**Chapter 1**

**Introduction to Social Psychology**

**Total Assessment Guide (T.A.G.)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Topic** | **Question Type** | **Remember the Facts** | **Understand the Concepts** | **Apply What You Know** | **Analyze It** |
| 1.1 What Is Social Psychology? | Multiple Choice | 1, 3, 4 | 2 |  | 5 |
| Short Answer |  | 119 |  | 120 |
| Essay |  |  |  |  |
| 1.2 Major Theoretical Perspectives of Social Psychology | Multiple Choice | 10, 11, 17, 22, 23, 42 | 6, 7, 8, 12, 16, 18, 19 21, 25, 27, 28, 30, 31, 35, 36, 37, 38, 40 | 9, 14, 20, 29, 32, 33, 34, 39, 41 | 13, 15, 24, 26, 43 |
| Short Answer |  | 121 |  |  |
| Essay |  |  |  | 132, 133, 134 |
| 1.3 Basic Principles of Social Behavior | Multiple Choice | 50, 52 | 49, 53 | 46, 51 | 44, 45, 47, 48 |
| Short Answer |  | 122 |  |  |
| Essay |  |  |  |  |
| 1.4 How Psychologists Study Social Behavior | Multiple Choice | 54, 55, 57, 58, 59, 62, 65, 66, 67, 72, 88, 89, 114 | 56, 69, 74, 75, 76, 82, 83, 84, 86, 87, 90, 91, 92, 93, 96, 102, 104, 105, 108, 113 | 61, 64, 68, 73, 77, 78, 79, 94, 95, 100, 101, 103, 106, 110, 111, 112 | 60, 63, 70, 71, 80, 81, 85, 97, 98, 99, 107, 109 |
| Short Answer |  | 123, 124, 125, 126, 127, 128, 130 | 129 |  |
| Essay |  | 137, 140 | 138 | 135, 136, 139, 141 |
| 1.5 Social Psychology’s Bridges with Other Areas of Knowledge | Multiple Choice |  | 117, 118 | 115, 116 |  |
| Short Answer |  |  |  | 131 |
| Essay |  |  |  |  |

**Chapter 1 Introduction to Social Psychology**

**Multiple Choice Questions**

1) The study of how people’s thoughts, feelings and behaviors are influenced by people is \_\_\_\_\_\_\_\_\_\_.

A) social psychology

B) personality psychology

C) anthropology

D) evolutionary psychology

Answer: A

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Topic: What Is Social Psychology?

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

2) The two general tasks of a scientific social psychology are \_\_\_\_\_\_\_\_\_\_.

A) prediction and observation

B) observation and evaluation

C) ideographic and nomothetic explanation

D) description and explanation

Answer: D

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Topic: Describing and Explaining Social Behavior

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

3) As defined in your text, a theory is \_\_\_\_\_\_\_\_\_\_.

A) a belief or statement that the majority agrees on

B) a scientific truth

C) an explanation that connects and organizes existing observations

D) an educated guess about what will happen in an experiment

Answer: C

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Topic: Describing and Explaining Social Behavior

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.

4) An explanation that connects and organizes existing observations is \_\_\_\_\_\_\_\_\_\_.

A) a belief

B) a scientific truth

C) a theory

D) an educated guess about what will happen in an experiment

Answer: C

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Topic: Describing and Explaining Social Behavior

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.

5) Which statement about social psychology is accurate?

A) Psychologists are the only researchers who explore social behavior.

B) Social psychology and evolutionary biology are the same science.

C) Social psychologists consider social behavior at only one level of analysis.

D) Social psychology is considered to be an interdisciplinary bridge.

Answer: D

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Topic: Social Psychology Is an Interdisciplinary Bridge

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.

6) The four major perspectives that have dominated the field of social psychology are \_\_\_\_\_\_\_\_\_\_.

A) sociocultural, evolutionary, social learning, and social cognitive

B) evolutionary, psychodynamic, social learning, and social cognitive

C) historical, sociocultural, evolutionary, and behavioral

D) social learning, historical, social cognitive, and humanistic

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Easy

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

7) The view that a person’s prejudices and preferences are affected by group-level factors is most consistent with the \_\_\_\_\_\_\_\_\_\_ perspective.

A) sociocultural

B) evolutionary

C) historical

D) social learning

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Easy

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

8) The sociocultural perspective holds \_\_\_\_\_\_\_\_\_\_.

A) the view that people’s preferences are related to their genes and brain chemistry

B) the view that people’s prejudices are affected by factors like nationality and social class

C) the view that people’s beliefs are inherited and not a product of experience

D) the view that people are inherently good and strive to be the best they can be

Answer: B

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

9) A social psychologist explains that men are more likely to be aggressive than women because the norms of society are that men should be the “aggressive” sex. This view is most closely associated with the \_\_\_\_\_\_\_\_\_\_.

A) sociocultural perspective

B) evolutionary perspective

C) social cognitive perspective

D) social learning perspective

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

10) A rule or expectation appropriate for society is a(n) \_\_\_\_\_\_\_\_\_\_.

A) social norm

B) adaptation

C) culture

D) persuasion

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

11) The beliefs, customs, habits, and language shared by people are \_\_\_\_\_\_\_\_\_\_.

A) social norms

B) adaptations

C) culture

D) persuasion

Answer: C

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology

12) From the sociocultural perspective, \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_ guide much of our social behavior.

A) instincts; social norms

B) adaptations; culture

C) social norms; culture

D) culture; social learning

Answer: C

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

13) Nancee has just married again. She now has four husbands with whom she lives in a small town in Kansas. From a sociocultural perspective on social behavior, Nancee’s behavior is a violation of \_\_\_\_\_\_\_\_\_\_.

A) naturally selected sex differences

B) fundamental goals

C) cultural relativity

D) social norms

Answer: D

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

14) Like many other residents of Paris, Pauline speaks French and loves to eat snails. According to your text, these behaviors are \_\_\_\_\_\_\_\_\_\_.

A) based on social norms

B) inconsistent with Pauline’s culture

C) unhealthy

D) peculiar

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

15) Professor Honshu has noticed over the years that people are demonstrating fewer social communication skills than in the past. Based on her research, she attributes this to our fast-paced society of texting and using iPods and the Internet. This is consistent with which of the following points mentioned in the text?

A) Modern technology violates principles of natural selection.

B) Technological factors can override so-called “natural” inclinations.

C) Technological features of our culture can have a powerful effect on our social behavior.

D) The digital divide has made communication difficult for Internet users.

Answer: C

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.3 Describe applications that employ discipline-based problem solving.

16) The norms of different societies \_\_\_\_\_\_\_\_\_\_.

A) change over time

B) never change

C) change in very few places around the world

D) cause the digital divide

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

17) The theoretical view that searches for the cause of social behavior in the physical and psychological predispositions that helped our ancestors reproduce is the \_\_\_\_\_\_\_\_\_\_.

A) evolutionary perspective

B) biological perspective

C) social constructivist perspective

D) social cognitive perspective

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

18) According to the \_\_\_\_\_\_\_\_\_\_ perspective, smiling has been maintained in the population because smiles enhanced the survival and reproduction of our ancestors.

A) evolutionary

B) biological

C) social constructivist

D) social cognitive

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

19) \_\_\_\_\_\_\_\_\_\_ is the process by which characteristics that help animals survive and reproduce are passed down to their offspring.

A) Natural selection

B) Norming

C) Culture

D) Adaptations

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

20) A central assumption of natural selection is that variability in characteristics \_\_\_\_\_\_\_\_\_\_.

A) enhances survival

B) makes animals better able to reproduce

C) is a result of the environment

D) is heritable

Answer: D

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Moderate

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

21) According to the theory of natural selection, \_\_\_\_\_\_\_\_\_\_.

A) adaptations evolve to suit the environment

B) all animals survive and reproduce

C) adaptations that are better suited to the environment will be passed on

D) social behavior is wired in at birth

Answer: C

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

22) New characteristics that are well designed for particular environments are known as \_\_\_\_\_\_\_\_\_\_.

A) adaptations

B) design features

C) genotypes

D) norms

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

23) Adaptations are \_\_\_\_\_\_\_\_\_\_.

A) processes in which animals pass to their offspring those characteristics that help them survive and reproduce

B) characteristics that are well designed to help animals survive and reproduce

C) beliefs, customs, or habits shared by people living in a particular time and place

D) expectations for appropriate social behavior

Answer: B

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

24) Ants have brains that allow them to understand a complex social order, whereas lions have brains that allow them to survive largely on their own. These are examples of \_\_\_\_\_\_\_\_\_\_.

