

Chapter 1: Introduction

MULTIPLE CHOICE

1. Which of the following would a social psychologists be most likely to do?
- consider how power differences affect particular segments of society
 - study how racism and sexism are reflected in societal structures
 - study phenomena about which most people hold commonsense beliefs
 - pay more attention to group behaviour than the behaviour of individuals within groups

ANS: C PTS: 1 REF: 6 BLM: Remember

2. Which of the following questions would a social psychologist be *most* likely to study?
- Do divorce rates differ within different socioeconomic classes?
 - Does exposure to media violence increase aggression?
 - What factors contribute to the development of depression?
 - Are people with high IQs happier than those with low IQs?

ANS: B PTS: 1 REF: 7 BLM: Remember

3. Which of the following questions would a social psychologist be *least* likely to study?
- What kinds of persuasion techniques are the most effective?
 - What qualities do people look for in a romantic partner or friend?
 - Why do people sometimes sabotage their own performance?
 - Have attitudes toward gun control changed in the last five years?

ANS: D PTS: 1 REF: 7-8 BLM: Higher order

4. Which of the following best describes the focus of social psychology?
- application of the scientific method to the study of human behaviour
 - scientific investigation of how others can affect people's behaviour, emotions, and thoughts
 - compilation of scientific observations and case studies
 - application of scientific knowledge to change an individual's behaviour

ANS: B PTS: 1 REF: 5 BLM: Remember

5. Which of the following is social psychology primarily concerned with?
- the ways in which group factors contribute to the functioning of social institutions
 - the ways in which unconscious forces influence conscious motivations and desires
 - the ways in which specific personality characteristics predict behaviour across situations
 - the ways in which others influence an individual's behaviour, emotions, and thoughts

ANS: D PTS: 1 REF: 5-6 BLM: Remember

6. How does social psychology differ from history and philosophy?
- Social psychology places attention on the scientific method.
 - Social psychology is concerned with human behaviour.
 - Social psychology has a greater focus on cultural influences.
 - Social psychology has a broader, more wide-reaching focus of interest.

ANS: A PTS: 1 REF: 5-6 BLM: Remember

7. Which of the following is most important to the scientific method?
- systematic observation
 - in-depth case studies
 - intuition
 - anecdotal reports

ANS: A PTS: 1 REF: 5 BLM: Remember

8. Anita wants to spend her career thinking about the idiosyncrasies of love between two people. If she chooses to become a social psychologist, which of the following will she most likely do?
- focus more on people's thoughts than on their behaviour
 - de-emphasize the role that external influences play on couples' relationships
 - consider "couples" rather than "individuals" the unit of analysis
 - include systematic observation and measurement of these idiosyncrasies

ANS: D PTS: 1 REF: 5 BLM: Remember

9. Mariano is interested in why people discriminate on the basis of skin colour. If Mariano is a social psychologist, which of the following is he least likely to do?
- refer to basic theories of human behaviour to understand discrimination
 - pay more attention to political developments related to discrimination than to the behaviour of specific individuals
 - conduct experiments on discrimination
 - expect discrimination to be a function of both real and perceived social influences

ANS: B PTS: 1 REF: 5-6 BLM: Higher order

10. How is social psychology defined?
- as the analysis of historical social events
 - as the analysis of the influence that other people have on our thoughts and behaviours
 - as the study of groups rather than on the study of individual behaviour
 - as the study of the role of society

ANS: B PTS: 1 REF: 5-6 BLM: Remember

11. To learn about human behaviour, which of the following does social psychology rely on most heavily?
- critical analysis to develop general principles that describe human behaviour
 - the assumption that only social factors influence human behaviour
 - the scientific method to learn about human behaviour
 - cultural analysis to learn about human behaviour

ANS: C PTS: 1 REF: 5-6 BLM: Higher order

12. Which of the following would a social psychologist be *least* likely to study?
- the effect of academic performance on self-esteem
 - the effect of temperature on highway shootings
 - the effect of political attitudes on friendship formation
 - the effect of sleep on concentration ability

