to psychological tests.

113) What type of test will yield nearly the same score, time after time, if the same person is tested and then retested?

- a. a valid test
- b. the double-blind technique
- c. the experimental method
- d. a reliable test

Answer: d

Correct: *"Reliability" refers to the consistency of a test.*

Diff: 1

Type: MC

Page Reference: 14

Topic: Factual

Objective: 1.13 Compare and contrast reliability and validity, and explain how these two issues relate to psychological tests.

114) Psychology emerged as an independent field of study in the

- a. late 1800s.
- b. late 1700s.
- c. early 1700s.
- d. early 1800s.

Answer: a

Correct: *Wilhelm Wundt established the first laboratory for psychological study in 1879.*

Diff: 2

Type: MC

Page Reference: 16

Topic: Factual

Objective: 1.14-1 Define the early schools of psychology: structuralism.

115) The “father” of psychology and the founder of the first psychological laboratory was

- a. John B. Watson.
- b. Wilhelm Wundt.
- c. William James.
- d. B.F. Skinner.

Answer: b

Correct: *Wilhelm Wundt established the first laboratory for psychological study in 1879.*

Diff: 1

Type: MC

Page Reference: 16

Topic: Factual

Objective: 1.14-1 Define the early schools of psychology: structuralism.

116) Wilhelm Wundt’s research focused on

- a. the basic elements of consciousness.
- b. the useful functions of the mind.
- c. the stream of consciousness.

d. observable behaviours.

Answer: a

Correct: *Wundt examined the perception of various stimuli, as he was investigating the foundations of consciousness.*

Diff: 2

Type: MC

Page Reference: 16

Topic: Factual

Objective: 1.14-1 Define the early schools of psychology: structuralism.

117) What was the primary technique that the structuralists used to study consciousness?

- a. rat mazes
- b. reinforcement of responses
- c. free association
- d. introspection

Answer: d

Correct: *Titchener was the pioneer of structuralism, which used introspection by its subjects to collect the data on which he based his school of thought.*

Diff: 1

Type: MC

Page Reference: 16

Topic: Factual

Objective: 1.14-1 Define the early schools of psychology: structuralism

118) The major emphasis of structuralism was the

- a. function of conscious mental experience.
- b. perception of whole units or patterns.
- c. analysis of the basic elements of conscious mental experience.
- d. scientific study of behaviour.

Answer: c

Correct: *Titchener was the pioneer of structuralism, which used introspection by its subjects to collect the data on which he based his school of thought.*

Diff: 2

Type: MC

Page Reference: 16

Topic: Factual

Objective: 1.14-1 Define the early schools of psychology: structuralism.

119) Structuralism is to the structure of mental processes as functionalism is to the

- a. meaning of mental processes.
- b. function of mental processes.
- c. origin of mental processes.
- d. observation of mental processes.

Answer: b

Correct: *Structuralism examined the basic structures of consciousness, while functionalism addressed mental processes and their functions.*

Diff: 2

Type: MC

Page Reference: 16-17

Topic: Conceptual

Objective: 1.14-1, 2 Define the early schools of psychology: structuralism, functionalism.

120) The subject matter of the early schools of psychology called structuralism and functionalism was

- a. overt behaviour.
- b. animal behaviour.
- c. conscious mental experience.
- d. abnormal behaviour.

Answer: c

Correct: *The structuralists and fundamentalists examined conscious thought and other mental processes.*

Diff: 1

Type: MC

Page Reference: 16-17

Topic: Factual

Objective: 1.14-1, 2 Define the early schools of psychology: structuralism, functionalism.

121) Of the following, which statement would most likely be endorsed by a functionalist?

- a. People are capable of making conscious, rational choices that can lead to growth and psychological health.
- b. Because mental events cannot be observed, psychology should restrict its focus to behaviour.
- c. The best way to study conscious experience is to analyze its component parts.
- d. We should examine how the mind helps us adapt to a complex and changing world.

Answer: d

Correct: *The focus of functionalists was the application of mental processes to daily functioning.*

Diff: 3

Type: MC

Page Reference: 17

Topic: Conceptual

Objective: 1.14-2 Define the early schools of psychology: functionalism.

122) Which of the following statements best reflects the views of functionalism?

- a. Conscious mental experience can be analyzed into its component parts.
- b. Conscious mental experience helps us adapt and survive in the world.
- c. Psychology should focus solely on observable, measurable activities.
- d. Humans don't only react to events; they seek information.

Answer: b

Correct: *The focus of functionalists was the application of mental processes to daily functioning.*

Diff: 2

Type: MC

Page Reference: 17

Topic: Conceptual

Objective: 1.14-2 Define the early schools of psychology: functionalism.

123) The major emphasis of functionalism was

- a. the unconscious.
- b. the function of conscious mental experience.
- c. the perception of whole units or patterns.

d. the analysis of the basic elements of conscious mental experience.

Answer: b

Correct: *The focus of functionalists was the application of mental processes to daily functioning.*

Diff: 1

Type: MC

Page Reference: 17

Topic: Factual

Objective: 1.14-2 Define the early schools of psychology: functionalism.

124) Titchener is to _____ as James is to _____.

- a. Gestalt; humanism
- b. basic research; applied research
- c. structuralism; functionalism
- d. behaviourism; psychoanalysis

Answer: c

Correct: *Titchener was the founder of structuralism, while James was a strong proponent of functionalism.*

Diff: 2

Type: MC

Page Reference: 16-17

Topic: Factual

Objective: 1.14-1, 2 Define the early schools of psychology: structuralism, functionalism.

125) Which of the following is a true statement about the Gestalt school of psychology led by Max Wertheimer?

- a. It was an offshoot of the school of functionalism.
- b. It proposed that we can best understand conscious experience through introspection.
- c. It focused on repressed subconscious influences on behaviour and personality development.
- d. It suggested that the whole of perception was more than the sum of its parts.

Answer: d

Correct: *Gestalt psychology emphasised that individuals perceive objects and patterns as whole units, and that the whole thus perceived is more than just the sum of its parts.*

Diff: 2

Type: MC

Page Reference: 17

Topic: Factual

Objective: 1.14-3 Define the early schools of psychology: Gestalt.

126) Structuralism focused on the study of _____; behaviourism focused on the study of _____.

- a. observable behaviour; mental processes
- b. unconscious thought; conscious thought
- c. unconscious thought; observable behaviour
- d. conscious mental experience; observable behaviour

Answer: d

Correct: *Structuralism examined conscious mental processes, while behaviourism examined behaviours that were observable and measurable.*

Diff: 2

Type: MC

Page Reference: 16, 18

Topic: Factual

Objective: 1.14-1, 4 Define the early schools of psychology: structuralism, behaviourism.