A) social learning acting on the brain

B) natural selection acting on the brain

C) hard-wired instincts

D) survival of the fittest

Answer: B

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.3 Describe applications that employ discipline-based problem solving.

25) According to the evolutionary perspective, fear \_\_\_\_\_\_\_\_\_\_

A) is greater for women than for men

B) is no longer important for survival

C) puts humans needlessly at risk

D) helped our ancestors survive

Answer: D

Learning Objective: LO 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

26) The evolutionary perspective concerns itself with \_\_\_\_\_\_\_\_\_\_ across cultures, whereas the sociocultural perspective is more concerned with \_\_\_\_\_\_\_\_\_\_ across cultures.

A) norms; differences

B) differences; similarities

C) social behaviors; group behaviors

D) similarities; differences

Answer: D

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

27) Modern evolutionary social psychologists believe that \_\_\_\_\_\_\_\_\_\_.

A) human social behaviors are “wired in” at birth and can’t be changed

B) biology influences behavior

C) animal behavior is wired in at birth, but human behavior is a result of the environment

D) most social behavior is learned

Answer: B

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

28) Because evolutionary theorists are interested in general characteristics of our species, they have searched for common patterns in human social behavior around the world. Which of the following is mentioned in the text as a pattern found across all human societies, but not in other mammalian species?

A) The male has the dominant role in the family unit.

B) Both males and females help in raising the children.

C) Males provide protection for the family, while females supply nurturance.

D) Males and females mate in monogamous relationships rather than polygamous ones.

Answer: B

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology. 1.2 Develop a working knowledge of the content domains of psychology.

29) According to the evolutionary perspective, why do human males help their female partners to raise their children?

A) Human males are kinder than the males of other species.

B) The offspring of fathers who help are better able to survive and reproduce.

C) Because human children nurse frequently, they are more difficult to raise than the offspring of other species.

D) Human females are helpless after the birth of a child.

Answer: B

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

30) The \_\_\_\_\_\_\_\_\_\_ perspective views social behavior as the product of experiences with reward and punishment.

A) social learning

B) behavioral evolution

C) primary reinforcement

D) environmental

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Learning Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

31) The social learning perspective holds the view that \_\_\_\_\_\_\_\_\_\_.

A) people’s preferences are related to their genes and brain chemistry

B) people’s prejudices are affected by factors like nationality and social class

C) people’s beliefs are inherited and not a product of experience

D) people’s past learning experiences drive social behavior

Answer: D

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Learning Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

32) Tommy continues to speak in class without raising his hand and being called on by his teacher. His teacher then tells Tommy that his behavior is unacceptable and that he will need to sit out during recess. The next day, Tommy raises his hand instead of calling out to avoid punishment. This example best fits the \_\_\_\_\_\_\_\_\_\_ perspective.

A) social learning

B) social cognitive

C) sociocultural

D) evolutionary

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Learning Perspective

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

33) Tiger Woods was rewarded by his father for his early interest in golf. The view that these early reward experiences led him to want to be a golf superstar is most consistent with \_\_\_\_\_\_\_\_\_\_.

A) the social learning perspective

B) the social cognitive perspective

C) the sociocultural perspective

D) the person/situation/interaction perspective

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Learning Perspective

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

34) A 3-year-old girl watches an older boy grab candy away from his younger brother and eat it happily. According to the \_\_\_\_\_\_\_\_\_\_ perspective discussed in your text, the little girl may now start to grab desirable things away from other children.

A) behavioral emulation

B) social learning

C) indirect reinforcement

D) response acquisition

Answer: B

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Learning Perspective

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology. ; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

35) Some researchers have suggested that violent video games may teach children to associate violence with rewards because many games give a player points for killing or hurting an opponent. This view is most consistent with the \_\_\_\_\_\_\_\_\_\_.

A) sociocultural perspective

B) evolutionary perspective

C) social cognitive perspective

D) social learning perspective

Answer: D

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Learning Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

36) Which researcher and his colleagues conducted studies using an inflatable doll to explore the role of imitation in aggressive behavior?

A) Bandura

B) McDougall

C) Ross

D) James

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Learning Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

37) The social cognitive perspective holds the view that \_\_\_\_\_\_\_\_\_\_.

A) people’s preferences are related to their genes and brain chemistry

B) people’s prejudices are affected by factors like nationality and social class

C) people’s mental processes are related to their social experiences

D) people’s individual past learning experiences drive social behavior

Answer: C

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Learning Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

38) Researchers working from the social cognitive perspective place central importance on \_\_\_\_\_\_\_\_\_\_.

A) social norms that differ by culture

B) how people interpret social events

C) the ways in which natural selection influences social behavior

D) the influence of past experience with reward and punishment

Answer: B

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Cognitive Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

39) In an experiment, a researcher finds that people tend to notice and remember information that is vivid and relevant to their own lives. This researcher is taking the \_\_\_\_\_\_\_\_\_\_ perspective.

A) social cognitive

B) social learning

C) sociocultural

D) person–situation

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Cognitive Perspective

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

40) The social cognitive perspective emphasizes \_\_\_\_\_\_\_\_\_\_.

A) attention, reinforcement, and memory

B) attention, memory, and interpretation

C) memory, reinforcement, and interpretation

D) reinforcement, attention, and memory

Answer: B

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Cognitive Perspective

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology. 1.2 Develop a working knowledge of the content domains of psychology.

41) Two students listen to the same lecture. One student thinks the professor is a great lecturer, while the other student thinks the professor is dreadfully dull. According to the social cognitive perspective, what is a possible reason this difference of opinion occurred?

A) The students were paying the same amount of attention to the professor.

B) The students interpreted what the professor said incorrectly.

C) The students remembered the same part of the professor’s lecture.

D) The students remembered different parts of the professor’s lecture.

Answer: D

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Social Cognitive Perspective

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

42) How many major perspectives in social psychology are there?

A) one

B) two

C) three

D) four

Answer: D

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: Combining Perspectives

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

43) Which statement is correct about the major theoretical perspectives in social psychology?

A) Each actually focuses on a different part of the mysteries of social life.

B) They really are one perspective.

C) They actually focus on the same aspects of social life.

D) They all fully address social life.

Answer: A

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: Combining Perspectives

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

44) What view of social behavior do the four major perspectives in social psychology have in common?

A) Social behavior is impossible to study.

B) Social behavior represents an interaction between the person and the situation.

C) Social behavior is affected by evolved dispositions to act in certain ways.

D) Social behavior is solely based on genetics.

Answer: B

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: Basic Principles of Social Behavior

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

45) Which of the following is a fundamental goal of social behavior?

A) to reject mates

B) to reduce status

C) to defend ourselves and our loved ones

D) to defend only ourselves

Answer: C

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: Social Behavior Is Goal Oriented

Difficulty Level: Difficult Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

46) The day-to-day goal of being nice to the new hire at work is probably most closely associated with the fundamental goal of \_\_\_\_\_\_\_\_\_\_.

A) establishing social ties

B) gaining and maintaining status

C) defending ourselves and others

D) being seen as likeable

Answer: A

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: Social Behavior Is Goal Oriented

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

47) Which of the following is an example of a person whose behavior serves the fundamental goal of understanding ourselves and others?

A) John, who likes to drive his expensive car around the neighborhood

B) Your psychology professor, who conducts social psychology research to contribute to the field.

C) Cindy, who reads *Vogue* magazine so she will know the latest fashions to buy

D) Fred, who built a fence for his guard dogs

Answer: B

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: Social Behavior Is Goal Oriented

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

48) Which of the following is an example of a person whose behavior serves the fundamental goal of defending ourselves?

A) Ricardo, who works out to looks good in his clothes

B) Betty, who posts travel pictures on Instagram to show everyone where she has visited

C) Cindy, who reads *People* magazine every week to keep up on the latest celebrity gossip

D) Fred, who built a fence for his guard dogs

Answer: D

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: Social Behavior Is Goal Oriented

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

49) Which perspective would emphasize most strongly the social motive of attracting and retaining mates?

A) sociocultural

B) evolutionary

C) social learning

D) social cognitive

Answer: B

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: Social Behavior Is Goal Oriented

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

50) Your text uses the term \_\_\_\_\_\_\_\_\_\_ to refer to the features or characteristics that individuals carry into social situations.

A) person

B) norms

C) goals

D) culture

Answer: A

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: The Interaction between the Person and the Situation

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

51) Susan is shy and introverted, whereas her friend Beth is extremely outgoing. When they find out that they have to give a presentation in front of the 42 other people in their class, Susan is terrified, and Beth is thrilled. Both reactions are examples of \_\_\_\_\_\_\_\_\_\_.