ANS: D PTS: 1 REF: 7 BLM: Higher order

13. Which of the following studies would a social psychologist be *most* interested in reading?
- a study demonstrating the effects of attitude similarity on interpersonal attraction
 - a study demonstrating the effects of immigration patterns on stock market activity
 - a study demonstrating the effects of distraction on attention to a visual display
 - a study demonstrating the effects of narcotic substances on neurotransmitter activity in the brain

ANS: A PTS: 1 REF: 7 BLM: Higher order

14. Which of the following is *the most* important theme in social psychological research?
- the power of the situation
 - the role of the individual's cultural background
 - the power of unconscious motivation
 - the power of gender roles

ANS: A PTS: 1 REF: 9-12 BLM: Higher order

15. In a study conducted by Strahan et al. (2008), researchers manipulated whether cultural norms about women were activated. Which of the following fields does this study have important implications for?
- education
 - journalism
 - finance
 - marketing

ANS: D PTS: 1 REF: 8 BLM: Higher order

16. What does Strahan et al.'s (2008) study on body satisfaction involve?
- women reading positive or negative comments about their bodies
 - women being reminded about cultural norms
 - women engaging in physical activity over a number of days
 - women "overhearing" other people commenting on their looks

ANS: B PTS: 1 REF: 8 BLM: Remember

17. What do the results of the body satisfaction study conducted by Strahan et al. (2008) indicate?

- a. Women rated their body satisfaction lower than men did.
- b. Women rated their body satisfaction lower than men did, but only if men were present
- c. Women's ratings of body satisfaction were influenced by media they recently viewed.
- d. Women's ratings of body satisfaction were stable.

ANS: C PTS: 1 REF: 8 BLM: Higher order

18. What does body satisfaction research conducted by Strahan et al. (2008) suggest will happen when women are reminded that they are compared to other women based on physical characteristics?
- a. They provide lower self-esteem ratings.
 - b. They report being more concerned with what other people think about them.
 - c. They report beginning to dislike other women.
 - d. They provide lower ratings of other women's physical attractiveness.

ANS: B PTS: 1 REF: 8 BLM: Remember

19. "Sociologist" is to "social psychologist" as "group" is to which of the following?
- a. "individual"
 - b. "relationships"
 - c. "power"
 - d. "society"

ANS: A PTS: 1 REF: 9 BLM: Remember

20. Sociologists studying the effects of media violence would be more likely than social psychologists to do which of the following?
- a. conduct experiments manipulating the amount of media violence viewed by participants
 - b. assess changes in television availability and in murder rates over the last 30 years
 - c. concern themselves with situational variables that moderate the effects of media violence on its viewers
 - d. focus on the types of individuals who choose to view media violence

ANS: B PTS: 1 REF: 10-11 BLM: Higher order

21. To examine the relationship between economic conditions and violence, Gunther compares the murder rates for counties with different median incomes. What field of study *best* characterizes Gunther's research ?
- a. social psychology
 - b. clinical psychology
 - c. personality psychology
 - d. sociology

ANS: D PTS: 1 REF: 9 BLM: Higher order

22. To examine the relationship between economic conditions and violence, Priti manipulates resources given to individuals and then examines the effect of this manipulation on their aggressive behaviour. What field of study does Priti's research *best* characterize?
- a. sociology

- b. social psychology
- c. clinical psychology
- d. personality psychology

ANS: B PTS: 1 REF: 9 BLM: Higher order

23. Brad is a social psychologist. Marion is a sociologist. Which of the following research questions is *most* likely of interest to both of them?
- a. How do societal and immediate factors influence racial differences in academic achievement?
 - b. How do positive and negative feedback impact conceptions of the self?
 - c. Do different socioeconomic groups express different political attitudes?
 - d. Can an authority figure influence people to act in ways that they normally would not?