127) The major emphasis of behaviourism is

- a. the scientific study of perception.
- b. the scientific study of the unconscious.
- c. the scientific study of mental processes.
- d. the scientific study of behaviour.

Answer: d

Correct: *Behaviourists were interested almost exclusively with the realm of observable behaviours.*

Diff: 1

Type: MC

Page Reference: 18

Topic: Factual

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

128) The major figures associated with behaviourism are

- a. Wundt and Titchener.
- b. Wertheimer and Koffka.
- c. Watson and Skinner.
- d. Maslow and Rogers.

Answer: c

Correct: *Two pioneers in the realm of behaviourism were John Watson and B. F. Skinner.*

Diff: 1

Type: MC

Page Reference: 18

Topic: Factual

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

129) Which of the following would a behaviourist **not** consider an appropriate subject for psychological study?

- a. learning
- b. academic achievement
- c. reinforcement
- d. feelings

Answer: d

Correct: *Because feelings are not consistently observable and are manifested differently from individual to individual, they were not considered an appropriate topic for psychological study by behaviourists.*

Diff: 1

Type: MC

Page Reference: 18

Topic: Conceptual

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

130) Which of the following statements would most likely be endorsed by John Watson?

- a. The best way to study conscious experience is to analyze its component parts.
- b. We should examine how the mind helps us adapt to a complex and changing world.

- c. People are capable of making conscious, rational choices, which can lead to growth and psychological health.
- d. Because mental events cannot be observed, psychology should restrict its focus to observable, measurable behaviour.

Answer: d

Correct: *Mental processes are not consistently observable and are manifested differently from individual to individual. As a result, Watson, like other behaviourists, believed such topics were not appropriate for psychological study.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Conceptual

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

131) Which of the following individuals would not study consciousness but would study behaviour that is directly observable?

- a. Sigmund Freud
- b. William James
- c. John B. Watson
- d. Wilhelm Wundt

Answer: c

Correct: *Watson is the only behaviourist among these options; observable behaviour was the focus of study of the behaviourists.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Conceptual

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

132) You are taking a psychology course from a noted psychologist in the early twentieth century. He states that psychology must be built only on overt behaviours because only the observable can be measured scientifically. Your professor is most likely

- a. Sigmund Freud.
- b. John B. Watson.
- c. Wilhelm Wundt.

d. William James.

Answer: b

Correct: *Watson and other behaviourists contended that psychology should be based on the scientific research of observable, measurable behaviours.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Conceptual

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

133) John B. Watson's research focused on

- a. the basic elements of consciousness.
- b. observable behaviours.
- c. the useful functions of the mind.
- d. the stream of consciousness.

Answer: b

Correct: *As a behaviourist, Watson was only interested in observable behaviours.*

Diff: 1

Type: MC

Page Reference: 18

Topic: Factual

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

134) Which name is associated with psychoanalysis?

- a. William James
- b. B.F. Skinner
- c. Sigmund Freud
- d. Carl Rogers

Answer: c

Correct: *Freud is considered the father of psychoanalysis.*

Diff: 1

Type: MC

Page Reference: 18

Topic: Factual

Objective: 1.14-5 Define the early schools of psychology: psychoanalysis.

135) The major emphasis of psychoanalysis is

- a. the uniqueness of human beings and their capacity for conscious choice and growth.
- b. the scientific study of behaviour.
- c. the perception of whole units or patterns.
- d. the unconscious.

Answer: d

Correct: *Freud's theory of psychoanalysis proposed that all behaviour and mental processes have their root in the unconscious.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Factual

Objective: 1.14-5 Define the early schools of psychology: psychoanalysis.

136) Which of the following statements would most likely be endorsed by Sigmund Freud?

- a. People are capable of making conscious, rational choices, which can lead to growth and psychological health.
- b. Because the mind is both useful and used, we should examine how it helps us adapt to a complex and changing world.
- c. Human behaviour is primarily determined by unconscious mental forces and conflicts.
- d. Because mental events cannot be observed, psychology should restrict its focus to observable, measurable behaviour.

Answer: c

Correct: *Freud's theory of psychoanalysis proposed that all behaviour and mental processes have their root in the unconscious.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Conceptual

Objective: 1.14-5 Define the early schools of psychology: psychoanalysis.

137) Sigmund Freud is to psychoanalysis as _____ is to behaviourism.

- a. John B. Watson
- b. William James
- c. Wilhelm Wundt
- d. Edward Titchener

Answer: a

Correct: *Watson was the pioneer of behaviourism, as Freud was the founder of psychoanalysis.*

Diff: 1

Type: MC

Page Reference: 18

Topic: Factual

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

138) Behaviourism is to _____ as psychoanalysis is to _____.

- a. limited; unlimited
- b. observable behaviour; unconscious mental forces
- c. animals; humans
- d. correlational method; experimental method

Answer: b

Correct: *The main focus of behaviourism is observable behaviour, while the main focus of psychoanalysis is unconscious mental forces.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Conceptual

Objective: 1.14-4, 5 Define the early schools of psychology: behaviourism, psychoanalysis.

139) The major emphasis of Gestalt psychology is the

- a. perception of whole units or patterns.
- b. function of conscious mental experience.
- c. scientific study of behaviour.
- d. analysis of the basic elements of conscious mental experience.

Answer: a

Correct: *Gestalt psychology examined how the mind organizes pieces of information to create whole units.*

Diff: 1

Type: MC

Page Reference: 17

Topic: Factual

Objective: 1.14-3 Define the early schools of psychology: Gestalt.

140) Structuralism is to basic elements as Gestalt psychology is to

- a. functional elements.
- b. unconscious elements.
- c. whole units.
- d. processing units.

Answer: c

Correct: *Structuralism examined psychology from the perspective of basic mental processes, while Gestalt psychology's main focus was the process of perceiving the whole.*

Diff: 2

Type: MC

Page Reference: 16, 17

Topic: Conceptual

Objective: 1.14-1, 3 Define the early schools of psychology: structuralism, Gestalt.

141) The German word *Gestalt* roughly means

- a. belief, thought, or attitude.
- b. whole, form, or pattern.
- c. emotion or feeling.
- d. capacity, ability, or skill.

Answer: b

Correct: *Gestalt refers to "whole, form, or pattern."*

Diff: 1

Type: MC

Page Reference: 17

Topic: Factual

Objective: 1.14-3 Define the early schools of psychology: Gestalt.

142) For the Gestaltists, the phi phenomenon proved

- a. the only significant aspect of humans worth studying was their behaviour.
- b. the law of effect.
- c. that perceptions do not all arise from independent sensations.
- d. that structuralism was correct about perceptions.