A) the effects of motivation on the situation

B) an interaction between the person and the situation

C) the influence of the situation on behavior

D) goal-oriented behavior

Answer: B

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: The Interaction between the Person and the Situation

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.3 Describe applications that employ discipline-based problem solving.

52) Your text uses the term \_\_\_\_\_\_\_\_\_\_ to refer to environmental events outside the person.

A) situation

B) cultural context

C) environmental pressure

D) extraneous variables

Answer: A

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: The Interaction between the Person and the Situation

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

53) The term *situation* refers to environmental events outside the \_\_\_\_\_\_\_\_\_\_.

A) person

B) cultural context

C) norms

D) extraneous variables

Answer: A

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: The Interaction between the Person and the Situation

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

54) A hypothesis is \_\_\_\_\_\_\_\_\_\_\_.

A) a researcher’s prediction about what she or he will find in a study

B) an explanation that connects and organizes existing observations

C) a conclusion about cause and effect

D) a step-by-step description of an experiment

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: How Psychologists Study Social Behavior

Difficulty Level: Moderate

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.

55) A researcher’s prediction about what she or he will find in a study is a \_\_\_\_\_\_\_\_\_\_.

A) theory

B) fact

C) hypothesis

D) norm

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: How Psychologists Study Social Behavior

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.

56) The methods social psychologists use to conduct research can be grouped into two categories: \_\_\_\_\_\_\_\_\_\_ methods and \_\_\_\_\_\_\_\_\_\_ methods.

A) experimental; descriptive

B) observational; experimental

C) field research; laboratory research

D) naturalistic; observational

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: How Psychologists Study Social Behavior

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

57) \_\_\_\_\_\_\_\_\_\_ is the procedure for uncovering causal processes by systematically manipulating some aspect of a situation.

A) An experimental method

B) Naturalistic observation

C) Field research

D) A descriptive method

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: How Psychologists Study Social Behavior

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

58) \_\_\_\_\_\_\_\_\_\_\_ is a procedure for measuring and recording behaviors, thoughts, and feelings in their natural settings.

A) An experimental method

B) A hypothesis

C) Field research

D) A descriptive method

Answer: D

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: How Psychologists Study Social Behavior

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

59) Which descriptive method is defined as recording everyday behaviors as they unfold in a natural setting?

A) naturalistic observation

B) interviews

C) experiments

D) surveys

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

60) As discussed in the text, which of the following behaviors would be most difficult to study using naturalistic observation?

A) flirting behavior

B) children’s playground behavior

C) violent behavior

D) subway behavior

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

61) A social psychologist is interested in aggression and wants to study the phenomenon of adolescents bringing weapons to school and killing classmates and teachers. Which method would be most appropriate for this type of research question?

A) an experiment

B) a naturalistic observation

C) a case study

D) a field experiment

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

62) Which of the following is an advantage of conducting case studies like the Schaller (1997) study of Kurt Cobain discussed in your text?

A) They allow the researcher to make strong cause-and-effect statements.

B) They are generalizable to other persons, situations, and times.

C) They are not susceptible to observer bias.

D) They are rich sources of hypotheses for the causes of behavior.

Answer: D

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Moderate

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

63) Which statement describes a potential problem with a case study?

A) Results of case studies are easy to generalize.

B) Hypotheses of experimenters can often bias their analysis of a person’s life.

C) Cause and effect relationships are hard to establish.

D) Case studies often contain too much information about a person.

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

64) Winston wished to discover whether there were any commonalities among the victims of serial killers over the last fifty years. The best method for investigating this would be \_\_\_\_\_\_\_\_\_\_.

A) a case study

B) a naturalistic observation

C) an archival study

D) a survey

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

65) Which method is an examination of systematic data originally collected for other purposes?

A) a survey

B) the archival method

C) naturalistic observation

D) an experiment

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

66) People report their beliefs, feelings, or behaviors to a researcher who is conducting research using \_\_\_\_\_\_\_\_\_\_.

A) a survey

B) archival method

C) naturalistic observation

D) historical analysis

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

67) Social desirability bias is defined as \_\_\_\_\_\_\_\_\_\_.

A) the desire to be involved in social psychological research

B) a tendency of research participants to say what they believe is appropriate

C) the bias of a researcher to only report results that are consistent with his or her hypothesis

D) a sample that does not accurately reflect the composition of the population

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

68) Dr. Garcia really likes vanilla snack cakes. Her students often see her eating them for breakfast, lunch, and snack. Dr. Garcia gives her students a survey to determine whether they prefer vanilla snack cakes or chocolate snack cakes. Although most students prefer chocolate snack cakes, most report liking vanilla snack cakes better. The students’ responses demonstrate a/an \_\_\_\_\_\_\_\_\_\_.

A) placebo effect

B) social desirability bias

C) independent variable

D) junk food effect

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

69) Einon (1994) found that men report having a much larger number of sexual partners than do women. According to your textbook, what is one possible reason for this discrepancy?

A) a sample that was not representative

B) observer bias

C) social desirability bias

D) generalizability

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Moderate Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

70) Which method did Kinsey use to collect data on people’s sexual practices?

A) experiment

B) survey

C) case study

D) naturalistic observation

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

71) One problem with Kinsey’s research is that the sample was composed of volunteers, and many segments of U.S. society were left out. Thus, Kinsey’s sample was not \_\_\_\_\_\_\_\_\_\_.

A) valid

B) representative

C) reliable

D) honest in their responses

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

72) A(n) \_\_\_\_\_\_\_\_\_\_ is an instrument that measures individual differences in abilities, motivations, or behaviors.

A) psychological test

B) assessment tool

C) individual index

D) field study

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

73) Dr. Thompson is administering a personality assessment to a client. This is an example of \_\_\_\_\_\_\_\_\_\_.

A) psychological test

B) experiment

C) naturalistic observation

D) field study

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Easy

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

74) To be useful, a psychological test must be \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_.

A) accurate; representative

B) valid; convergent

C) reliable; valid

D) representative; reliable

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

75) The consistency of the score yielded by a psychological test is called \_\_\_\_\_\_\_\_\_\_.

A) representativeness

B) validity

C) reliability

D) sociability

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

76) The extent to which a test measures what it is designed to measure is the test’s \_\_\_\_\_\_\_\_\_\_.

A) representativeness

B) validity

C) reliability

D) sociability

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

77) If you take an extraversion-introversion test several times and consistently receive similar scores, the test is said to have high \_\_\_\_\_\_\_\_\_\_.

A) reliability

B) representativeness

C) validity

D) convergence

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

78) Jan completes a test called “Your Skill as a Lover” in *Cosmopolitan* magazine. The test has questions like “What is your favorite color?” and “What kind of pet do you have?” She scores very low and is quite upset. You tell Jan that she should not be upset because the test \_\_\_\_\_\_\_\_\_\_.

A) probably isn’t applicable to her age group

B) is unlikely to be reliable

C) wasn’t written by a psychologist

D) is unlikely to be a valid measure of skill as a lover

Answer: D

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

79) You weigh 150 pounds. You step on the scale at the gym and it shows that you weigh 180. You weigh yourself on the same scale on each of the next three days, and each time it shows that you weigh 180. The scale at the gym appears to be a measure that is \_\_\_\_\_\_\_\_\_\_ but not \_\_\_\_\_\_\_\_\_\_.

A) valid; accurate

B) reliable; valid

C) definitive; accurate

D) valid; reliable

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

80) Which of the following terms is defined as the extent to which two or more variables are associated with one another?

A) representativeness

B) validity

C) reliability

D) correlation

Answer: D

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining them.

Topic: Correlation and Causation

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

81) A researcher finds a correlation of –.75 between hours of television watched per week and GPA among high school students. What can the researcher conclude?

A) Watching television causes kids to get bad grades in high school.

B) Smart kids don’t watch television.

C) As hours of television watched per week increases, GPA decreases.

D) Having a lower GPA causes kids to watch more television.

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining them.

Topic: Correlation and Causation

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

82) Which of the following correlation coefficients expresses the strongest relationship between two variables?

A) –1.00

B) +.33

C) +.03

D) +.41

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining them.

Topic: Correlation and Causation

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

83) Which of the following correlation coefficients expresses the weakest relationship between two variables?

A) –1.00

B) +.33

C) +.03

D) +.41

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining them.

Topic: Correlation and Causation

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

84) As the outside temperature goes down, use of home heating oil in New England goes up. This relationship between temperature and heating oil use is an example of a \_\_\_\_\_\_\_\_\_\_.

A) positive correlation

B) negative correlation

C) zero correlation

D) reverse causal relationship

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining them.

