**Chapter 13 - Social Psychology**

1. \_\_\_\_\_\_\_\_\_\_ is the scientific study of how people’s thoughts, feelings, and actions are affected by others.

a. Sociobehavioral psychology

b. Social science

c. Social psychology

d. Sociology

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

2. Which of these is NOT the kind of question that a social psychologist would ask?

a. How can we convince people to change their attitudes?

b. What can we do to improve our health and wellness?

c. In what ways do we come to understand what others are like?

d. Why do some people display so much violence, aggression, and cruelty?

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

3. An attitude is a(n)

a. evaluation.

b. action.

c. feeling.

d. belief.

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

4. When advertisers hired Michael Jordan to sell underwear, they were making use of the

a. message source.

b. characteristics of the message.

c. characteristics of the target.

d. halo effect.

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

5. As compared to a one-sided message, a two-sided message is

a. equally persuasive.

b. somewhat less persuasive.

c. much less persuasive.

d. more persuasive.

Answer: d

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APA Goal: Goal 4: Application of Psychology

6. An ad agency creates an ad for a particular car. It stresses the car’s safety and gas mileage. This ad relies on the \_\_\_\_\_\_\_\_ route to persuasion.

a. peripheral

b. central

c. primary

d. secondary

Answer: b

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APA Goal: Goal 4: Application of Psychology

7. An ad agency creates an ad for a particular car. It shows how fun the car is to drive. This ad relies on the \_\_\_\_\_\_\_\_ route to persuasion.

a. peripheral

b. central

c. primary

d. secondary

Answer: a

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APA Goal: Goal 4: Application of Psychology

8. Advertisers who design a fear-evoking advertising campaign know that messages are most effective when

a. they frighten people into buying the product.

b. they reach a small and indifferent audience.

c. viewers’ cognitive dissonance is activated.

d. they include advice for steps to avoid the described danger.

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

9. The advertising industry draws on findings from \_\_\_\_\_\_\_\_\_\_ regarding persuasion.

a. experimental psychology

b. abnormal psychology

c. social psychology

d. psychometrics

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

10. In \_\_\_\_\_\_\_\_\_\_ route processing, people are swayed in their judgments by the logic, merit, and strength of arguments.

a. evaluation

b. central

c. persuasion

d. peripheral

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

11. In \_\_\_\_\_\_\_\_\_\_ route processing, people are persuaded on the basis of factors unrelated to the nature or quality of the content of a persuasive message.

a. evaluation

b. central

c. persuasion

d. peripheral

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

## 12. Blanche is extremely interested in politics and believes an upcoming election is very important to the future. Blanche would most likely be persuaded by a campaign message relying on the \_\_\_\_\_\_\_\_ route to persuasion.

a. primary

b. secondary

c. central

d. peripheral

Answer: c

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APA Goal: Goal 4: Application of Psychology

13. Carter loves philosophical discussions and theoretical debates. Carter is most likely to be persuaded via the \_\_\_\_\_\_\_\_\_ route.

a. primary

b. secondary

c. central

d. peripheral

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

14. Dante is interested in the practical and the concrete and becomes impatient with hypothetical speculations. Dante is most likely to be persuaded via the \_\_\_\_\_\_\_\_\_ route.

a. primary route

b. secondary route

c. central route

d. peripheral route

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

15. A high \_\_\_\_\_\_\_\_\_\_ is a person's habitual level of thoughtfulness and cognitive activity.

a. need for evaluation

b. need for processing

c. need for cognition

d. need for persuasion

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

16. People who have a high \_\_\_\_\_\_\_\_\_\_ are more likely to use central route processing.

a. need for evaluation

b. need for processing

c. need for cognition

d. need for persuasion

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

17. The conflict that occurs when a person holds two contradictory attitudes or thoughts is called \_\_\_\_\_\_\_\_\_\_.

a. contradictory dissonance

b. conflicting dissonance

c. cognitive opposition

d. cognitive dissonance

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

18. Social psychologist Leon Festinger is associated with the study of

a. routes to persuasion.

b. cognitive dissonance.

c. conformity.

d. obedience.

Answer: b

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APA Goal: Goal 1: Knowledge of Psychology

19. In their classic cognitive dissonance study, Festinger and Carlsmith (1959) paid participants either $1 or $20 to say a task was interesting. The \_\_\_\_\_\_\_ graph of the results would show that a \_\_\_\_\_\_\_\_\_ percentage of the $20-participants said the task was interesting.

a. bar; lower

b. bar; greater

c. line; lower

d. line; greater.