ANS: A PTS: 1 REF: 9 BLM: Higher order

24. How does social psychology differ from sociology?
- a. Social psychology is the study of societal level variables, whereas sociology is focussed on more specific and immediate variables.
 - b. Social psychology studies human behaviour at the level of the individual, whereas sociology studies human behaviour at the group level.
 - c. Social psychologists more often rely on participant observation than sociologists.
 - d. Social psychologists are less likely than sociologists to rely on experimentation to study human behaviour.

ANS: B PTS: 1 REF: 9 BLM: Remember

25. When comparing social psychology to sociology, which of the following is a major difference?
- a. the target populations studied
 - b. the number of variables explored
 - c. the focus on the individual or the group
 - d. the emphasis on how social context affects behaviour

ANS: C PTS: 1 REF: 9 BLM: Remember

26. Marilyn is interested in whether schizophrenic individuals tend to interpret verbal feedback from others as negative even if it is positive. It might be said that Marilyn is doing research at the intersection of social psychology and which of the following?
- a. evolutionary psychology
 - b. sociology
 - c. personality psychology
 - d. clinical psychology

ANS: D PTS: 1 REF: 10 BLM: Higher order

27. Although related to other fields, social psychology is distinct in that its emphasis is on which of the following?
- a. describing the relationship between human behaviour and societal variables
 - b. understanding the influence of societal forces on group behaviour
 - c. identifying individual characteristics that are relatively stable across time

d. understanding the immediate situational factors that influence human behaviour

ANS: D

PTS: 1

REF: 10

BLM: Higher order

28. Which of the following are both social psychology and clinical psychology concerned with?
- Both fields are interested in understanding anxiety and depression.
 - Both fields primarily focus on behaviour that is stable across situations.
 - Both fields are primarily concerned with the underlying causes of atypical behaviour.
 - Both fields are closely associated with mental health.

ANS: A

PTS: 1

REF: 9

BLM: Remember

29. Research concerning how depressed and non-depressed individuals process social information is at the intersection of what two fields of study?
- personality psychology and cognitive psychology
 - social psychology and clinical psychology
 - personality psychology and clinical psychology
 - clinical psychology and sociology

ANS: B

PTS: 1

REF: 10

BLM: Remember

30. Which of the following branches of psychology is *most* interested in “the power of the situation”?
- clinical psychology
 - cognitive psychology
 - personality psychology
 - social psychology

ANS: D

PTS: 1

REF: 10

BLM: Remember

31. What distinguishes social psychology from other specialties in psychology?
- its use of the scientific method in research design
 - its focus on the individual as the unit of analysis
 - its attention to the influence of situational context on behaviour
 - its status as an isolated division in the Canadian Psychological Association

ANS: C

PTS: 1

REF: 10

BLM: Remember

32. Astrid has developed a questionnaire to help her identify individuals who tend to be high or low in altruism across a variety of situations. What kind of psychologist is Astrid most likely to be?
- a cognitive psychologist
 - a social psychologist
 - a clinical psychologist
 - a personality psychologist

ANS: D PTS: 1 REF: 10-11 BLM: Higher order

33. The interaction between individual characteristics and situational constraints on the way people behave *best* reflects the intersection of which two types of psychology?
- cognitive and personality psychology
 - personality and social psychology
 - social and clinical psychology
 - clinical and cognitive psychology

ANS: B PTS: 1 REF: 10-11 BLM: Higher order

34. Hyunwoo believes that image-oriented ads will be more persuasive for individuals concerned with their outward appearances, whereas ads that stress product quality will be more effective for individuals who are less concerned with their public image. This belief represents the intersection of what two fields of study?
- social psychology and clinical psychology
 - social psychology and cognitive psychology
 - social psychology and personality psychology
 - social psychology and sociology

ANS: C PTS: 1 REF: 10-11 BLM: Higher order

35. Kirsten is interested in whether women will be more nurturing at the workplace because they are expected to be nurturing. What kind of psychologist is Kirsten most likely to be?
- a personality psychologist
 - a clinical psychologist
 - a cognitive psychologist
 - a social psychologist