Topic: Correlation and Causation

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

85) Mann (1981) found a significant positive correlation between crowd size and suicide baiting. What is the correct way to interpret Mann’s findings?

A) People in large crowds feel anonymous, and it causes them to bait.

B) Once suicide baiting starts, it causes a crowd to gather.

C) There is no relationship between crowd size and suicide baiting.

D) As crowd size increases, suicide baiting increases.

Answer: D

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining them.

Topic: Correlation and Causation

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

86) Which is a statement of the main advantage of experiments?

A) The researcher can make causal statements.

B) The research is ecologically valid.

C) The findings generalize to other situations.

D) They allow the researcher to generate many hypotheses.

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

87) In which type of study do researchers manipulate one factor while holding others constant?

A) correlational

B) multivariate

C) experimental

D) empirical

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

88) The variable that is manipulated by the researcher in an experiment is the \_\_\_\_\_\_\_\_\_\_.

A) independent variable

B) naturalistic variable

C) dependent variable

D) random variable

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

89) Which variable in an experiment is measured by the researcher?

A) independent variable

B) naturalistic variable

C) dependent variable

D) random variable

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

90) In a study by Phillip Zimbardo, women were either disguised or in regular clothing with name tags. The amount of shock they administered to another person was then measured. The dependent variable in this experiment was \_\_\_\_\_\_\_\_\_\_.

A) the type of dress the women wore

B) whether or not the women wore name tags

C) the amount of shock they administered

D) the amount of time the women waited before delivering the shock

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

91) In a study by Phillip Zimbardo, women were either disguised or in regular clothing with name tags. The amount of shock they administered to another person was then measured. The independent variable in this experiment was \_\_\_\_\_\_\_\_\_\_.

A) the type of dress the women wore

B) whether or not the women wore name tags

C) the amount of shock they administered

D) the amount of time the women waited before delivering the shock

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

92) When every participant in an experiment is equally likely to receive any one of the treatments, the researcher is using \_\_\_\_\_\_\_\_\_\_.

A) independent assignment

B) random assignment

C) direct assignment to condition

D) systematic assignment

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

93) Randomly assigning participants to a condition allows the researcher to minimize the effects of \_\_\_\_\_\_\_\_\_\_.

A) demand characteristics

B) the experimental treatments

C) systematic differences between the groups

D) placebos

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

94) A researcher wants to conduct an experiment to examine the effect of looking at fashion models on women’s self-image. She has ten women from a psychology class come in and look at female models and has ten women from a different class look at pictures of females who are not models. She then measures the self-esteem of the women in both groups. What is the problem with this design?

A) Self-esteem isn’t a measure of self-image.

B) Men aren’t included in her study.

C) Looking at models has no effect on women’s self-image.

D) The researcher did not randomly assign participants to a condition.

Answer: D

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

95) Dr. Brown wants to measure the effects of watching a movie on mood. He asks students to select either a comedy or a tragedy to watch in a controlled setting. He administers a mood test afterward and finds that the comedy group is significantly happier than the tragedy group. Dr. Brown cannot make a causal statement about the effects of movies on mood because \_\_\_\_\_\_\_\_\_\_.

A) he failed to manipulate a variable

B) he failed to include a dependent variable

C) he failed to randomly assign participants

D) he found no correlation between movie and mood

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

96) Which statement describes a limitation of the experimental method?

A) Laboratory settings can be very artificial.

B) The researcher can’t make causal statements.

C) The researcher has very little control over what happens in the study.

D) The researcher can’t manipulate the independent variable.

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

97) If there is a confound in an experiment, the experiment lacks \_\_\_\_\_\_\_\_\_\_.

A) internal validity

B) generalizability

C) reliability

D) random assignment

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

98) \_\_\_\_\_\_\_\_\_\_ is the extent to which an experiment allows confident statements about cause and effect.

A) Internal validity

B) Generalizability

C) External validity

D) Random assignment

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

99) \_\_\_\_\_\_\_\_\_\_ is the extent to which the results of an experiment can be generalized to other circumstances.

A) Internal validity

B) Generalizability

C) External validity

D) Random assignment

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

100) To study the effects of aging, Professor Drake compares the reaction times of 60-year-olds with those of 30-year-olds. She tests all younger subjects in the morning and all older subjects in the afternoon. She concludes that aging causes a decline in the speed of responses. This study lacks \_\_\_\_\_\_\_\_\_\_ because of potential \_\_\_\_\_\_\_\_\_\_.

A) external validity; demand characteristics

B) external validity; confounds

C) internal validity; demand characteristics

D) internal validity; confounds

Answer: D

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

101) In an experiment on the effects of room color on mood, the participants in the pink room are asked to read a boring computer manual, while the participants in the bright blue room are asked to read a section from a romance novel. Participants’ mood is then measured. This study lacks \_\_\_\_\_\_\_\_\_\_ because of \_\_\_\_\_\_\_\_\_\_.

A) generalizability; a systematic characteristic

B) external validity; the independent variable

C) generalizability; demand characteristics

D) internal validity; a confound

Answer: D

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

102) When a researcher can make strong conclusions that a study’s independent variable caused changes in the dependent variable, the study has high \_\_\_\_\_\_\_\_\_\_.

A) complexity

B) external validity

C) internal validity

D) experimenter bias

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

103) The more tightly controlled the experimental setting, the less that setting reflects the real world. This suggests there is a trade-off between \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_ in experimental research.

A) random assignment; systematic variation

B) internal validity; external validity

C) external validity; confounds

D) demand characteristics; confounds

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: How Psychologists Study Social Behavior

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

104) As discussed in your text, if you can generalize the results of an experiment to other circumstances, the experiment is said to \_\_\_\_\_\_\_\_\_\_.

A) have external validity

B) have construct integrity

C) be reliable

D) have internal validity

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

105) Cues in an experiment that tell the participant how he or she is expected to behave are \_\_\_\_\_\_\_\_\_\_.

A) confounds

B) experimenter biases

C) demand characteristics

D) social desirability cues

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

106) A researcher wants to study the effects of frustration on later aggressive behavior by frustrating half the participants and then measuring the amount of hot sauce they give to a confederate. The researcher tells the participants that this is a study of “Individual Differences in Taste Preference.” Why did she tell them this?

A) to prevent demand characteristics

B) to sensitize participants to the purpose of the study

C) to manipulate frustration

D) to prevent confounds

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

107) The main difference between a laboratory experiment and a field experiment is that \_\_\_\_\_\_\_\_\_\_.

A) laboratory experiments are less controlled

B) field experiments are more artificial

C) field experiments are conducted in a natural setting

D) laboratory experiments have better external validity

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

108) Diener et al. (1976) observed that trick-or-treaters who were asked for their names took less candy than those allowed to remain anonymous. This type of study is best characterized as \_\_\_\_\_\_\_\_\_\_.

A) a case study

B) a field experiment

C) a naturalistic observation

D) a correlational study

Answer: B

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology. 1.3 Describe applications that employ discipline-based problem solving. 2.1 Use scientific reasoning to interpret psychology phenomena. 2.4 Interpret, design and conduct basic psychological research.

109) Which statement describes a disadvantage of field experiments relative to laboratory experiments?

A) There is less control over extraneous factors.

B) They do not allow cause-effect conclusions.

C) They are in unnatural settings.

D) There is no ability to manipulate the independent variable.

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: How Psychologists Study Social Behavior

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

110) A social psychologist who combines a correlational study, a laboratory experiment, and a field experiment to test the same hypothesis so that she can be sure of her conclusions is \_\_\_\_\_\_\_\_\_\_.

A) using too many different methods

B) wasting her time

C) taking a “full cycle” approach

D) confounding her results

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Why Social Psychologists Combine Different Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

111) \_\_\_\_\_\_\_\_\_\_ is to reproduce the findings of a particular study using different populations.

A) To replicate

B) To experiment

C) To correlate

D) To confound

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Why Social Psychologists Combine Different Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

112) Participants in a research study believe that they have given painful electric shocks to a confederate. After the experiment is over, the researcher tells the participant that there really were no shocks, and the confederate is unharmed. This discussion after an experiment is \_\_\_\_\_\_\_\_\_\_.

A) the debriefing

B) the informed discussion

C) the cost/benefit analysis

D) the therapeutic interview

Answer: A

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combing different methods.

Topic: Ethical Issues in Social Psychology Research

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

113) The \_\_\_\_\_\_\_\_\_\_ after an experiment should include addressing negative reactions of the participants.

A) case study

B) survey

C) hypothesis

D) debriefing

Answer: D

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combing different methods.

Topic: Ethical Issues in Social Psychology Research

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.; 3.1 Apply ethical standards to psychological science and practice.