Answer: c

Correct: *The Gestaltists believed that we do not always perceive disparate pieces of information as independent of each other. Often separate units come together and we perceive something greater than the sum of these units.*

Diff: 3

Type: MC

Page Reference: 18

Topic: Conceptual

Objective: 1.14-3 Define the early schools of psychology: Gestalt.

143) The major emphasis of humanistic psychology is

- a. the scientific study of behaviour.
- b. the uniqueness of human beings and their capacity for conscious choice and growth.
- c. the function of conscious mental experience.
- d. the perception of whole units or patterns.

Answer: b

Correct: *The humanists believed that our propensity as humans is toward goodness and positive change through conscious choice.*

Diff: 1

Type: MC

Page Reference: 18

Topic: Factual

Objective: 1.14-6 Define the early schools of psychology: humanistic psychology.

144) Which of the following statements would most likely be endorsed by a humanistic psychologist?

- a. Because mental events cannot be observed, psychology should restrict its focus to observable, measurable behaviour.
- b. We should examine how the mind helps us adapt to a complex and changing world.
- c. People are capable of making conscious, rational choices, which can lead to growth and psychological health.
- d. Human behaviour is primarily determined by unconscious mental forces and conflicts.

Answer: c

Correct: *The humanists believed that our propensity as humans is toward goodness and positive change through conscious choice.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Conceptual

Objective: 1.14-6 Define the early schools of psychology: humanistic psychology.

145) The major figures associated with humanistic psychology are

- a. Wundt and Titchener.
- b. Watson and Skinner.
- c. Wertheimer and Koffka.
- d. Maslow and Rogers.

Answer: d

Correct: *The two major forces in the field of humanistic psychology were Carl Rogers and Abraham Maslow.*

Diff: 1

Type: MC

Page Reference: 19

Topic: Factual

Objective: 1.14-6 Define the early schools of psychology: humanistic psychology.

146) Carl Rogers emphasized the importance of

- a. observable human behaviour.
- b. the unconscious mind and the sexual development of humans.
- c. seeing people as innately good and having free will.
- d. the role of modelling in shaping behaviour.

Answer: c

Correct: *Carl Rogers, a pioneer in humanistic psychology, believed that our propensity as humans is toward goodness and positive change through conscious choice.*

Diff: 3

Type: MC

Page Reference: 19

Topic: Conceptual

Objective: 1.14-6 Define the early schools of psychology: humanistic psychology.

147) Which current perspective places the most emphasis on unconscious processes?

- a. biological
- b. humanistic
- c. psychoanalytic
- d. cognitive

Answer: c

Correct: *Freud's theory of psychoanalysis proposed that all behaviour and mental processes have their root in the unconscious.*

Diff: 1

Type: MC

Page Reference: 18

Topic: Factual

Objective: 1.14-5 Define the early schools of psychology: psychoanalysis.

148) The major emphasis of the psychoanalytic perspective in determining behaviour and thought is the role of

- a. learning and environmental factors.
- b. mental processes.
- c. biological processes and heredity.
- d. the unconscious and early childhood experiences.

Answer: d

Correct: *Freud's theory of psychoanalysis proposed that all behaviour and mental processes have their root in the unconscious.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Factual

Objective: 1.14-5 Define the early schools of psychology: psychoanalysis.

149) Dr. Morse tries to uncover unconscious motives that could account for his patient's self-defeating behaviour and to trace the problem back to early childhood experiences.

Dr. Morse employs the

- a. psychoanalytic perspective.
- b. behavioural perspective.
- c. cognitive perspective.
- d. biological perspective.

Answer: a

Correct: *The theory of psychoanalysis proposed that all behaviour and mental processes have their root in the unconscious and can be connected to early experiences in childhood.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Applied

Objective: 1.14-5 Define the early schools of psychology: psychoanalysis.

150) Lauri believes that her boyfriend is afraid of making commitments because of an unconscious hatred for his mother. Her belief is closest to which psychological perspective?

- a. cognitive
- b. behavioural
- c. humanistic
- d. psychoanalytic

Answer: d

Correct: *The theory of psychoanalysis proposed that all behaviour and mental processes have their roots in the unconscious, and can be traced back to experiences in early childhood.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Applied

Objective: 1.14-5 Define the early schools of psychology: psychoanalysis.

151) The major emphasis of the behavioural perspective in understanding behaviour is the role of

- a. learning and environmental factors.
- b. mental processes.
- c. the unconscious and early childhood experiences.
- d. biological processes and heredity.

Answer: a

Correct: *The behaviourists contended that influences from the environment have caused us to learn and adopt patterns of behaviour.*

Diff: 2

Type: MC

Page Reference: 18

Topic: Factual

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

152) What perspective emphasizes the role of mental processes, such as perception, thinking, and memory, in understanding behaviour?

- a. cognitive
- b. humanistic
- c. behavioural
- d. psychoanalytic

Answer: a

Correct: *Cognitive psychologists believe that we determine the course of many of our actions based on our thoughts and memories of events in our past, as well as our perceptions about the outcomes of the choices we make.*

Diff: 2

Type: MC

Page Reference: 19

Topic: Factual

Objective: 1.14-7 Define the early schools of psychology: cognitive psychology.

153) The cognitive perspective emphasizes the role of _____ that underlie behaviour.

- a. choices that lead to growth and self actualization
- b. biological processes and heredity
- c. mental processes
- d. the unconscious and early childhood experiences

Answer: c

Correct: *Cognitive psychologists believe that we determine the course of many of our actions based on our thoughts and memories of events in our past, as well as our perceptions about the outcomes of the choices we make.*

Diff: 2

Type: MC

Page Reference: 19

Topic: Factual

Objective: 1.14-7 Define the early schools of psychology: cognitive psychology.

154) Professor Jenkins insists that we must know more than what precedes a response and what follows it in order to understand behaviour. She believes that we must try to understand the mental processes that underlie behaviour. She emphasizes the

- a. biological perspective.
- b. behavioural perspective.
- c. cognitive perspective.
- d. psychoanalytic perspective.

Answer: c

Correct: *Cognitive psychologists believe that we determine the course of many of our actions based on our thoughts and memories of events in our past, as well as our perceptions about the outcomes of the choices we make.*

Diff: 3

Type: MC

Page Reference: 19

Topic: Applied

Objective: 1.14-7 Define the early schools of psychology: cognitive psychology.

155) Which perspective emphasizes the importance of an individual's subjective experience as a key to understanding behaviour?