ANS: D PTS: 1 REF: 10-11 BLM: Higher order

36. Dina is interested in whether women with nurturing personalities are more reliable friends both inside and outside of the workplace. What kind of psychologist is Dina most likely to be?
- a personality psychologist
 - a clinical psychologist
 - a cognitive psychologist
 - a social psychologist

ANS: A PTS: 1 REF: 10-11 BLM: Higher order

37. Antoine investigates the extent to which depressed individuals misremember occasions when they have experienced positive life events, particularly in the presence of cues such as a person with whom they have had a failed relationship. His research is *best* described as being at the intersection of which of the following?

- a. personality, cognitive, and clinical psychology
- b. cognitive, social, and personality psychology
- c. social, clinical, and cognitive psychology
- d. clinical, personality, and social psychology

ANS: C PTS: 1 REF: 11 BLM: Higher order

38. Which one of the following “commonsense” findings shows the greatest alignment with research in social psychology?
- a. Beautiful people are often assumed to be unintelligent.
 - b. Unattractive people are often assumed to be intelligent
 - c. People tend to underestimate the extent to which others agree with their points of view.
 - d. People tend to overestimate the extent to which others agree with their points of view.

ANS: D PTS: 1 REF: 11 BLM: Remember

39. In which of the following ways does social psychology supplement commonsense ideas about human behaviour?
- a. Social psychology allows us to test commonsense assumptions using scientific methods.
 - b. Social psychology supports folk wisdom from various cultures.
 - c. Social psychological theories apply more widely than our commonsense ideas about human behaviour.
 - d. Social psychological findings tend to support our intuitive beliefs about human behaviour.

ANS: A PTS: 1 REF: 12 BLM: Higher order

40. Why is social psychological research a better source of information than our commonsense intuitions?
- a. because our commonsense intuitions tend to be very unstable
 - b. because our commonsense intuitions often contradict each other
 - c. because our commonsense intuitions are not as shared by other people as we think
 - d. because our commonsense intuitions are generally accurate but are held with little confidence

ANS: B PTS: 1 REF: 12 BLM: Higher order

41. How does social psychology differ from common sense?
- Common sense tends to produce more accurate knowledge about human behaviour than social psychology.
 - Common sense is applied to nearly every human behaviour.
 - Social psychology is far more intuitive than common sense.
 - Social psychology relies on the scientific method to test its theories.

ANS: D PTS: 1 REF: 12 BLM: Remember

42. When did the field of social psychology emerge as a distinct discipline?
- around the turn of the seventeenth century
 - around the turn of the eighteenth century
 - around the turn of the nineteenth century
 - around the turn of the twentieth century

ANS: D PTS: 1 REF: 11-12 BLM: Remember

43. Who were Max Ringelmann and Norman Triplett?
- the first researchers to explore conformity
 - sociologists who established social psychology as a distinct discipline
 - pioneers in the field of social cognition
 - the founders of social psychology

ANS: D PTS: 1 REF: 12 BLM: Remember

44. Among the following social psychologists, who was one of the original founders of social psychology?
- Norman Triplett
 - Stanley Milgram
 - Michael Norton
 - Philip Zimbardo

ANS: A PTS: 1 REF: 13 BLM: Remember

45. Who is credited with publishing the first research article in social psychology?
- Max Ringlemann
 - Norman Triplett
 - Floyd Allport
 - William McDougall

ANS: B PTS: 1 REF: 12 BLM: Remember

46. Blaine works in a factory producing car stereos. He notices that workers produce more stereos by the end of the day when they work together in the same room than when they work in separate rooms. His observation is consistent with a classic study conducted by which one of the following researchers?
- Lewin
 - Asch
 - Triplet
 - Sherif

ANS: C PTS: 1 REF: 12 BLM: Remember

47. "Founders of social psychology" Norman Triplett and Max Ringlemann both did research examining which of the following?
- the influence groups exert on their members
 - the impact of the presence of others on performance
 - how behaviours are shaped by perceptions
 - the impact of different leadership strategies on group performance