Answer: a

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APA Goal: Goal 7: Communication Skills

20. Erin uses cocaine recreationally. The drug is beginning to affect her job performance; deep down she knows this. What might Erin tell herself to resolve the dissonance between the notion that she enjoys using cocaine and the knowledge that it’s affecting her work?

a. “I use drugs only on occasional weekends.”

b. “If my work has slipped lately, it’s not the drugs—it’s the extra pressure and the lack of recognition around here.”

c. “Drugs have no effect on my job.”

d. Any of these

Answer: d

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APA Goal: Goal 4: Application of Psychology

21. According to cognitive dissonance theory, which of the following individuals would be most likely to rate a particular concert as enjoyable?

a. someone who was given the tickets by a siblingb. someone who waited seven hours in the rain to get the ticketsc. someone who had low expectations for the concertd. someone who decided to go at the last minute

Answer: b

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APA Goal: Goal 4: Application of Psychology

22. Sets of cognitions known as schemas serve as \_\_\_\_\_\_\_\_\_\_ for social cognitions.

a. organizing frameworks

b. defenses against stereotypes

c. emotional concepts

d. social pressures

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

23. Fallon has an idea of what politicians are like: they are often lawyers; they are smooth and communicate well; but they are not always honest. These characteristics are components of Fallon’s \_\_\_\_\_\_\_\_\_\_ of politicians.

a. concept

b. schema

c. image

d. propositional framework

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

24. The processes that underlie the way people understand and make sense of themselves and others are called

a. social cognitions.

b. schemas.

c. central traits.

d. stereotypes.

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

25. The process by which an individual organizes information about another person to form an overall impression of that person is known as

a. schema formation

b. stereotype formation.

c. social cognition formation.

d. impression formation.

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

26. Unusually important characteristics that help one form an initial overall impression of another individual are called \_\_\_\_\_\_\_\_\_ traits.

a. primary

b. cardinal

c. central

d. schematic

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

27. One forms an impression of another individual

a. very quickly, within a few seconds.b. very quickly, within a few minutes.c. gradually, over time.d. within the first several encounters.

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

28. The task of \_\_\_\_\_\_\_\_\_\_ is to explain how people decide and understand the causes of behavior.

a. discrimination theory

b. social cognition

c. attribution theory

d. directive-behavior theory

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

29. One makes an attribution when one

a. forms an evaluation of an object, person, event, or behavior.

b. resolves the conflict between two contradictory thoughts.

c. is influenced by a persuasive message.

d. decides on the causes of an individual’s behavior.

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

30. \_\_\_\_\_\_\_\_\_\_ causes of behavior are perceived causes of behavior that are based on environmental factors.

a. Evaluative

b. Dispositional

c. Situational

d. Persuasive

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

31. Perceived causes of behavior that are based on internal traits or personality factors are called

a. evaluative causes.

b. dispositional causes.

c. situational causes.

d. persuasive causes.

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

32. “Probably, he cheated on the test, because he is a dishonest person.” This is a(n) \_\_\_\_\_\_\_\_\_\_\_\_ attribution.

a. dispositional

b. situational

c. central

d. peripheral

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

33. Which of these phrases would complete the sentence “She cheated on the exam, because . . .” to reflect a situational attribution?

a. “. . . she’s dishonest.”

b. “. . . the test was so important to her GPA.”

c. “. . . she just didn’t have time to study fully.”

d. Both B and C

Answer: d

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APA Goal: Goal 4: Application of Psychology

34. Which of these is the best example of a dispositional cause of your behavior?

a. Being good, because the teacher is watching.

b. Going to a party with a friend even though you don’t feel sociable.

c. Becoming anxious when other people criticize your friend.

d. Staying up all night studying, because you are a conscientious student.

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

35. Which of these situations best describes a situational cause of behavior?

a. Straightening up the guest room, which is normally messy, because relatives are coming to visit.

b. Helping an older lady across the street because I am always thoughtful.

c. Someone who is normally grumpy frowning about an exam as he walks out of the classroom.

d. Being on time for school every morning, because I am a punctual person.

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

36. Which of these attribution biases is CORRECTLY matched with its definition?

a. halo effect—an initial impression that an individual has some positive (or negative) traits leads us to infer that he/she has many other positive (or negative) characteristics as well.

b. self-serving bias—we overemphasize dispositional factors when explaining other people’s behavior.

c. fundamental attribution error—we assume that other people are like us, even when we first meet them.

d. None of the above is correctly matched.

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

37. The \_\_\_\_\_\_\_\_\_\_ is an initial impression that an individual has some positive (or negative) traits leads us to infer that she/he has many other positive (or negative) characteristics as well.

a. halo effect

b. self-serving bias

c. assumed-similarity bias

d. fundamental attribution error

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

38. The \_\_\_\_\_\_\_\_\_\_ occurs when we assume that other people are like us, even when we first meet them.

a. halo effect

b. self-serving bias

c. assumed-similarity bias

d. fundamental attribution error

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

39. The \_\_\_\_\_\_\_\_\_\_ occurs when we attribute success to personal factors and attribute failure to outside factors.

a. halo effect

b. self-serving bias

c. assumed-similarity bias

d. fundamental attribution error

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

40. Shaun is angry at the way a coworker has treated him. Shaun feels justified in his anger, because “surely, anybody would feel the same way if the same thing happened to her.” This example reveals Shaun’s susceptibility to the

a. halo effect.

b. assumed-similarity bias.

c. self-serving bias.

d. fundamental attribution error.