- a. humanistic
- b. cognitive

- c. behavioural
- d. psychoanalytic

Answer: a

Correct: *Humanistic psychology suggests that our propensity as humans is toward goodness and positive change through conscious choice, based on our own unique experiences.*

Diff: 3

Type: MC

Page Reference: 18-19

Topic: Conceptual

Objective: 1.14-6 Define the early schools of psychology: humanistic psychology.

156) The belief that each individual is unique and has the capacity for choice, growth, and psychological health is characteristic of which psychological perspective?

- a. humanistic
- b. biological
- c. cognitive
- d. behavioural

Answer: a

Correct: *Humanistic psychology suggests that our propensity as humans is toward goodness and positive change through conscious choice, based on our own unique experiences.*

Diff: 2

Type: MC

Page Reference: 18-19

Topic: Conceptual

Objective: 1.14-6 Define the early schools of psychology: humanistic psychology.

157) Martin rejects the idea that people lack a free will but believes that people are capable of making rational, conscious choices and determining what they will become. Martin strongly endorses the

- a. behavioural perspective.
- b. psychoanalytic perspective.
- c. cognitive perspective.
- d. humanistic perspective.

Answer: d

Correct: *Humanistic psychology suggests that our propensity as humans is toward goodness and positive change through conscious choice, based on our own unique experiences.*

Diff: 3

Type: MC

Page Reference: 18-19

Topic: Conceptual

Objective: 1.14-6 Define the early schools of psychology: humanistic psychology.

158) The major emphasis of the biological perspective in understanding behaviour is the role of

- a. the unconscious and early childhood experiences.
- b. mental processes.
- c. biological processes and heredity.
- d. learning and environmental factors.

Answer: c

Correct: *Those endorsing the biological perspective in psychology believe that genes and heredity, as well as other biological processes, are the driving forces behind human behaviour and thought.*

Diff: 2

Type: MC

Page Reference: 20-21

Topic: Factual

Objective: 1.15 Describe the newer perspectives in modern psychology.

159) Professor Jones explains serious mental disorders in terms of chemical imbalances in the brain. She favours the

- a. biological perspective.
- b. psychoanalytic perspective.
- c. cognitive perspective.
- d. behavioural perspective.

Answer: a

Correct: *Those endorsing the biological perspective in psychology believe that genes and heredity, as well as other biological processes, are the driving forces behind human behaviour and thought.*

Diff: 2

Type: MC

Page Reference: 20-21

Topic: Applied

Objective: 1.15 Describe the newer perspectives in modern psychology.

160) Those psychologists exploring the evolutionary perspective believe all of the following, *except* that

- a. our inherited tendencies influence a wide range of behaviour.
- b. our inherited tendencies are now fixed.
- c. how we select a mate is partially influenced by genes.
- d. humans have adapted behaviours required for survival.

Answer: b

Correct: *Pioneers of the evolutionary perspective state that evolution and adaptation techniques for survival are at the root of much of human behaviour, and these are subject to change as evolutionary processes continue.*

Diff: 2

Type: MC

Page Reference: 21

Topic: Conceptual

Objective: 1.15 Describe the newer perspectives in modern psychology.

161) Kenneth Gergen et al. assert that we are in desperate need of

- a. more research concerning the unconscious mind.
- b. culturally sensitive research about people's behaviour in such areas as birth control and child abuse.
- c. a clearer understanding of the cognitive processes.
- d. biological studies of human behaviour.

Answer: b

Correct: *Gergen, among others, believes that we must pay more attention to sociocultural influences in our research on human functioning.*

Diff: 3

Type: MC

Page Reference: 21

Topic: Factual

Objective: 1.15 Describe the newer perspectives in modern psychology.

162) The biological perspective suggests that

- a. much of human behaviour can be explained by biological processes.
- b. there are no areas of human behaviour that we do not understand.
- c. all human behaviour is rooted in unconscious causes.
- d. all behaviour is learned from our biological parents.

Answer: a

Correct: *Those endorsing the biological perspective in psychology believe that genes and heredity, as well as other biological processes, are the driving forces behind human behaviour and thought.*

Diff: 1

Type: MC

Page Reference: 20-21

Topic: Factual

Objective: 1.15 Describe the newer perspectives in modern psychology.

163) The perspective that is defined as focusing upon how humans adapt to various environmental pressures is known as

- a. the biological perspective.
- b. the psychoanalytic perspective
- c. the humanistic perspective.
- d. the evolutionary perspective.

Answer: d

Correct: *Pioneers of the evolutionary perspective state that evolution and adaptation techniques for survival are at the root of much of human behaviour and these are subject to change as evolutionary processes continue.*

Diff: 1

Type: MC

Page Reference: 21

Topic: Conceptual

Objective: 1.15 Describe the newer perspectives in modern psychology.

164) Which of the following perspectives has the greatest interest in the influence of culture on human behaviour?

- a. the evolutionary perspective
- b. the psychoanalytic perspective
- c. the behavioural perspective
- d. the sociocultural perspective

Answer: d

Correct: *Gergen, among others, believes that we must pay more attention to sociocultural influences in our research on human functioning.*

Diff: 1

Type: MC

Page Reference: 21

Topic: Conceptual

Objective: 1.15 Describe the newer perspectives in modern psychology.

165) A perspective that emphasizes biological processes and heredity as the keys to understanding is the _____.

- a. biological perspective
- b. evolutionary perspective
- c. sociocultural perspective
- d. humanistic perspective

Answer: a

Correct: *The biological perspective emphasizes biological processes and heredity as the key to understanding behaviour.*

Diff: 1

Type: MC

Page Reference: 20-21

Topic: Factual

Objective: 1.15 Describe the newer perspectives in modern psychology.

166) A perspective that focuses on how humans have adapted behaviours required for survival against various environmental pressures over the long course of evolution is the _____.

- a. biological perspective

- b. evolutionary perspective
- c. sociocultural perspective
- d. humanistic perspective

Answer: b

Correct: *The evolutionary perspective focuses on how humans have evolved and adapted behaviours.*

Diff: 2

Type: MC

Page Reference: 21

Topic: Factual

Objective: 1.15 Describe the newer perspectives in modern psychology.

167) A perspective that stresses the importance of understanding our influences when interpreting the behaviours of others is the _____.

- a. biological perspective
- b. evolutionary perspective
- c. sociocultural perspective
- d. humanistic perspective

Answer: c

Correct: *The sociocultural perspective emphasizes social and cultural influences on human behaviour.*

Diff: 2

Type: MC

Page Reference: 21

Topic: Factual

Objective: 1.15 Describe the newer perspectives in modern psychology.

168) Which of the following best describes the current state of psychology?