114) In most colleges and universities, which group evaluates whether a potential study meets ethical guidelines for the protection of human participants?

A) the board of regents

B) the American Psychological Association

C) the institutional review board

D) the board of ethics

Answer: C

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combing different methods.

Topic: Ethical Issues in Social Psychology Research

Difficulty Level: Easy

Skill Level: Remember the Facts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.4 Interpret, design and conduct basic psychological research.; 3.1 Apply ethical standards to psychological science and practice.

115) Dr. Templeton is interested in studying how the crowded living conditions in inner city neighborhoods affect blood pressure and heart rate. Dr. Templeton’s research falls within the new branch of social psychology called \_\_\_\_\_\_\_\_\_\_.

A) positive psychology

B) social neuroscience

C) social physiological interactionism

D) cultural psychology

Answer B

Learning Objective: 1.5 Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Topic: Social Psychology and the Other Areas of Psychology

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

116) Tanisha is studying which factors lead to virtuous behavior, positive emotions, and optimal performance in people and groups. Tanisha’s research falls most clearly within the field of \_\_\_\_\_\_\_\_\_\_.

A) personality psychology

B) health psychology

C) social neuroscience

D) positive psychology

Answer D

Learning Objective: 1.5 Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Topic: Social Psychology and the Other Areas of Psychology

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology; 2.4 Interpret, design and conduct basic psychological research.

117) The field that studies such topics as prejudice and aggression, but from the level of the group, is \_\_\_\_\_\_\_\_\_\_.

A) anthropology

B) sociology

C) cognitive neuroscience

D) biology

Answer: B

Learning Objective: 1.5 Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Topic: Social Psychology and the Other Disciplines

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 2.4 Interpret, design and conduct basic psychological research.

118) Social psychology focuses primarily on the \_\_\_\_\_\_\_\_\_\_, whereas sociology focuses mostly on the \_\_\_\_\_\_\_\_\_\_.

A) situation; group

B) individual; situation

C) abnormal; normal

D) individual; group

Answer: D

Learning Objective: 1.5 Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Topic: Social Psychology and Other Disciplines

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

**Short Answer Questions**

119) What is a theory? What role do theories play in predicting human behavior?

Answer: A theory is a scientific explanation that connects and organizes existing observations. In addition to organizing what we already know, scientific theories give us hints about where to look next. They can help us make predictions about future events and control previously unmanageable phenomena. Scientific theories have led to inventions.

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Topic: Describing and Explaining Social Behavior

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.

120) What is meant by the statement that social psychology is an interdisciplinary bridge?

Answer: Evolutionary biology, neurochemistry, history, culture, and geography all have important implications for how people socially interact with one another, and those social interactions, in turn, affect which moral and religious sentiments are enforced as laws, how children are educated, and even how medical doctors treat their patients. Because all of these influences converge to influence social behavior, social psychologists consider social behavior at many different levels of analysis.

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Topic: Social Psychology Is an Interdisciplinary Bridge

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.

121) Describe the social learning perspective in social psychology. What assumptions do social learning theorists make about the causes of social behavior?

Answer: The social learning perspective focuses on past learning experiences as determinants of a person’s social behavior. Social learning theorists assume that both direct and indirect learning experiences impact social behavior.

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: Major Theoretical Perspectives of Social Psychology

Difficulty Level: Moderate Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

122) Describe the two principles of social behavior.

Answer: (1) Social behavior is goal oriented. People interact with one another to achieve some goal or satisfy some inner motivation. (2) Social behavior represents a continual interaction between the person and the situation.

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person-situation interactions.

Topic: Basic Principles of Social Behavior

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

123) What is a case study, and what is one advantage of using a case study as a research method?

Answer: A case study is an intensive examination of an individual or group. Two advantages of case studies are that they can be a rich source of hypotheses and they facilitate the study of rare behaviors.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena; 2.4 Interpret, design and conduct basic psychological research.

124) What is archival research, and what is one of the advantages of using this research method?

Answer: Archival research involves the examination of systematic data originally collected for other purposes (such as marriage licenses or arrest records). The primary advantage of archival research is that it provides easy access to large amounts of pre-recorded data.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

125) Define reliability and validity.

Answer: Reliability is the consistency of a score yielded by a psychological test. Validity is the extent to which a test measures what it is designed to measure.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Easy

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

126) What is a positive correlation between two variables? A negative one?

Answer: A positive correlation is a relationship between two variables in which, as one variable goes either up or down, the other variable goes in the same direction. In a negative correlation between two variables, as one variable goes either up or down, the other variable goes in the opposite direction.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Correlation and Causation

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

127) What is random assignment, and what is the key advantage of using it in research?

Answer: Random assignment is the practice of assigning participants to treatments so that each person has an equal chance of being in any condition. The key advantage of this practice is that it minimizes differences between the groups in an experiment.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

128) In an experiment, what is an independent variable? What is a dependent variable? Which is considered the “cause” and which the “effect”?

Answer: An independent variable is the variable that is manipulated by the experimenter. A dependent variable is the variable that is measured by the experimenter. In an experiment, the independent variable is considered the cause, and the dependent variable the effect.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

129) What is a confound, and how can researchers try to avoid confounds in experiments?

Answer: In an experiment, a confound is a variable that systematically changes along with the independent variable, potentially leading to a mistaken conclusion about the effect of the independent variable. Random assignment is the best way to help avoid confounds in experiments.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.

130) Describe the two strategies that psychologists use to minimize ethical risks in research.

Answer: Psychologists use debriefing to alleviate any potential harm to participants in a study. In addition, institutional review boards have been established to review all research involving humans to ensure that that research is conducted ethically.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Ethical Issues in Social Psychological Research

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.1 Use scientific reasoning to interpret psychology phenomena.; 2.4 Interpret, design and conduct basic psychological research.; 3.1 Apply ethical standards to psychological science and practice.

131) How are social psychology and clinical psychology connected?

Answer: Social psychology has close connections with clinical psychology, which is the study of behavioral dysfunction and treatment. A psychologist must understand social relationships in order to treat depression or loneliness or teach people how to deal with everyday stress. Furthermore, many behavioral disorders are defined by their devastating effects on a person’s social life.

Learning Objective: 1.5 Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Topic: Social Psychology and Other Areas of Psychology

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 1.3 Describe applications that employ discipline-based problem solving.

**Essay Questions**

132) Name and define the four major perspectives of social psychology. What are two views of social behavior that all four perspectives have in common?

Answer: A good answer would include the following key points:

1. The sociocultural perspective is the theoretical approach that searches for the causes of social behavior in influences from larger social groups, such as nationality and social class.

2. The evolutionary perspective is a theoretical viewpoint in social psychology that searches for the causes of social behavior in the physical and psychological predispositions that helped our ancestors survive and reproduce.

3. The social learning perspective focuses on past learning experiences as determinants of a person’s social behavior, including both direct and indirect learning experiences.

4. The social cognitive perspective locates the causes of social behavior in the mental processes involved in paying attention to, interpreting, and remembering social experiences.

5. The two common views among these perspectives are that social behavior is goal oriented and social behavior represents a continual interaction between the person and the situation.

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human behavior.

Topic: Major Theoretical Perspectives of Social Psychology

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

133) Compare and contrast the sociocultural and social learning perspectives. Define each, and describe how they are similar and how they are different.

Answer: A good answer would include the following key points:

1. The sociocultural perspective is the theoretical approach that searches for the causes of social behavior in influences from larger social groups, such as nationality and social class.

2. The social learning perspective focuses on past learning experiences as determinants of a person’s social behavior, including both direct and indirect learning experiences.

3. The two perspectives are similar in that both search for the causes of social behavior in a person’s environment.

4. They differ slightly in their breadth of focus over time and place. Social learning theorists emphasize the individual’s unique experiences in a particular family, school, or peer group. Sociocultural theorists are less concerned with specific individuals or their unique experiences and are more focused on larger groups of individuals, such as Asian Canadians, Hispanic Americans, college students in sororities, or members of the upper class.

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Topic: The Sociocultural Perspective, The Social Learning Perspective, Combining Perspectives

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.; 2.5 Incorporate sociocultural factors in scientific inquiry.

134) Describe the evolutionary perspective in social psychology. Where does it look for the causes of social behavior? What is natural selection? What are adaptations? How are these important to the evolutionary perspective?

Answer: A good answer would include the following key points:

1. The evolutionary perspective is a theoretical viewpoint in social psychology that searches for the causes of social behavior in the physical and psychological predispositions that helped our ancestors survive and reproduce.

2. Natural selection is the process by which characteristics that help animals survive and reproduce are passed on to their offspring.