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

41. Ron submits a major report to his boss ahead of the deadline. His boss assumes that Ron is conscientious, rather than that he simply had more time than usual to devote to the assignment. She believes not only that Ron is conscientious but also that he is creative and intelligent. This example illustrates

a. the assumed-similarity and self-serving biases.

b. the assumed-similarity bias and the halo effect.

c. the fundamental attribution error and the halo effect.

d.. the fundamental attribution error and the self-serving bias.

Answer: c

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APA Goal: Goal 4: Application of Psychology

42. In determining the causes of others’ behavior, we overemphasize dispositional factors; this is the \_\_\_\_\_\_\_\_\_\_\_.

a. self-serving bias

b. fundamental attribution error

c. halo effect

d. assumed-similarity bias

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

43. If we do well on a test, we say, “I got an A!” If we do poorly, we say, “She gave me an F.” This illustrates

a. the assumed-similarity bias.b. the fundamental attribution error.c. the self-serving bias.d. the halo effect.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

44. If you are exhibiting the self-serving bias, which would be your most likely explanation for a poor grade on the test?

a. “The professor doesn’t know how to teach.”b. “I’m just not very good at this subject.”c. “I didn’t study well enough to get a good grade.”d. “In general, I’m not very smart.”

Answer: a

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APA Goal: Goal 4: Application of Psychology

45. How fundamental is the fundamental attribution error?

a. Very fundamental. It is universal across cultures.

b. Hardly fundamental at all. It is actually not very common, either in Western or Eastern cultures.

c. Not fundamental. It is more common in Western than in Eastern cultures.

d. Not fundamental. It is more common in Eastern than in Western cultures.

Answer: c

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APA Goal: Goal 8: Sociocultural and International Awareness

46. Yuko is a college student in Kyoto, Japan. Yuko has grown up in a(n) \_\_\_\_\_\_\_\_\_ culture.

a. individualist

b. collectivistic

c. conformist

d. nonconformist

Answer: b

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APA Goal: Goal 8: Sociocultural and International Awareness

47. Peyton is a sophomore at her hometown university, Washington University of St. Louis. She has grown up in a(n) \_\_\_\_\_\_\_\_\_ culture.

a. individualist

b. collectivistic

c. conformist

d. nonconformist

Answer: a

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APA Goal: Goal 8: Sociocultural and International Awareness

48. \_\_\_\_\_\_\_\_\_\_ is the process by which the actions of an individual or group affect the behavior of others.

a. Evaluative influence

b. Dispositional influence

c. Social influence

d. Persuasive influence

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

49. Groups consist of \_\_\_\_\_\_\_\_\_\_ who interact with one another, perceive themselves as part of a group, and are interdependent.

a. two or more people

b. same gender people only

c. gender different people only

d. at least three people

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

50. Conformity is a change in behavior or attitude brought about by

a. an increase in knowledge.

b. a desire to follow the beliefs or standards of others.

c. intense pressure to be a distinct individual.

d. an insecure self-image.

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

51. Classic experimental studies of conformity were conducted in the 1950s by

a. Asch.

b. Milgram.

c. Zimbardo.

d. Festinger.

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

52. In Asch’s classic conformity studies, participants thought they were taking part in a study of

a. learning.

b. perceptual skill.

c. prison life.

d. visual learning.

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

53. In Asch’s study on conformity, what percentage of the subjects conformed at least once when they knew their answer to be false?

a. 10%b. 35%c. 50%d. 75%

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

54. At State U., Fraternity A is the most prominent, highest-status house on the row; Fraternity B is smaller, more obscure, and less sought after by pledges during Rush Week. Holden is a “legacy” student from a prominent family and is already active in student life; Gage is an anonymous “average Joe” student. In which of the following situations does the fraternity have the GREATEST power to induce the pledge’s conformity during Rush Week?

a. Holden pledging Fraternity A

b. Gage pledging Fraternity A

c. Holden pledging Fraternity B

d. Gage pledging Fraternity B

Answer: b

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APA Goal: Goal 4: Application of Psychology

55. At State U., Fraternity A is the most prominent, highest-status house on the row; Fraternity B is smaller, more obscure, and less sought after by pledges during Rush Week. Holden is a “legacy” student from a prominent family and is already active in student life; Gage is an anonymous “average Joe” student. In which of the following situations does the fraternity have the LEAST power to induce the pledge’s conformity during Rush Week?

a. Holden pledging Fraternity A

b. Gage pledging Fraternity A

c. Holden pledging Fraternity B

d. Gage pledging Fraternity B

Answer: c

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APA Goal: Goal 4: Application of Psychology

56. In a research project for her social psychology class, Ariel performs a conformity study modeled on Asch’s work; in her study, Ariel’s participants make their response either aloud in the presence of the confederates or privately by checking a box on a written response form. In a report of her results, she includes a \_\_\_\_\_\_\_\_ graph in which the public and private response conditions are shown on the x-axis, and a measure of conformity is shown on the y-axis. The y-value for the public condition is \_\_\_\_\_\_\_ than that for the private condition.