- a. The evolutionary perspective dominates the field.
- b. The psychoanalytic perspective dominates the field.
- c. The combination of biological and cognitive perspectives dominates the field.
- d. Most psychologists no longer limit themselves to one perspective or approach.

Answer: d

Correct: *Psychologists tend to focus on problems or issues drawing on one or more perspectives depending on what theory or theories have the most evidence to support them.*

Diff: 1

Type: MC

Page Reference: 20

Topic: Conceptual

Objective: 1.16 Compare and contrast the newer perspectives in modern psychology.

169) Which of the following perspectives has the greatest interest in the influence of culture on human behaviour?

- a. The evolutionary perspective.
- b. The psychoanalytic perspective.
- c. The behavioural perspective.
- d. The sociocultural perspective.

Answer: d

Correct: *Gergen, among others, believes that we must pay more attention to sociocultural influences in our research on human functioning.*

Diff: 1

Type: MC

Page Reference: 21

Topic: Conceptual

Objective: 1.16 Compare and contrast the newer perspectives in modern psychology.

170) The highest percentage of psychologists work in

- a. colleges and universities.
- b. schools.
- c. hospitals and clinics.
- d. private practice.

Answer: a

Correct: *Of all the environments in which psychologists are employed, the greatest number are found in colleges and universities.*

Diff: 1

Type: MC

Page Reference: 2

Topic: Factual

Objective: 1.17 Identify the various fields of work available to psychologists.

171) Most subfields of psychology fall under the broader category of

- a. applied psychology.
- b. school psychology.
- c. health psychology.
- d. private practice.

Answer: a

Correct: *Most psychologists work in a setting where psychology is applied.*

Diff: 1

Type: MC

Page Reference: 22

Topic: Factual

Objective: 1.17 Identify the various fields of work available to psychologists.

172) The textbook defines psychology as the field that focuses on behaviour.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 4

Topic: Factual

Objective: 1.1 Define psychology.

173) The textbook identifies influencing behaviour as one of psychology's four main goals.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 5

Topic: Factual

Objective: 1.2 Identify and explain psychology's four primary goals.

174) A theory is a general principle or set of principles that explains how a number of separate facts are related to one another.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 5

Topic: Factual

Objective: 1.3 Explain what a theory is.

175) A good theory must be testable in a way that it could be proved wrong.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 5

Topic: Factual

Objective: 1.3 Explain what a theory is.

176) Basic research is designed to solve practical problems.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 5

Topic: Factual

Objective: 1.4 Compare and contrast basic and applied research.

177) Researchers using naturalistic observation attempt to control the behaviour being observed.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 6

Topic: Conceptual

Objective: 1.5 Identify the several types of descriptive research methods.

178) Laboratory observation is a form of naturalistic observation.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 2

Type: TF

Page Reference: 6

Topic: Factual

Objective: 1.6 Compare and contrast naturalistic and laboratory observations, including their advantages and limitations.

179) The most accurate surveys are those with the largest number of respondents.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 2

Type: TF

Page Reference: 7

Topic: Applied

Objective: 1.7 Compare case studies and survey research, including their advantages and shortcomings.

180) A case study is an in-depth study of one or a few participants, consisting of information gathered through observation, interviews, and psychological testing.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 7

Topic: Factual

Objective: 1.7 Compare case studies and survey research, including their advantages and shortcomings.

181) Even if the sample for a survey is relatively large, it should still be representative.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 7

Topic: Applied

Objective: 1.7 Compare case studies and survey research, including their advantages and shortcomings.

182) The correlational method is preferred for examining how one variable causes another variable.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 2

Type: TF

Page Reference: 8

Topic: Applied

Objective: 1.8 Explain why researchers use correlational studies.

183) A correlation coefficient **cannot** determine which, if any, variable causes another variable.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 8

Topic: Conceptual

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

184) Psychological tests are sometimes used in experiments or correlation studies.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 8

Topic: Applied

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

185) The numerical value indicating the degree and direction of the relationship between two variables is the correlation coefficient.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 8-9

Topic: Factual

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

186) A correlation coefficient of $-.97$ suggests a very weak relationship between the two variables under study.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 8-9

Topic: Conceptual

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

187) The experimental method is the only research method that can be used to identify cause-effect relationships between variables.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 10

Topic: Conceptual

Objective: 1.10 Define the characteristics, process, advantages, and disadvantages of experimental research.

188) A researcher does not typically expect the control group to show the same levels of the dependent variable as the experimental group.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 3

Type: TF

Page Reference: 10-11

Topic: Applied

Objective: 1.11-3 Define the following terms and explain their relationship to experimental research: experimental and control groups.

189) The results of an experiment can be influenced by the expectations of either the subjects or the researcher.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 13

Topic: Conceptual

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

190) Selection bias occurs when participants are assigned to groups in such a way that systematic differences among the groups are present at the beginning of the experiment.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 11

Topic: Factual

Objective: 1.11-4 Define the following terms and explain their relationship to experimental research: selection bias.

191) An inert substance, such as a sugar pill, is given to the control group in an experiment as a control for the placebo effect.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 3

Type: TF

Page Reference: 12-13

Topic: Factual

Objective: 1.11-6 Define the following terms and explain their relationship to experimental research: the placebo effect.

192) Most psychologists are in favour of discontinuing animal research.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: a

Diff: 1

Type: TF

Page Reference: 15

Topic: Conceptual

Objective: 1.12 Explain why psychologists use psychological tests.

193) Animals are often used in research because they are simpler than human beings and are usually easier to control.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 16

Topic: Applied

Objective: 1.12 Explain why psychologists use psychological tests.

194) According to research reported in the text, gender bias in the sampling and selection of research subjects has decreased over the past few decades.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 14

Topic: Factual

Objective: 1.12 Explain why psychologists use psychological tests.

195) Investigators use animals in psychological research to learn more about humans.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 16

Topic: Factual

Objective: 1.12 Explain why psychologists use psychological tests.

196) The Canadian Psychological Association has guidelines for ethical treatment of human subjects but not for animal subjects.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 14-15

Topic: Factual

Objective: 1.12 Explain why psychologists use psychological tests.

197) In order to be accurate and useful, psychological tests must be either reliable or valid.

a. True

Incorrect: *Incorrect; they must be both.*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 14

Topic: Conceptual

Objective: 1.12 Explain why psychologists use psychological tests.

198) In order to remain reliable and valid, tests cannot be used in conjunction with any other research technique.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 2

Type: TF

Page Reference: 14

Topic: Conceptual

Objective: 1.13 Compare and contrast reliability and validity, and explain how these two issues relate to psychological tests.

199) Validity is the test's ability to measure what it is intended to measure.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 14

Topic: Factual

Objective: 1.13 Compare and contrast reliability and validity, and explain how these two issues relate to psychological tests.