3. An adaptation is a characteristic that is well designed for survival and reproduction in a particular environment.

4. Natural selection may be considered the driving force behind evolution (what makes evolution happen), and adaptations are the products of natural selection: they are essentially our evolutionary legacy.

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human behavior.

Topic: The Evolutionary Perspective

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 1.2 Develop a working knowledge of the content domains of psychology.

135) Define descriptive methods of gathering data, and define, specifically, naturalistic observation and surveys. Discuss the advantages and disadvantages of naturalistic observation and surveys.

Answer: A good answer would include the following key points:

1. Descriptive methods are procedures for measuring or recording behaviors, thoughts, and feelings in their natural state. Naturalistic observation involves recording everyday behaviors as they unfold in their natural settings. Surveys are techniques in which the researcher asks people to report on their beliefs, feelings, or behaviors.

2. Advantages to naturalistic observation include the ability to observe spontaneous behaviors and the fact that it does not rely on a person’s ability to report on his/her own experiences. Disadvantages are that the researcher may interfere with ongoing behavior, that some interesting behaviors are hard to observe because they are rare, that there is the possibility of researcher bias, and that observing these behaviors may be time consuming.

3. The primary advantage of surveys is that they allow for the study of difficult-to-observe behaviors, thoughts, and feelings. Disadvantages of the survey approach are that the participants may not be representative of the appropriate population and that they may be untruthful or biased in their self-reports.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.4 Interpret, design and conduct basic psychological research.

136) Contrast the experimental and descriptive methods in social psychology.

Answer: A good answer would include the following key points:

1. Experimental methods are procedures for uncovering causal processes by systematically manipulating some aspect of a situation.

2. Descriptive methods are procedures for measuring or recording behaviors, thoughts, and feelings in their natural state.

3. The advantages of the experimental method over descriptive methods are the ability to manipulate variables, to carefully control the participants’ environment, and to infer causality.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Descriptive Methods, Experimental Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.4 Interpret, design and conduct basic psychological research.

137) Describe the experimental method in social psychology and the advantages and disadvantages to this approach.

Answer: A good answer would include the following key points:

1. Experimental methods are procedures for uncovering causal processes by systematically manipulating some aspect of a situation.

2. The advantages of the experimental method are the ability to manipulate variables, to carefully control the participants’ environment, and to infer causality.

3. Disadvantages of the experimental method include limits to cause-effect conclusions if potential confounds are not controlled for and limits to the generalizability or external validity of the findings. In addition, experiments are unable to study many kinds of naturally occurring behavior.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.4 Interpret, design and conduct basic psychological research.

138) You are a researcher interested in studying the effects of drinking energy drinks vs. water on college student performance on a four-hour math test. Describe how you would conduct this experiment. What is the independent variable? The dependent variable? How would you decide who drinks the energy drink and who drinks water? Is deception appropriate here, and if so, what deception would you use and why?

Answer: A good answer would include the following key points:

1. The independent variable would be type of drink (energy drink or water).

2. The dependent variable would be performance or score on the math test.

3. Assignment to condition (energy drink or water) should be performed randomly in order to ensure that most confounds are controlled, and as a result each testing session should include approximately equal numbers of participants from each condition.

4. Finally, the participants would have to be deceived about the type of drink each consumed (drinks would have to look and taste the same) so they cannot “guess” the hypothesis and behave in a socially desirable way.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Apply What You Know

APA Learning Objective: 2.4 Interpret, design and conduct basic psychological research.; 3.1 Apply ethical standards to psychological science and practice.

139) You are the head researcher of a study and are assigned to help new student researchers understand the study. Begin by explaining the difference between internal validity and external validity in experimental research. Then, tell these students why experimenters usually have to make a “trade-off” between internal and external validity.

Answer: A good answer would include the following key points:

1. The external validity of an experiment is the extent to which the results can be generalized to other circumstances, such as other populations or places.

2. Internal validity is the degree to which an experiment allows confident statements about cause and effect.

3. Experimenters often are forced to make a “trade-off” between external and internal validity because externally valid studies—those that are most generalizable to the world outside the laboratory—tend to be less controlled (and therefore have less internal validity) as a result. Conversely, experiments that have high internal validity often are so well controlled that they produce a very artificial environment and therefore are more limited in the degree to which they generalize to the outside world.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Experimental Methods

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.; 2.4 Interpret, design, and conduct basic psychological research.

140) Why do social psychologists combine different research methods? What is the “full cycle” approach to the study of social psychology, and how does it exemplify such combining?

Answer: A good answer would include the following key points:

1. Social psychologists combine different research methods because each method has unique strengths and weaknesses. By combining these methods, social psychologists can gain greater confidence in results that are consistent across several methods.

2. The “full cycle” approach involves moving back and forth between the laboratory and the real world. Here, the social psychologists utilize evidence drawn from descriptive studies of the real world to develop theories and subsequently test them in rigorous experiments. The results of these theory-testing experiments can lead back to new hypotheses about natural events in the real world.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Why Social Psychologists Combine Different Methods

Difficulty Level: Moderate

Skill Level: Understand the Concepts

APA Learning Objective: 2.4 Interpret, design and conduct basic psychological research.

141) Why do social psychologists sometimes choose to deceive participants about the true purpose of an experiment? What is the primary argument against deception in experiments? What is debriefing, and what is its purpose?

Answer: A good answer would include the following key points:

1. Social psychologists sometimes deceive experimental participants in order to avoid the problem of demand characteristics, or cues in the study that make participants aware of how the experimenter wants them to behave. By distracting participants from the actual purpose of the study, researchers are better able to produce natural reactions in participants.

2. Debriefing is a post-experimental procedure in which the experimenter discusses procedures, hypotheses, and participant reactions with the participant. Its primary purpose is to alleviate any problems or concerns that the participant might have as a result of participation in the study. Debriefing should be performed for any experiment, but it is particularly important when deception is involved. Debriefing may also include a discussion of the costs and benefits of the research.

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Topic: Ethical Issues in Social Psychological Research

Difficulty Level: Difficult

Skill Level: Analyze It

APA Learning Objective: 2.4 Interpret, design and conduct basic psychological research.; 3.1 Apply ethical standards to psychological science and practice.

**Revel Quiz Questions**

The following questions appear at the end of each module and at the end of the chapter in Revel for *Social Psychology: Goals in Interaction, Seventh Edition*

**End of Module Quiz 1.1: What Is Social Psychology?**

EOM Q1.1.1

Social psychology is the scientific study of \_\_\_\_\_\_\_\_\_\_.

1. how people’s thoughts, feelings, and behaviors are influenced by other people
2. how people’s reactions to others develop over the life cycle

Consider This: We can divide the tasks of social psychology into description and explanation. 1.1: Explain the role of description and theory in the science of social psychology.

1. how societal forces contribute to the development of mental illness

Consider This: We can divide the tasks of social psychology into description and explanation. 1.1: Explain the role of description and theory in the science of social psychology.

1. how the brain influences the development of social reactions

Consider This: We can divide the tasks of social psychology into description and explanation. 1.1: Explain the role of description and theory in the science of social psychology.

Answer: a

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

EOM Q1.1.2

Which of the following best describes scientific theories?

1. Theories are scientific explanations that connect and organize existing observations.
2. Theories are based on hypothetical conjecture as opposed to established evidence.

Consider This: Without a good theory, we would not know where to start searching for an answer. 1.1: Explain the role of description and theory in the science of social psychology.

1. Theories explain the cause of specific behaviors.

Consider This: Without a good theory, we would not know where to start searching for an answer. 1.1: Explain the role of description and theory in the science of social psychology.

1. Theories are a collection of facts.

Consider This: Without a good theory, we would not know where to start searching for an answer. 1.1: Explain the role of description and theory in the science of social psychology.

Answer: a

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Difficulty Level: Easy

Skill Level: Remember the Facts

EOM Q1.1.3

To say that social psychology is the ultimate bridge discipline means that the field \_\_\_\_\_\_\_\_\_\_.

1. connects multiple perspectives on social behavior, from biology, anthropology, economics, and other disciplines
2. connects laboratory findings with clinical applications

Consider This: How does what you are learning in your biology class connect up with what you are learning in your anthropology class? 1.1: Explain the role of description and theory in the science of social psychology.

1. bridges careful description with theoretical explanation

Consider This: How does what you are learning in your biology class connect up with what you are learning in your anthropology class? 1.1: Explain the role of description and theory in the science of social psychology.

1. links sociology and psychology

Consider This: How does what you are learning in your biology class connect up with what you are learning in your anthropology class? 1.1: Explain the role of description and theory in the science of social psychology.