a. line; higher

b. bar; higher

c. line; lower

d. bar; lower

Answer: b

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APA Goal: Goal 7: Communication Skills

57. How might the presence of a single dissenter influence the degree of conformity seen in a study modeled on Asch’s classic investigation?

a. It would have no effect.

b. It would reduce it, but only slightly.

c. It would greatly reduce it.

d. It would actually increase it, because of groupthink.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

58. The social rank held within a group is called \_\_\_\_\_\_\_\_\_\_.

a. status

b. class

c. social standing

d. social position

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

59. The influential “prison” study of the power of social roles was conducted by

a. Asch.

b. Milgram.

c. Zimbardo.

d. Festinger.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

60. Which of the following compliance techniques is CORRECLY matched with its description?

a. foot-in-the-door—we are more likely to comply with a request if we have already complied with a smaller request.

b. door-in-the-face— we are more likely to comply with a request if we have already complied with a smaller request.

c. foot-in-the-door—having refused a large request, we are likely to comply with a small request.

d. None of these is correctly described

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

61. A magazine publisher asks you to commit to a brief trial subscription. Having committed to the trial subscription, you may be more likely to buy a full year-long subscription. This exemplifies the \_\_\_\_\_\_\_\_\_\_\_ compliance technique.

a. door-in-the-face

b. foot-in-the-door

c. foot-in-the-mouth

d. that’s-not-all

Answer: b

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APA Goal: Goal 4: Application of Psychology

62. A man asks you for $10 as you walk down the street. You refuse. He then asks for $2. You give it to him. The man has used the \_\_\_\_\_\_\_\_\_\_ compliance technique.

a. door-in-the-face

b. foot-in-the-door

c. foot-in-the-mouth

d. that’s-not-all

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

63. On late-night TV, you see an infomercial claiming that the price of the product has been slashed for a special offer. Of course the price displayed has always been the selling price of the product. You are reminded of the \_\_\_\_\_\_\_\_\_ compliance technique described in your psychology textbook.

a. door-in-the-face

b. foot-in-the-door

c. foot-in-the-mouth

d. that’s-not-all

Answer: d

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APA Goal: Goal 4: Application of Psychology

64. Which of these sales techniques is based on the “norm of reciprocity”?

a. that’s-not-allb. door-in-the-facec. not-so-free-sampled. foot-in-the-door

Answer: c

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APA Goal: Goal 4: Application of Psychology

65. The classic “shock” study of obedience is associated with

a. Asch.

b. Milgram.

c. Festinger.

d. Zimbardo.

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

66. Milgram’s participants were told that the study concerned

a. obedience.

b. visual perception.

c. learning.

d. problem solving.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

67. Approximately \_\_\_\_\_ of the participants in Milgram’s experiment were willing to deliver the maximum shock level to the participant.

a. 35%

b. 50%

c. 65%

d. 75%

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

68. Which of these criticisms have been leveled against Milgram’s study?

a. The procedure was unethical.

b. The experiment did not mirror real-world situations involving obedience.

c. Both A and B

d. Neither A nor B

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

69. On hearing you describe Milgram’s results, your friend remarks that the participants must have been really weak-willed. This explanation of the participants’ behavior reflects a(n) \_\_\_\_\_\_\_\_\_ attribution.

a. dispositional

b. situational

c. central

d. peripheral

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

70. Which of these concepts relevant to prejudice and discrimination is correctly matched with the concept of which it is an example?

a. stereotype—behavior

b. prejudice—schema

c. discrimination—attitude

d. None of these is correctly matched.

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

71. Beliefs and expectations about group members held simply on the basis of their group membership are called

a. self-fulfilling prophecies.

b. culture bias.

c. stereotypes.

d. contingencies.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

72. Your text defines prejudice as an evaluation. Thus, it is best seen as a type of

a. attitudeb. behavior c. schemad. feeling

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

73. When stereotypes are attributed to a particular group, they may induce members of that group to act in ways that confirm the stereotype. This is known as

a. the ingroup-outgroup bias.

b. reverse discrimination.

c. a self-fulfilling prophecy.

d. the fundamental attribution error.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

74. Discrimination refers to

a. a negative (or positive) evaluation of a particular group and its members.b. a set of generalized beliefs and expectations about a particular group and its members.c. behavior directed toward individuals on the basis of their membership in a particular group.d. consideration of individuals for their personal qualities and not their membership in a group.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

75. The \_\_\_\_\_\_\_\_\_\_ account of the origin of prejudice focuses on the potential role of prejudice in maintaining self-esteem.

## a. social identity

## b. resource competition

## c. observational learning

## d. social neuroscience

Answer: a

Page: 348-349

APA Goal: Goal 1: Knowledge Base of Psychology

76. According to your text, several studies reveal that children as young as 3 show a preference for their own race over others. This most immediately supports the \_\_\_\_\_\_\_ account of the origin of prejudice.

a. resource competition

b. social identity

c. observational learning

d. Any of these

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

77. A young boy who overhears his father tell his mother that “girls can’t play sports well” may grow up to believe this opinion as a result of the process of

a. observational learning.

b. central route learning.

c. cognitive dissonance.

d. persuasive communication.