200) Deception is justified in human research as long as the subjects never know that they have been deceived, because knowing about the deception may cause irreversible harm.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 15

Topic: Conceptual

Objective: 1.13 Compare and contrast reliability and validity, and explain how these two issues relate to psychological tests.

201) The textbook describes Skinner's behaviourism as a "blind alley."

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 18

Topic: Factual

Objective: 1.14-1 Define the early schools of psychology: structuralism.

202) The school of thought in psychology known as structuralism was aimed at analyzing the basic elements of conscious mental experience.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 16

Topic: Factual

Objective: 1.14-1 Define the following early schools of psychology: structuralism.

203) The school of thought in psychology known as functionalism was aimed at analyzing the basic elements of conscious mental experience.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 17

Topic: Factual

Objective: 1.14-2 Define the following early schools of psychology: functionalism.

204) Because behaviourism was focused on observable and measurable behaviour, those who embraced the approach did not accept the introspective methods of the other schools.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 2

Type: TF

Page Reference: 18

Topic: Factual

Objective: 1.14-4 Define the following early schools of psychology: behaviourism.

205) B. F. Skinner was the founding father of behaviourism.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 2

Type: TF

Page Reference: 18

Topic: Factual

Objective: 1.14-4 Define the following early schools of psychology: behaviourism.

206) Followers of psychoanalysis consider human behaviour to be unique due to the human capacity for choice, growth, and psychological health.

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 18

Topic: Factual

Objective: 1.14-5 Define the following early schools of psychology: psychoanalysis.

207) Another name for psychoanalysis is “neuroscience.”

a. True

Incorrect: *Incorrect*

b. False

Correct: *Correct*

Answer: b

Diff: 1

Type: TF

Page Reference: 18

Topic: Factual

Objective: 1.14-5 Define the following early schools of psychology: psychoanalysis.

208) Psychological research on mate selection, mate retention, etc. would most likely be conducted by an evolutionary psychologists.

a. True

Correct: *Correct*

b. False

Incorrect: *Incorrect*

Answer: a

Diff: 1

Type: TF

Page Reference: 21

Topic: Applied

Objective: 1.15 Describe the newer perspectives in modern psychology.

209) How does psychology use description, explanation, prediction, and influence?

Answer:

GUIDELINES: Description, explanation, prediction, and influence are the four goals of psychology. Description is the first step in understanding a behaviour or mental process. Explanation requires an understanding of the conditions under which a given behaviour or mental process occurs. Prediction is met when researchers can specify the conditions under which behaviour is likely to occur. Influence is accomplished when researchers know how to apply a principle or change a condition to prevent unwanted occurrence.

Diff: 2

Type: ES

Page Reference: 5

Objective: 1.2 Identify and explain psychology's four primary goals.

210) Explain what a theory is in scientific research and what its functions are.

Answer:

GUIDELINES: A theory is a general principle or set of principles that explains how a number of separate facts are related to one another. In other words, a theory is an attempt to explain why something happens. A good theory organizes known results in a field and guides new research questions that are designed to refine and expand existing theory.

Diff: 2

Type: ES

Page Reference: 5

Objective: 1.3 Explain what a theory is.

211) What is the difference between basic and applied research?

Answer:

GUIDELINES: Basic research is to seek new knowledge and to explore and advance general scientific understanding. Applied research is conducted with the specific goal of solving practical problems and improving people's quality of life. It is primarily concerned with the fourth goal of psychology, influence.

Diff: 1

Type: ES

Page Reference: 5-6

Objective: 1.4 Compare and contrast basic and applied research.

212) Differentiate between basic research and applied research. If you were a director in a provincial research funding program, would you fund more basic research or more applied research? Why?

Answer:

GUIDELINES: Look for a good comparison of basic and applied research. Students may choose either for a preference but need to logically support their choice.

Diff: 2

Type: ES

Page Reference: 5-6

Objective: 1.4 Compare and contrast basic and applied research.

213) What is naturalistic observation, and what are some of its advantages and limitations?

Answer:

GUIDELINES: Naturalistic observation is a research method in which researchers observe and record behaviour in its natural setting without attempting to influence or control it. One advantage is that it allows one to study behaviour in normal settings. Another advantage is that sometimes events occur, such as natural disasters, that need to be studied, but could never be simulated ethically. One limitation is that researchers must wait for events to occur, and they never really know for sure what variables are affecting events.

Diff: 1

Type: ES

Page Reference: 6

Objective: 1.5 Identify and compare the several types of descriptive research methods.

214) Describe the methods used to study an individual or small group in great detail? What are its advantages and disadvantages?

Answer:

GUIDELINES: Case study or case history. Advantages: appropriate for studying people who have uncommon psychological or physiological disorders or brain injuries.

Limitation: researchers cannot establish the cause of observed behaviours.

Diff: 2

Type: ES

Page Reference: 7

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

215) Describe the main features of naturalistic observation, the case study method, the survey approach, and the correlational method, including their advantages and limitations. Provide an appropriate research topic for each.

Answer:

GUIDELINES: Students should mention at least two distinguishing features of each research method. Naturalistic observation: observing in the real world, studying behaviour as it naturally occurs, researcher trying not to influence events; case study:

study one or a few individuals intensively, useful in studying rare psychological and physical disorders, often stems from therapy or medical treatment, difficulty in generalizing; survey approach: questionnaires or interviews, can handle large numbers, can ask many questions, efficiency, but superficial; correlational method: explores relationships between variables, useful in prediction, not useful in determining cause-and-effect relationships. Examples should fit key features of each design.

Diff: 2

Type: ES

Page Reference: 6-8

Objective: 1.5 Identify and compare the several types of descriptive research methods.

216) What are the methods and purposes of survey research?

Answer:

GUIDELINES: Researchers use interview and/or questionnaires to gather information about the attitudes, beliefs, experiences, or behaviours of a group of people. Subjects can answer questions that cannot be investigated using naturalistic observation or case studies.

Diff: 1

Type: ES

Page Reference: 7

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

217) What is a representative sample, and why is it essential in a survey?

Answer:

GUIDELINES: A representative sample is one that includes important subgroups in the same proportion as they are found in the larger population. A representative sample should reflect the economic, ethnic, cultural, sexual diversity, etc. of the target population.

Diff: 2

Type: ES

Page Reference: 7

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

218) Having read about experimental research and survey research in this chapter, how will it affect the way you evaluate research studies in articles you read or in reports you hear in the future?

Answer:

GUIDELINES: Look for references to representative sampling, and an awareness of the strengths and limitations of the types of research used.