Answer: a

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

**End of Module Quiz 1.2: Major Theoretical Perspectives of Social Psychology**

EOM Q1.2.1

A(n) \_\_\_\_\_\_\_\_\_\_\_ theorist would be relatively more interested in similarities between people in different societies, whereas a(n) \_\_\_\_\_\_\_\_\_\_\_\_ theorist would likely focus more on differences across societies.

1. evolutionary; sociocultural
2. social cognitive; social learning

Consider This: Which perspective accepts that human social behaviors are rooted in physical and psychological dispositions that helped our ancestors survive? 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. social learning; evolutionary

Consider This: Which perspective accepts that human social behaviors are rooted in physical and psychological dispositions that helped our ancestors survive? 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. sociocultural; social learning

Consider This: Which perspective accepts that human social behaviors are rooted in physical and psychological dispositions that helped our ancestors survive? 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Answer: a

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Difficulty Level: Easy

Skill Level: Remember the Facts

EOM Q1.2.2

Which of the following definitions is *correct*?

1. Social cognitive perspective focuses on the mental processes involved in paying attention to, interpreting, and remembering social experiences.
2. Evolutionary perspective focuses on how social behavior is influenced by group level factors, such as social class and nationality.

Consider This: What are the unique aspects of this perspective? How are the four perspectives different from one another? 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. Sociocultural perspective focuses on past experiences with direct and indirect rewards and punishments.

Consider This: What are the unique aspects of this perspective? How are the four perspectives different from one another? 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. Social learning perspective focuses on social behaviors as evolved adaptations that helped our ancestors survive and reproduce.

Consider This: What are the unique aspects of this perspective? How are the four perspectives different from one another? 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Answer: a

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

EOM Q1.2.3

To say that Malala’s father provided a role model who championed education would be to adopt which perspective?

1. social learning
2. sociocultural

Consider This: Four major perspectives have dominated the field of social psychology. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. evolutionary

Consider This: Four major perspectives have dominated the field of social psychology. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. social cognitive

Consider This: Four major perspectives have dominated the field of social psychology. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Answer: a

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

**End of Module Quiz 1.3:** **Basic Principles of Social Behavior**

EOM Q1.3.1

According to your text, what is the connection between everyday goals (such as making an impression on the boss or getting a date) and fundamental motives (such as gaining status or establishing social ties)?

1. Fundamental motives link our everyday goals to their ultimate functions.
2. Everyday goals often conflict with fundamental motives.

Consider This: In our past, people who were motivated to get along with others were more likely to survive and reproduce. 1.3: Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

1. Everyday goals are more important in determining our behavior than are fundamental motives.

Consider This: In our past, people who were motivated to get along with others were more likely to survive and reproduce. 1.3: Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

1. Fundamental motives are more important influences on our behavior than are everyday goals.

Consider This: In our past, people who were motivated to get along with others were more likely to survive and reproduce. 1.3: Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

Answer: a

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

EOM Q1.3.2

Which example demonstrates a person–situation interaction?

1. Men are more likely to help in emergencies that require heroic action, whereas women are more likely to help when emotional support is needed.
2. A woman in a sad mood donates to a charity to make herself feel better.

Consider This: Just as people choose their situations, social situations may choose types of people to enter them. 1.3: Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

1. A man is more likely to honk his horn on a hot humid day than on a comfortable day.

Consider This: Just as people choose their situations, social situations may choose types of people to enter them. 1.3: Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

1. A hot day causes both men and women to become more aggressive.

Consider This: Just as people choose their situations, social situations may choose types of people to enter them. 1.3: Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

Answer: a

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

EOM Q1.3.3

The finding that people are exquisitely sensitive to being socially excluded was described as being connected to which fundamental motive?

1. to establish social ties
2. to gain and maintain status

Consider This: In our past, without friends, our ancestors might not have survived. 1.3: Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

1. to attract and retain mates

Consider This: In our past, without friends, our ancestors might not have survived. 1.3: Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

1. to understand ourselves and others

Consider This: In our past, without friends, our ancestors might not have survived. 1.3: Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

Answer: a

Learning Objective: 1.3 Describe the five fundamental motives behind goal-oriented social behavior, and explain what is meant by the person, the situation, and person–situation interactions.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

**End of Module Quiz 1.4: How Psychologists Study Social Behavior**

EOM Q1.4.1

Which of the following involves a manipulation of the independent variable?

1. field experiment
2. case study

Consider This: Experimental methods are used to uncover the causes of behavior by systematically varying one aspect of the situation. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. naturalistic observation

Consider This: Experimental methods are used to uncover the causes of behavior by systematically varying one aspect of the situation. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. survey

Consider This: Experimental methods are used to uncover the causes of behavior by systematically varying one aspect of the situation. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

EOM Q1.4.2

Which of the following methods involves the examination of data usually collected for other purposes such as arrest records?

1. archival methods
2. naturalistic observations

Consider This: What are some of the procedures for measuring or recording behaviors, thoughts, and feelings in their natural state? 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. case studies

Consider This: What are some of the procedures for measuring or recording behaviors, thoughts, and feelings in their natural state? 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. surveys

Consider This: What are some of the procedures for measuring or recording behaviors, thoughts, and feelings in their natural state? 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Easy

Skill Level: Remember the Facts

EOM Q1.4.3

Which of these factors is a limitation of an experiment?

1. low external validity
2. high internal validity

Consider This: The laboratory settings used in most experiments are artificial. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. no confounding variables

Consider This: The laboratory settings used in most experiments are artificial. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. inability to control independent variables

Consider This: The laboratory settings used in most experiments are artificial. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Difficult

Skill Level: Apply What You Know

**End of Module Quiz 1.5: Social Psychology’s Bridges with Other Areas of Knowledge**

EOM Q1.5.1

Which of the following is *true*?

1. Social psychologists are increasingly using the tools of neuroscience to study the links between social behavior and changes happening inside the brain and body.
2. Whereas clinical psychologists focus on pathology, social psychologists emphasize normal healthy behavior.

Consider This: Evolutionary biology, neurochemistry, history, culture, and geography all have implications for how people interact with one another. 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

1. Unlike positive psychologists, social psychologists focus on problematic behaviors such as aggression and prejudice.

Consider This: Evolutionary biology, neurochemistry, history, culture, and geography all have implications for how people interact with one another. 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

1. Unlike environmental psychologists, social psychologists focus on personality determinants of behavior.

Consider This: Evolutionary biology, neurochemistry, history, culture, and geography all have implications for how people interact with one another. 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Answer: a

Learning Objective: 1.5 Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Difficulty Level: Moderate

Skill Level: Apply What You Know

EOM Q1.5.2

The study of virtuous behaviors and optimal group performance directly links social psychology with \_\_\_\_\_\_\_\_\_\_.

1. positive psychology
2. clinical psychology

Consider This: Which area of psychology involves the study of factors leading to positive emotions, virtuous behaviors, and optimal performance? 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

1. cognitive neuroscience

Consider This: Which area of psychology involves the study of factors leading to positive emotions, virtuous behaviors, and optimal performance? 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

1. environmental psychology

Consider This: Which area of psychology involves the study of factors leading to positive emotions, virtuous behaviors, and optimal performance? 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Answer: a

Learning Objective: 1.5 Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Difficulty Level: Easy

Skill Level: Remember the Facts

EOM Q1.5.3

A researcher who is concerned with how infants become attached to their parents and how these early experiences affect adult relationships connects social psychology and what other area of psychology?

1. developmental psychology
2. clinical psychology

Consider This: Social relationships are central to development. 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

1. health psychology

Consider This: Social relationships are central to development. 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

1. personality psychology

Consider This: Social relationships are central to development. 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Answer: a

Learning Objective: 1.5 Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Difficulty Level: Easy

Skill Level: Remember the Facts

**Chapter Quiz: Introduction to Social Psychology**

EOC Q1.1

\_\_\_\_\_\_\_\_\_ connect and organize existing observations and suggest future research.

1. Theories
2. Hypotheses

Consider This: A hypothesis is a researcher’s specific prediction about what a study will find. 1.1: Explain the role of description and theory in the science of social psychology.

1. Explanations

Consider This: An explanation is part of a theory, but does not necessarily suggest future research. 1.1: Explain the role of description and theory in the science of social psychology.

1. Variables

Consider This: Variables are particular factors that researchers either manipulate or measure. 1.1: Explain the role of description and theory in the science of social psychology.

Answer: a

Learning Objective: 1.1 Explain the role of description and theory in the science of social psychology.

Difficulty Level: Easy

Skill Level: Remember the Facts

EOC Q1.2

Which social psychological perspective advocates that a person’s prejudices, preferences, and political persuasions are affected by factors that work at the level of the larger group?