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

78. The Implicit Association Test was developed because

a. people may not be consciously aware of their own racial attitudes.

b. people may be reluctant to report their racial attitudes.

c. exiting measures failed to tap into the emotional aspect of racial attitudes.

d. Both A and B

Answer: d

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APA Goal: Goal 2: Research Methods in Psychology

79. Which of these statements reflect(s) a criticism that has been leveled against the Implicit Associations Test?

a. The test measures only conscious racial attitudes.

b. The test requires people to directly report their racial feelings.

c. The biases that the test measures may not affect overt behavior.

d. All of these

Answer: c

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APA Goal: Goal 2: Research Methods in Psychology

80. Psychologists have found that prejudice and discrimination may be reduced by

a. increasing contact among in- and outgroup members.

b. emphasizing antiprejudice values more strongly.

c. educating people about other groups.

d. All of these

Answer: d

Pages: 349–350

APA Goal: Goal 4: Application of Psychology

81. Which of these situations involve(s) contact that is likely to reduce prejudice and discrimination?

a. Several African-American servers begin working at a restaurant in an overwhelmingly white neighborhood.

b. A white adult lives in his African-American partner’s hometown. He and his partner live a few miles from the neighborhood in which the partner’s parents and siblings live.

c. Jasmine, an African American, has a new boss, a white woman.

d. Both A and C involve contact likely to reduce prejudice and discrimination.

Answer: b

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APA Goal: Goal 4: Application of Psychology

82. Proximity is defined as

a. nearness to others.

b. distance from others.

c. the tendency to like those who like us.

d. the tendency of those we like to like us.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

83. “Birds of a feather flock together.” “Opposites attract.” Which of these sayings does psychological research support?

a. birds

b. opposites

c. Support for both of these statements may be found in the psychological literature.

d. Neither; psychologists don’t study proverbs.

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

84. Which of these situations is NOT a strong influence on the formation of friendships?

a. the people are like me

b. the people live near me

c. I see these people frequently

d. the people know my family

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

85. Which of the following statements regarding interpersonal attraction is LEAST ACCURATE?

a. Physical attractiveness may be the most important factor promoting initial

liking in dating situations.

b. Opposites tend to attract.

c. People tend to be more likely to pursue those whom they see often.

d. People are more likely to be attracted to those whom they regard as similar.

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

86. A state of intense absorption in someone, with physiological arousal, psychological interest, and care for the other’s needs, is \_\_\_\_\_\_\_\_\_\_ love.

a. the intimacy component of

b. the commitment component of

c. compassionate

d. passionate or romantic

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

87. “But are you *in* love?” Lynette asks her friend. Lynette is trying to determine whether her friend is experiencing \_\_\_\_\_\_\_\_\_ love.

a. companionate

b. passionate

c. physical

d. cathartic

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

88. Instinct theorist Konrad Lorenz would argue that opportunities to exercise and to play sports ought to be given to prisoners because they

a. provide models of prosocial behavior.

b. present violent models to be seen and imitated by other prisoners.

c. enable natural aggressive energy to be released harmlessly.

d. reduce the frustration that causes aggression.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

89. With respect to its scientific evaluation, the notion of catharsis

a. remains to be tested empirically.

b. has generally been supported by empirical research.

c. has generally failed to find support in empirical research.

d. has a picture of mixed empirical support.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

90. Which of these statements regarding aggression is most likely to be true?

a. We have pent-up aggression that needs to be released on a regular basis.b. Most children are not influenced by watching violent shows on TV.c. We have very little influence over our own aggressive behavior.d. Certain stimuli act as aggressive cues, making aggressive acts much more likely when the cues are present.

Answer: d

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APA Goal: Goal 1: Knowledge Base of Psychology

91. What is the relationship between frustration and aggression?

a. Frustration always leads to aggression.

b. Frustration and aggression are actually unrelated.

c. Frustration leads to aggression when aggressive cues are present.

d. No one knows.

Answer: c

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APA Goal: Goal 1: Knowledge Base of Psychology

92. The likelihood that an individual will help someone in an emergency situation is \_\_\_\_\_\_\_\_\_\_\_ correlated with the number of other people present.

a. negatively

b. positively

c. not

d. curvilinearly

Answer: a

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APA Goal: Goal 2: Research Methods in Psychology

93**.** The notion of a diffusion of responsibility is most usually applied to the study of

a. group decision making.

b. prosocial behavior.c. aggression.

d. social influence.

Answer: b

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APA Goal: Goal 1: Knowledge Base of Psychology

94. Behavior that helps others but that involves some self-sacrifice is termed

a. altruism.

b. prosocial behavior.

c. catharsis.

d. empathy.