Diff: 1

Type: ES

Page Reference: 6-8

Objective: 1.7 Compare and contrast case studies and survey research, including their advantages and shortcomings.

219) How does the correlation method help researchers, and when is it used?

Answer:

GUIDELINES: The correlation method is used to determine the degree of relationship between two characteristics, events, or behaviours. In this procedure researchers measure two variables for each subject with accuracy, and they apply a statistical formula to obtain a correlation coefficient that estimates the strength of association between the two variables.

Diff: 1

Type: ES

Page Reference: 8

Objective: 1.8 Explain why researchers use correlational studies.

220) What is a correlation coefficient?

Answer:

GUIDELINES: A correlation coefficient is a numerical value indicating the degree and direction of the relationship between two variables. A positive correlation means that for a group, as variable A increases, variable B tends to increase also, while a negative value indicates that the variables tend to change in opposite directions.

Diff: 1

Type: ES

Page Reference: 8

Objective: 1.9 Define correlation coefficient and explain how to interpret it.

221) What is the main advantage of the experimental method?

Answer:

GUIDELINES: The experimental method, or the experiment, is the only research method that can be used to identify cause-effect relationships. This is possible because researchers are able to exercise strict control over the experimental setting allowing them to rule out factors other than the independent variable as possible reasons for differences in the dependent variable.

Diff: 2

Type: ES

Page Reference: 10

Objective: 1.10 Define the characteristics, process, advantages, and disadvantages of experimental research.

222) What is the advantage of the experimental method over other research methods? Provide an example of a research experiment in which you correctly identify the independent variable(s), the dependent variable(s), the experimental group, and the control group. Provide a brief definition for independent variable and dependent variable.

Answer:

GUIDELINES: The advantage of the experimental method is its ability to identify cause-and-effect relationships. The answer may also include other advantages such as greater experimenter control and ability to determine the circumstances of behaviour rather than “waiting for its occurrence” in naturalistic observation. The definition of independent variable (IV) includes mention of the experimenter manipulating this variable, that it is given to the experimental but not to the control group, and that it is the potential cause of the dependent variable. The definition of dependent variable (DV) includes that it is the behaviour or variable that the experimenter measures, that it is dependent on the level of IV, and that it is the potential effect of the IV. Note whether the IV and DV are correctly labelled in the student’s example.

Diff: 3

Type: ES

Page Reference: 10

Objective: 1.10 Define the characteristics, process, advantages, and disadvantages of experimental research.

223) What are the roles of the independent variable and the dependent variable in an experiment?

Answer:

GUIDELINES: Independent variables are variables that the researcher manipulates in order to determine whether they cause a change in another behaviour or condition. Dependent variables are measured at the end to the experiment and are presumed to vary as a result of the manipulations of the independent variable or variables. An example would be illustrative.

Diff: 2

Type: ES

Page Reference: 10

Objective: 1.11-2 Define the following terms and explain their relationship to experimental research: independent and dependent variables.

224) What is the role of the control group in relation to the experimental group?

Answer:

GUIDELINES: The control group is a group that is similar to the experimental group and used for purposes of comparison. It is exposed to the same experimental environment as the experimental group but is not given the treatment.

Diff: 1

Type: ES

Page Reference: 10-11

Objective: 1.11-3 Define the following terms and explain their relationship to experimental research: experimental and control groups.

225) What is selection bias, and what technique do researchers use to control for it?

Answer:

GUIDELINES: Selection bias occurs when participants are assigned to groups in such a way that systematic differences among the groups are present at the beginning of the experiment. To control for selection bias, researchers must use random assignment. This involves selection of participants through chance to ensure that all have an equal probability of being assigned to any of the groups.

Diff: 1

Type: ES

Page Reference: 11

Objective: 1.11-4 Define the following terms and explain their relationship to experimental research: selection bias.

226) What is the placebo effect, and how do researchers control for it?

Answer:

GUIDELINES: The placebo effect occurs when the response to a treatment is due to the person's expectations rather than to the actual treatment itself. A placebo is a harmless substance such as a sugar pill or an injection of saline solution that has an effect due to the subject's expectations, not because of the efficacy of the placebo itself. To control the effect, the researchers do to let participants know whether they are in the experimental group or in the control group.

Diff: 1

Type: ES

Page Reference: 12

Objective: 1.11-6 Define the following terms and explain their relationship to experimental research: the placebo effect.

227) What is experimenter bias, and how is it controlled?

Answer:

GUIDELINES: Experimenter bias occurs when researchers' preconceived notions or expectations cause them to find what they expect to find, which can influence the results.

To control for this effect, researchers must not know which participants are assigned to the experimental and control groups until after the research data are collected and recorded.

Diff: 1

Type: ES

Page Reference: 13

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

228) Define the potential problems in experimental research selection bias, the placebo effect, and experimenter bias. Explain how random assignment and the double-blind technique help control for these problems.

Answer:

GUIDELINES: A good answer defines the terms well and can properly relate how random assignment controls for selection bias and how the double-blind technique controls for experimenter bias.

Diff: 2

Type: ES

Page Reference: 11-13

Objective: 1.11-7 Define the following terms and explain their relationship to experimental research: experimenter bias.

229) Design a quick, basic experiment to study the effects of noise level on test taking. Identify the following: hypothesis, independent variable, dependent variable, experimental group, and control group.

Answer:

GUIDELINES: Answers may be presented in paragraph, outline, list, or even diagram form. Although special features will vary from student to student, you can quickly check to see if their examples indicate that the basic features of experiments are understood.

Diff: 3

Type: ES

Page Reference: 10, 11,

Objective: 1.11-1, 2, 3 Define the following terms and explain their relationship to experimental research: hypothesis, independent and dependent variables, experimental and control groups.

230) Discuss the major ethical concerns in conducting psychological research with both animal and human subjects. What are the major ethical guidelines for conducting psychological research?

Answer:

GUIDELINES: Avoidance of harm, danger, and discomfort is a major consideration for both animal and human research, with stricter guidelines for human research. With humans, deception must be kept to a minimum and be justified by a board regulating research. Debriefing after an experiment is a must, as is informed consent before a study is conducted.

Diff: 2

Type: ES

Page Reference: 14-16

Objective: 1.12 Explain why psychologists use psychological tests.

231) Why are animals used in research?

Answer:

GUIDELINES: Animals are used in research for five reasons.

1–Animals provide a simpler model for studying processes that operate similarly in humans.

2–Researchers can exercise far more control over animal subjects.

3–A wider range of medical and other manipulations can be used.

4–It is easier to study the entire lifespan and multiple generations.

5–Animals are cheaper to use and are available.