ANS: B PTS: 1 REF: 12 BLM: Remember

48. According to your textbook, which of the following events is credited with establishing social psychology as a distinct field of study?
- the publication of the first three textbooks in social psychology
 - the publication of the first research article in social psychology
 - the formation of the Society for the Psychological Study of Social Issues
 - the introduction of the interactionist perspective to the field of psychology

ANS: A PTS: 1 REF: 12 BLM: Remember

49. Floyd Allport's social psychology textbook, published in 1924, is credited with which of the following?
- establishing social psychology's emphasis on the scientific method
 - imbuing social psychology with a cross-cultural orientation
 - introducing the major theories of social psychology
 - linking social psychology to evolutionary psychology

ANS: A PTS: 1 REF: 12 BLM: Remember

50. Which of the following inspired Triplett's groundbreaking research?
- tug of war
 - pole vault
 - weight lifting
 - bicycling

ANS: D PTS: 1 REF: 12 BLM: Remember

51. If a student wants to find the first source that established social psychology as a separate field with an emphasis on experimentation, which of the following should he or she read?
- Allport's (1924) text
 - Ringelmann's (1913) article
 - McDougall's (1908) text
 - Triplet's (1897–1898) article

ANS: A PTS: 1 REF: 14 BLM: Remember

52. One of the people who had the greatest impact on the developing field of social psychology was *not* a psychologist. Which of the following was this person?
- Plato
 - Abraham Lincoln
 - Adolf Hitler
 - Franklin Roosevelt

ANS: C PTS: 1 REF: 12-13 BLM: Remember

53. Which of the following historical events sparked great interest in and gave shape to the field of social psychology?
- World War I
 - the Great Depression
 - World War II
 - the Korean War

ANS: C PTS: 1 REF: 14 BLM: Remember

54. Of the following important figures in the history of social psychology, who most explicitly emphasized application of the field to social problems in society?
- Gordon Allport
 - Fritz Heider
 - Max Ringelmann
 - Kurt Lewin

ANS: D PTS: 1 REF: 14 BLM: Remember

55. According to your textbook, which of the following classic investigations is thought to have arisen from the researcher's attempt to understand events in Nazi Germany?
- Ringelmann's research on group pressure
 - Triplet's research on performance in groups
 - Milgram's study of destructive obedience
 - Lewin's research on conservation

ANS: C PTS: 1 REF: 14 BLM: Remember

56. Which of the following is *least* characteristic of research in social psychology between the 1930s and 1950s?
- an emphasis on the application of social psychology to practical concerns
 - an integration of social and cognitive processes that determine behaviour
 - attention to the topics of conformity and prejudice
 - the use of experimentation in research

ANS: B PTS: 1 REF: 13-14 BLM: Higher order

57. Which of the following social psychologists is credited with demonstrating that complex social processes could be studied scientifically?
- Sherif
 - Triplet
 - Heider
 - Lewin

ANS: A PTS: 1 REF: 13 BLM: Remember

58. According to your textbook, why was the work of Muzafer Sherif important for the development of social psychology?
- because he demonstrated the interaction between personality characteristics and situational factors
 - because he developed professional associations for social psychologists
 - because he showed that complex social behaviour could be examined scientifically
 - because he helped to find solutions to the crisis in the field during the 1960s and 1970s

ANS: C PTS: 1 REF: 13 BLM: Remember

59. According to your textbook, why was Muzafer Sherif's research crucial for the development of social psychology?
- because it introduced the idea of cognitive dissonance
 - because it marked the beginning of the pluralistic approach that continues to characterize the field
 - because it firmly established the importance of an interactionist perspective
 - because it demonstrated the feasibility of studying complex social issues in a rigorous, scientific manner

ANS: D PTS: 1 REF: 13 BLM: Remember

60. Which of the following is one of the fundamental principles of social psychology established by Lewin?
- Behaviour depends on how the unconscious perceives and interprets the world around us.
 - Behaviour is a function of the interaction between the person and the environment.
 - Behaviour can be controlled by rewards and punishments.
 - Behaviour should be conceptualized as an interaction of cognition and motivation.