Answer: a

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APA Goal: Goal 1: Knowledge Base of Psychology

95. Which of these strategies did your text offer as an effective means of dealing with anger?

a. Try to take another person’s perspective on the situation.

b. Minimize the importance of the situation.

c. Fantasize about expressing your anger.

d. All of these

Answer: d

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APA Goal: Goal 9: Personal Development

96. \_\_\_\_\_\_\_\_\_\_ are evaluations of a particular person, behavior, belief, or concept.

Answer: Attitudes

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APA Goal: Goal 1: Knowledge Base of Psychology

97. A cell phone manufacturer uses a trendy celebrity to advertise its product to teenagers. The company is relying on the \_\_\_\_\_\_\_\_ route to persuasion.

Answer: peripheral

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APA Goal: Goal 4: Application of Psychology

98. Dr. Altschuler loves nothing more than a knotty theoretical issue in his field. He also enjoys crossword puzzles, brain teasers, and the like. Dr. Altschuler has a high \_\_\_\_\_\_\_\_\_\_.

Answer: need for cognition

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APA Goal: Goal 1: Knowledge Base of Psychology

99. An unpleasant state of psychological tension called \_\_\_\_\_\_\_\_ occurs when an individual hold two contradictory thoughts or attitudes.

Answer: *cognitive dissonance*

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APA Goal: Goal 1: Knowledge Base of Psychology

100. Social psychologists study \_\_\_\_\_\_\_\_\_\_, which is the way people understand and make sense of others and themselves.

Answer: social cognition

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APA Goal: Goal 1: Knowledge Base of Psychology

101. Sets of cognitions about people and social experiences are known as \_\_\_\_\_\_\_\_\_\_.

Answer: schemas

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APA Goal: Goal 1: Knowledge Base of Psychology

102. One’s impression of another individual may be strongly influenced by the presence of especially important characteristics, called \_\_\_\_\_\_\_\_\_\_ traits.

Answer: central

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APA Goal: Goal 1: Knowledge Base of Psychology

103. Mrs. Beatty keeps an extremely clean and tidy house. One neighbor says she’s compulsive; Mrs. Beatty, though, says that her active family and busy job force her to stay organized and that she wants to set a good example for her children. These contrasting explanations illustrate the difference between \_\_\_\_\_\_\_\_\_ and situational attributions.

Answer: dispositional

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APA Goal: Goal 1: Knowledge Base of Psychology

104. Your text suggests that individuals in collectivist cultures are \_\_\_\_\_\_\_\_\_ susceptible to the fundamental attribution error than are people in individualistic cultures.

Answer: less

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APA Goal: Goal 8: Sociocultural and International Awareness

105. \_\_\_\_\_\_\_\_\_ is to conformity as Milgram is to obedience.

Answer: Asch

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APA Goal: Goal 1: Knowledge Base of Psychology

106. A neighbor asks for a small favor; you agree. The following week, he asks for a larger favor. Having previously agreed to the smaller favor, you are now more likely to consent to the larger favor than you otherwise would have been. Your neighbor has gained your compliance through the \_\_\_\_\_\_\_\_\_technique.

Answer: foot-in-the-door

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APA Goal: Goal 4: Application of Psychology

107. A change in behavior in response to a direct command is termed \_\_\_\_\_\_\_.

Answer: *obedience*

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APA Goal: Goal 1: Knowledge Base of Psychology

108. Fully \_\_\_\_\_ of participants in Milgram’s study were willing to deliver the maximum shock level to the confederate.

Answer: 65%

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APA Goal: Goal 1: Knowledge Base of Psychology

109. Prejudice is to discrimination as attitude is to \_\_\_\_\_\_\_\_\_.

Answer: behavior

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APA Goal: Goal 1: Knowledge Base of Psychology

110. The \_\_\_\_\_\_\_\_\_\_ approach to prejudice is supported by the fact that children as young as 3 show a preference for their own race.

Answer: observational learning

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APA Goal: Goal 1: Knowledge Base of Psychology

111. The \_\_\_\_\_\_\_\_\_\_\_ Test allows the measure of unconscious attitudes.

Answer: Implicit Associations

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APA Goal: Goal 2: Research Methods in Psychology

112. We tend to like people we see again and again: this is the influence of \_\_\_\_\_\_\_\_ on liking.

Answer: mere exposure

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APA Goal: Goal 1: Knowledge Base of Psychology

113. New lover is to longtime friend as passionate love is to \_\_\_\_\_\_\_\_\_ love.

Answer: companionate

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APA Goal: Goal 1: Knowledge Base of Psychology

114. The process of discharging built up aggressive energy is \_\_\_\_\_\_\_\_\_\_.

Answer: catharsis

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APA Goal: Goal 1: Knowledge Base of Psychology

115. The likelihood that an individual will help another in an emergency is \_\_\_\_\_\_\_ correlated with the number of other people present.