Diff: 1

Type: ES

Page Reference: 15-16

Objective: 1.13 Compare and contrast reliability and validity, and explain how these issues relate to psychology.

232) What must psychologists do to ensure proper treatment of the human participants in their research?

Answer:

GUIDELINES: To ensure proper treatment of the human participants in their research, psychologists must follow the Canadian Psychological Association set of ethical standards governing research with humans. Participation must be voluntary, and confidentiality respected. Participants must be free to withdraw from the study at any time, and must be fully debriefed at the end of the study.

Diff: 1

Type: ES

Page Reference: 14-15

Objective: 1.13 Compare and contrast reliability and validity, and explain how these issues relate to psychology.

233) Who is generally thought of as the founder of psychology and what was his contribution to psychology?

Answer:

GUIDELINES: The founder of psychology was Wilhelm Wundt. His psychological laboratory in Germany, in 1879, is considered the birthplace of psychology as a formal academic discipline. The student should mention Wundt's attempt to reduce mental processes to their basic elements through an attempt to observe the human mind in process; reaction time, perceptions, etc.

Diff: 1

Type: ES

Page Reference: 16

Objective: 1.14-1 Define the early schools of psychology: structuralism.

234) Describe the early development of psychology as a discipline and contrast the emphases of structuralism, functionalism, and behaviourism.

Answer:

GUIDELINES: Students should provide some comment about when psychology developed as a separate discipline, either by giving the specific date of 1879, or by mentioning late nineteenth century, and by relating the importance of Wilhelm Wundt's psychology laboratory. The key words for distinguishing among the various schools are conscious experience, the structure of consciousness, or introspection for structuralism; usefulness of mind in everyday life for functionalism; and emphasis on overt behaviour for behaviourism.

Diff: 3

Type: ES

Page Reference: 16-18

Objective: 1.14-1, 2, 4 Define the early schools of psychology: structuralism, functionalism, behaviourism.

235) What were the goals and method of structuralism, the first school of psychology?

Answer:

GUIDELINES: Structuralism aimed at analyzing the basic elements, or the structure, of conscious mental experience. It is the self-observation and reporting of any thought, idea, or feeling. The student should address the issue of the "blind alley" as presented in the textbook.

Diff: 1

Type: ES

Page Reference: 16-17

Objective: 1.14-1 Define the early schools of psychology: structuralism.

236) What was the goal of the early school of psychology known as functionalism?

Answer:

GUIDELINES: Functionalism was concerned not with the structure of consciousness but with how mental processes function. Functionalism broadened the scope of psychology to include the study of behaviour as well as mental processes. It also included the study of children, animals, and people who were mentally impaired.

Diff: 2

Type: ES

Page Reference: 17

Objective: 1.14-2 Define the early schools of psychology: functionalism.

237) How did behaviourism differ from previous schools of psychology?

Answer:

GUIDELINES: Behaviourism differs from previous schools of psychology in that it confined itself to the study of behaviour because it was observable and measurable and objective and scientific. Behaviourism emphasized that behaviour is determined primarily by factors in the environment.

Diff: 1

Type: ES

Page Reference: 18

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

238) How did Freud explain the unconscious and its role in the human mind?

Answer:

GUIDELINES: Freud maintained that human mental life is like an iceberg. The smallest, visible part of the iceberg represents the conscious mental experience of the individual. Underwater, hidden from view, floats a vast store of unconscious impulses, thoughts, wishes, and desires. Although people are not aware of them directly or consciously, it is the unconscious forces that have the largest impact on behaviour. Much of memory is contained in the unconscious by defense mechanisms.

Diff: 1

Type: ES

Page Reference: 18

Objective: 1.14-5 Define the early schools of psychology: psychoanalysis.

239) What is the emphasis of Gestalt psychology?

Answer:

GUIDELINES: Gestalt psychology emphasized that individuals perceive objects and patterns as whole units, and that the whole is perceived more than just the sum of its parts. Humans have an innate tendency to perceive wholes or patterns, not collections of separate and independent sensations.

Diff: 2

Type: ES

Page Reference: 17-18

Objective: 1.14-3 Define the early schools of psychology: Gestalt.

240) What is the focus of humanistic psychology?

Answer:

GUIDELINES: The focus of humanistic psychology is on the uniqueness of human beings and their capacity for choice, growth, and psychological health. It was a reaction to the mechanistic and deterministic views of psychoanalysis and behaviourism.

Diff: 1

Type: ES

Page Reference: 18-19

Objective: 1.14-4 Define the early schools of psychology: behaviourism.

241) Consider the three schools of thought in psychology: behaviourism, psychoanalysis, and humanistic psychology. Which do you feel is most valid and which do you feel is least valid? Why?.

Answer:

GUIDELINES: The focus of humanistic psychology is on the uniqueness of human beings and their capacity for choice, growth, and psychological health. Behaviourism differs from previous schools of psychology in that it confined itself to the study of behaviour because it was observable and measurable and objective and scientific. Emphasized that behaviour is determined primarily by factors in the environment. Psychoanalysis is the unseen, unconscious mental forces as key to understanding human nature and behaviour. Student should logically represent the unique characteristics of each field, including examples of their strengths and limitations, as an argument for their relative validity.

Diff: 3

Type: ES

Page Reference: 18-19

Objective: 1.14-4, 5, 6 Define the early schools of psychology: behaviourism, psychoanalysis, humanistic psychology.

242) What is the focus of cognitive psychology?

Answer:

GUIDELINES: The focus of cognitive psychology is on mental processes such as memory, problem solving, concept formation, reasoning and decision-making, language, and perception. It investigates how these processes operate and how they influence human behaviour, affect, and experience.

Diff: 2

Type: ES

Page Reference: 19-20

Objective: 1.14-7 Define the early schools of psychology: cognitive psychology.

243) What are some areas of specialization in psychology, and in what settings are they employed?

Answer:

GUIDELINES: Clinical psychologists are responsible for the diagnosis and treatment of often complex psychological disorders. Counselling psychologists help those whose problems are not as severe. Many psychologists work in education as either school psychologists or educational psychologists. Several other areas are mentioned in the book and may be used by the student.

Diff: 1

Type: ES

Page Reference: 21-22

Objective: 1.17 Identify the various fields of work available to psychologists.

244) Explain the emphasis of the seven modern perspectives in psychology listed in Review and Reflect (pg. 23) Table 1.3. If you were to become a psychology major, which of the seven current perspectives would be most attractive to you? Why?

Answer:

GUIDELINES: Good answers will explain how each perspective attempts to understand behaviour and then describe the general features of one perspective that are most appealing to the student.

Diff: 1

Type: ES

Page Reference: 23

Objective: 1.17 Identify the various fields of work available to psychologists.