1. sociocultural
2. social learning

Consider This: The social learning perspective advocates the notion that social behavior is driven by a person’s past learning experiences with reward and punishment. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. social cognitive

Consider This: The social cognitive perspective focuses on the processes involved in people’s choices of what social events to pay attention to, which interpretations to make of these events, and how to store these experiences in memory. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. evolutionary

Consider This: The evolutionary perspective adopts the view that human social behaviors are rooted in physical and psychological predispositions that helped our ancestors survive and reproduce. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Answer: a

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

EOC Q1.3

The \_\_\_\_\_\_\_\_ perspective focuses on past learning experiences with rewards and punishments as determinants of a person’s social behaviors.

1. social learning
2. evolutionary

Consider This: The evolutionary perspective adopts the view that human social behaviors are rooted in physical and psychological predispositions that helped our ancestors survive and reproduce. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. social cognitive

Consider This: The social cognitive perspective focuses on the processes involved in people’s choices of what social events to pay attention to, which interpretations to make of these events, and how to store these experiences in memory. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. behavioral

Consider This: The correct answer does address some of the concepts of early behavioral psychologists as well as more recent behavioral theory; however, there is a more specific and more accurate answer to select. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Answer: a

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

EOC Q1.4

Fourteen-year-old James arrives at school in a bad mood looking for a fight. A boy accidentally bumps into James in the hall, and he interprets the bump as an intentional act of bullying. Which perspective would focus on James’s perception and interpretation?

1. social cognitive
2. evolutionary

Consider This: The best answer would emphasize a person’s ability to select which events to attend to as well as a person’s ability to choose how to interpret those events. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. social learning

Consider This: The best answer would emphasize a person’s ability to select which events to attend to as well as a person's ability to choose how to interpret those events. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

1. sociocultural

Consider This: The best answer would emphasize a person’s ability to select which events to attend to as well as a person’s ability to choose how to interpret those events. 1.2: Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Answer: a

Learning Objective: 1.2 Summarize the four major theoretical perspectives of social psychology, and discuss how they work together to explain human social behavior.

Difficulty Level: Difficult

Skill Level: Apply What You Know

EOC Q1.5

The two major categories of tools psychologists use to gather data are called \_\_\_\_\_\_\_\_\_\_.

1. descriptive and experimental methods
2. naturalistic observations and descriptive methods

Consider This: This question is looking for the two general categories of research techniques. This is a more specific answer. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. case studies and observations

Consider This: This question is looking for the two general categories of research techniques. This is a more specific answer. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. archives and surveys

Consider This: This question is looking for the two general categories of research techniques. This is a more specific answer. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Easy

Skill Level: Remember the Facts

EOC Q1.6

The ability to study spontaneous behavior is a particular advantage of which research method?

1. naturalistic observation
2. experimental method

Consider This: While this answer does give a researcher greater control over different variables, it does not usually provide the best medium for observing behaviors as they occur in their usual, "natural" settings. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. archives

Consider This: The correct answer is one that is discussed in your book. It involves observing behaviors as they occur in their usual, "natural" settings. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. case studies

Consider This: This answer focuses on unusual or rarely occurring patterns of behavior. The correct answer involves observing behaviors as they occur in their usual, "natural" settings. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Moderate

Skill Level: Understand the Concepts

EOC Q1.7

If you wanted to study the psychological motives for mass murder, the text (and logic) suggests you might use which method?

1. case study
2. field experiment

Consider This: This would not be an optimal research method for studying the psychological motives of a rarely occurring behavior such as mass murder. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. naturalistic observation

Consider This: This would not be an optimal research method for studying the psychological motives of a rarely occurring behavior such as mass murder. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. laboratory experiment

Consider This: This would not be an optimal research method for studying the psychological motives of a rarely occurring behavior such as mass murder. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Moderate

Skill Level: Apply What You Know

EOC Q1.8

When John was asked in a survey if he smoked, he answered “no” even though it wasn’t true, because his mother was there. A psychologist would explain the discrepancy in his answer as likely due to \_\_\_\_\_\_\_\_\_\_.

1. social desirability bias
2. confounding

Consider This: A confound is a factor that systematically changes along with the independent variable. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. unreliability

Consider This: This answer refers to the consistency of one’s findings, not a tendency to answer dishonestly to achieve social acceptance. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. observer bias

Consider This: This answer is a bigger problem for naturalistic observation than it is for survey research. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Moderate

Skill Level: Apply What You Know

EOC Q1.9

If you take a test and the results indicate that you are extremely shy, and then the next day you take the same test and it indicates that you are very extroverted, the test would be deemed \_\_\_\_\_\_\_\_\_\_.

1. unreliable
2. valid

Consider This: The issue of validity refers to the accuracy of a test’s results; that is, does the test accurately measure what it is supposed to assess? 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. invalid

Consider This: The issue of validity refers to the accuracy of a test’s results; that is, does the test accurately measure what it is supposed to assess? 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. reliable

Consider This: If results were reliable, they would show great consistency across different administrations. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Easy

Skill Level: Understand the Concepts

EOC Q1.10

Parents who are more committed to their children’s education have fewer behavioral problems with their children. This relationship would be considered a \_\_\_\_\_\_\_\_\_\_.

1. negative correlation
2. variable

Consider This: A variable is any factor that changes in a relationship. In this question, there are two variables. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. correlation coefficient

Consider This: A correlation coefficient is a statistic—a number—that describes the relationship between two different variables. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. positive correlation

Consider This: In this type of correlation, the two variables in question would move in the same direction. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Moderate

Skill Level: Analyze It

EOC Q1.11

The variable that is measured by the experimenter is the \_\_\_\_\_\_\_\_\_\_.

1. dependent variable
2. confounding variable

Consider This: A confounding variable makes it difficult, if not impossible, to determine the actual relationship between a dependent and an independent variable. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. correlation coefficient

Consider This: A correlation coefficient is a statistic—a number—that describes the relationship between two different variables. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. independent variable

Consider This: The independent variable is sometimes referred to as the “manipulated variable” in an experimental research design. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Easy

Skill Level: Remember the Facts

EOC Q1.12

Random assignment is a characteristic of which research method?

1. experiment
2. archival

Consider This: Random assignment is not a characteristic of this research. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. survey

Consider This: Random assignment is not a characteristic of this research. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. naturalistic observation

Consider This: Random assignment is not a characteristic of this research. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Difficult

Skill Level: Understand the Concepts

EOC Q1.13

The text describes a series of studies examining people’s happiness levels after spending money on themselves or others. This series of studies was discussed to illustrate \_\_\_\_\_\_\_\_\_\_.

1. how combining different research methods helps researchers obtain more trustworthy conclusions, compared to using only one method
2. the problem of non-representative sampling

Consider This: Your text did not highlight this series of studies to demonstrate this. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. the problem of reactivity

Consider This: Your text did not highlight this series of studies to demonstrate this. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. the problem of artificiality in lab studies

Consider This: Your text did not highlight this series of studies to demonstrate this. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Difficult

Skill Level: Analyze It

EOC Q1.14

A disadvantage of laboratory experiments as compared to naturalistic observation is \_\_\_\_\_\_\_\_\_\_.

1. the potential for demand characteristics
2. observer bias

Consider This: Observer bias is even more of a disadvantage of naturalistic observation as compared to laboratory experiments. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. excess internal validity

Consider This: Internal validity, when high, is actually a good thing to have in laboratory experiments. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

1. cultural influences

Consider This: Cultural influences could affect naturalistic observations and experiments. 1.4: List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Answer: a

Learning Objective: 1.4 List the strengths and weaknesses of each of the different descriptive methods (e.g., naturalistic observation, case study) and experimental methods, and explain why researchers find value in combining different methods.

Difficulty Level: Difficult

Skill Level: Analyze It

EOC Q1.15

In the field of \_\_\_\_\_\_\_ psychology, researchers consider how lifetime experiences combine with predispositions and early biological influences to produce the adult’s feelings, thoughts, and behaviors.

1. developmental
2. personality

Consider This: Personality psychology addresses differences between people and also examines how individual psychological components add up to a whole person. 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

1. environmental

Consider This: Environmental psychology is the study of people’s interactions with the physical and the social surroundings in which they live. 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

1. positive

Consider This: Positive psychology is the study of factors leading to positive emotions, virtuous behaviors, and optimal performance in people and in groups. 1.5: Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Answer: a

Learning Objective: 1.5 Discuss the links between social psychology and (1) other disciplines of psychology and (2) disciplines outside psychology.

Difficulty Level: Easy

Skill Level: Remember the Facts