Answer: negatively

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APA Goal: Goal 2: Research Methods in Psychology

116. Putting oneself at risk to help an individual in danger exemplifies \_\_\_\_\_\_\_\_ behavior.

Answer: altruistic

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APA Goal: Goal 1: Knowledge Base of Psychology

117. Define *cognitive dissonance*. Review Festinger and Carlsmith’s (1959) classic demonstration of cognitive dissonance, being sure to identify the independent and the dependent variables in their study. Suggest one real-world example potentially involving cognitive dissonance, and indicate several ways that dissonance may be reduced in the situation you describe.

*Answer*: Include these elements:

Cognitive dissonance—an unpleasant state of psychological tension arising when an individual holds two contradictory beliefs or attitudes

Festinger and Carlsmith (1959) asked participants to complete a boring task, such as peg-turning. Some participants were offered $1 to describe the task as interesting, whereas others were offered $20 to do so; this was the independent variable. Festinger and Carlsmith (1959) recorded the proportion of participants in each group who described the task as interesting; this was the dependent variable. A higher proportion of the participants paid $1 than of the participants paid $20 described the task as interesting.

Real-world example. Many examples are possible; a representative one follows.

Clara uses drugs recreationally; however, her performance at work has suffered recently, and her boss has reprimanded her. She holds two contradictory cognitions: (1) I enjoy using drugs, and (2) my work is suffering because of drugs. She can resolve the resulting psychological tension or dissonance by:

*Modifying one or both of the cognitions.* “I use drugs only on occasional weekends” or “I came in late twice last month—that’s not such really such a big deal; I work harder than anyone else here anyway.”

*Changing the perceived importance of one of the cognitions*. “If my work has slipped lately, it’s not the drugs—it’s the extra pressure and the lack of recognition around here.”

*Adding cognitions*. “Who is she to reprimand me anyway? What has she done lately that’s so great?”

*Denying the relationship between the two cognitions*. “Drugs have no effect on my job.”

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APA Goal: Goal 4: Application of Psychology

118. Identify and describe three attribution biases. Provide illustrative examples where appropriate. How might your knowledge of these biases improve your ability to think critically and perhaps more accurately about your behavior and that of others?

*Answer*: The answer should define three of these attribution biases:

Halo effect. An initial understanding that an individual has some positive (or negative) traits is used to assume the presence of other uniformly positive (or negative) traits. For example, if we learn that a worker is intelligent, we may assume that he is conscientious and agreeable as well.

Assumed-similarity bias. We think of others as like us, even when meeting them for the first time. Their behavior must therefore reflect the factors that would cause us to act similarly.

Self-serving bias. We attribute our successes to internal, dispositional factors and our failures to external causes. For example, a coach may attribute her team’s wins to her skill and its losses to the team’s lack of discipline.

Fundamental attribution error. We tend to overattribute others’ behavior to such dispositional causes as personality traits and to disregard the potential contributions of situational factors to others’ behavior. For example, we may attribute a classmate’s academic failure to a lack of intelligence or to laziness rather than to situational pressures such as outside work or financial or family stresses.

Part of critical thinking is evaluating all available evidence carefully and considering potential alternative explanations before arriving at conclusions. Awareness of the attribution biases described in the text may alert one to the potential existence of alternative explanations for an individual’s behavior, and such awareness may spur one to seek evidence for such explanations before forming an opinion about an individual’s behavior. For example, before assuming that an employee missed a deadline because he is lazy, a supervisor might use her awareness of the fundamental attribution error to realize that there may be valid situational explanations for the missed deadline and to seek evidence for such reasons.

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APA Goal: Goal 3: Critical Thinking Skills in Psychology

119. Identify and define three compliance techniques. Provide examples of their potential use in advertising and sales.

*Answer*: The answer should describe three of these techniques:

Foot-in-the-door technique. Having agreed to a small request, an individual is more likely to agree to a larger one thereafter. A cosmetics firm may offer samples; after accepting the samples, people are more likely to buy full-priced products.

Door-in-the-face technique. A large request is made; when it is refused, though, a smaller request is more likely to be granted than it would otherwise have been. Fundraisers may suggest large donations by printing the amounts associated with “friends,” “benefactors,” etc. on a mail-in-card. After seeing these amounts, people may be more likely to make some donation than they otherwise would have been.

That’s-not-all technique. A deal is offered at an inflated price; immediately after this initial offer, an incentive, discount, or bonus is offered to clinch the deal. Consumers may be told in a television advertisement for a mail-order product that the price has been “slashed to $39.99” even though that may be the actual price of the product.

Not-so-free sample. Having received a free sample, we feel the need to reciprocate, by purchasing the product. A magazine publisher may distribute a free issue to readers; some will reciprocate by buying a subscription.

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APA Goal: Goal 4: Application of Psychology

120. Briefly outline the procedure of Milgram’s classic obedience study. What were the results? Evaluate Milgram’s procedure with respect to the ethical guidelines of contemporary psychology.

*Answer*: Included these elements:

Milgram’s procedure. Participants were told that they were taking part in a learning experiment with another participant, who was in reality a confederate. The confederate was assigned the role of a “learner”; the participant, that of a “teacher.” The teacher supplied the learner with a list of paired associates, then tested the learner. When the learner made a mistake, the teacher was instructed to deliver electric shock. The confederate received no actual shock but acted as if he did. With each successive mistake, the teacher was instructed to deliver stronger shock. Milgram wished to determine how strong a shock an individual would be willing to deliver.

Milgram’s results. The most important of Milgram’s results is that fully two-thirds of the participants were willing to deliver the maximum shock level to the confederates.

Ethics. Milgram’s experiment involved deception, in that participants were told it was a learning experiment. In addition, the distress that participants experienced may not have been balanced by the benefit to society of this one experiment. Finally, no mention is made of any aftercare provided to participants experiencing distress in the experiment.

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APA Goal: Goal 5: Values in Psychology

121. Review the observational learning and social identity approaches to the origin of prejudice. How do the resource competition and social neuroscience views add to our understanding of prejudice?

Answer: Include these ideas:

Observational learning accounts. These approaches suggest that the prejudice is learned though the modeling of the behavior of parents, other adults, and peers. Stereotypic messages in the media also contribute to the learning or prejudice.

Social identity theory. Group membership is used as a source of pride and self-worth. Thus, people are ethnocentric; others are judged in terms of their group membership. To maximize their self-esteem, people judge their own group—the ingroup—as superior to other groups, or outgroups. Outgroup members are seen as inferior to ingroup members and are thus the targets of prejudice and discrimination.

In addition, competition for scarce resources such as jobs and housing may contribute to prejudice: Outgroup members may be seen as frustrating the attainment of these resources and are therefore the targets of prejudice and aggression. Recent social neuroscience work shows that among both white and black individuals, the amygdala in the brain becomes more active in response to a black than a white face: Societal messages about race have an effect even on brain activity.

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APA Goal: Goal 1: Knowledge Base of Psychology

122. Identify and describe three strategies for reducing prejudice and discrimination that psychologists have found to be effective.

*Answer*: These strategies should be described:

Increasing contact between races or social groups can reduce negative stereotyping when the contact is relatively intimate, when individuals are of equal status, or when members of the different groups must cooperate with one another or are dependent on one another.

Making antiprejudice values and norms stronger and more obvious. Reminding people about values of equality and fair treatment can work, as can strong antiracist statements.

Providing information about other groups. Education regarding the positive characteristics of other groups can be effective.

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APA Goal: Goal 4: Application of Psychology

123. Identify and describe three of the factors that contribute to one’s initial liking for another person. Provide illustrative examples where appropriate.

*Answer*: The answer should describe three of these points:

Proximity. People end up liking those who are geographically closest to them, such as neighbors in the same rather than different buildings in an apartment complex.

Mere exposure. Repeated exposure to an individual can increase one’s liking of that individual. The repeated exposure to, say, a doorman or a delivery person engenders a positive feeling of familiarity; that positive feeling then transfers to the individual himself when we have a chance to speak to him.

Similarity. We are likely to like an individual who shares our attitudes, such as our political party affiliation.

Physical attractiveness. We like people who are physically attractive.

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APA Goal: Goal 1: Knowledge Base of Psychology

124. *“It’s just human nature to be aggressive.”* Provide a thoughtful evaluation of this popular notion by considering three major psychological theories regarding aggression. To what extent can we lessen human aggression, given these accounts?

*Answer*: Include these ideas:

Aggression is the intentional injury of or harm to another person. Both “nature” and “nurture” theories of aggression have been offered. Instinct approaches stem from Freud’s notion that aggression is a primary, innate, instinctual drive; the drive builds up until it is released during a process of catharsis. This theory suggests that society should provide acceptable outlets for the inevitable release of this innate drive; that is all we can really do to channel aggression. Organized sports may provide such an acceptable outlet. Observational learning approaches, in contrast, maintain that we learn to be aggressive by observing others—models—receive reinforcement for aggressive behavior. This theory suggests that viewing violence on television or in movies is not cathartic; rather, it provides a model for aggressive behavior. We can lessen aggression by providing fewer instances in which models are rewarded for aggression—we can limit the amount of violence shown on television, for example.

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APA Goal: Goal 3: Critical Thinking Skills in Psychology

125. Fully 75% of Americans report having been angry in the past week. Anger can be destructive, leaving ruptured relationships, substance abuse, and so on in its wake. Identify several strategies psychologists have suggested for the effective management of anger.

*Answer*: Mention several of these strategies:

Examine the anger-provoking situation from the perspective of others. In this way, you may better understand the situation as a whole; additionally, you may better understand and empathize with others and may be more tolerant of their shortcomings.

Minimize the importance of the situation. Are you “blowing the whole thing out of proportion”? Step back and reinterpret the situation in a less stress-inducing and anger-provoking way.

Fantasize about getting even but don’t act on it. Fantasizing about getting even or becoming aggressive with someone can provide a safety valve.

Relax. Learning relaxation techniques can mitigate angry reactions.

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APA Goal: Goal 9: Personal Development