ANS: B PTS: 1 REF: 13-14 BLM: Remember

61. Jack and his girlfriend Diane dine out about three times a week. Jack believes that they hardly ever dine out, whereas Diane thinks they dine out all the time. What important theme in social psychology does this example illustrate?
- Behaviour is a function of the interaction between a person and his or her environment.
 - Different people can see the same situation very differently.
 - Complex social behaviours can be studied using the scientific method.
 - Social psychological theories can be applied to the solution of real-world problems.

ANS: B PTS: 1 REF: 13 BLM: Higher order

62. According to the interactionist perspective, behaviour is a result of the interaction between which two factors?
- motivation and cognition
 - groups and individuals
 - personality and situations
 - theoretical and practical concerns

ANS: C PTS: 1 REF: 13 BLM: Higher order

63. By stressing both internal differences among individuals and differences among external situations, the interactionist perspective is an approach combining which of the following fields of study?
- personality psychology and social psychology
 - social psychology and clinical psychology
 - cognitive psychology and social psychology
 - social psychology and sociology

ANS: A PTS: 1 REF: 13 BLM: Higher order

64. Whose writings have the greatest emphasis on experiments addressing the interaction of individuals and their social context?
- Floyd Allport
 - Max Ringelmann
 - Norman Triplett
 - Kurt Lewin

ANS: D PTS: 1 REF: 13-14 BLM: Remember

65. Phoebe is a graduate student in social psychology who will only agree to conduct research that will help address an ongoing social problem. Which of the following individuals' philosophies is Phoebe's desire is *most* consistent with?
- Solomon Asch
 - Kurt Lewin
 - Fritz Heider
 - Gordon Allport

ANS: B PTS: 1 REF: 14 BLM: Remember

66. Tracey does research on the reasons that people get involved with the environmental movement. Which of the following theorists probably has the greatest influence on her research?
- Leon Festinger
 - Gordon Allport
 - Stanley Milgram
 - Kurt Lewin

ANS: D PTS: 1 REF: 14 BLM: Higher order

67. Lewin's research concerning both how to promote economical and nutritious eating habits, and what kinds of leaders elicit the best work from group members, was important in establishing which of the following?
- Different topics require different research strategies.
 - Social psychology could be used to understand and help solve practical problems.
 - Early theories in social psychology were often historically and culturally limited.
 - Social psychologists may unwittingly influence the behaviour of research participants.

ANS: B PTS: 1 REF: 13-14 BLM: Remember

68. Because of his research on practical issues, such as the research he conducted in the 1940s concerning promotion of more economical and nutritious eating habits, Kurt Lewin could be considered one of the founders of which of the following?
- the field experiment
 - basic psychology
 - “hot” theories of social psychology
 - applied social psychology

ANS: D PTS: 1 REF: 14 BLM: Remember

69. Mona would like to understand the interactionist perspective. She has enough time to skim two textbooks. One of the textbooks should focus on social psychology. What subject should the other textbook focus on?
- evolutionary psychology
 - cognitive psychology
 - clinical psychology
 - personality psychology

ANS: D PTS: 1 REF: 14-15 BLM: Higher order

70. Which of the following *best* illustrates Lewin's interactionist perspective?
- Sally is a very creative kind of person who likes to build things.
 - Jerry only works because he receives a very large income.
 - Rikki is usually shy, but at work she appears to be quite outgoing.
 - Maury gives money to charities because he wants other people to think he is very generous.

ANS: C PTS: 1 REF: 14 BLM: Higher order

71. Abe subscribes to a psychoanalytic view of human behaviour. Compared to the view of Kurt Lewin, what is Abe's view more likely to emphasize?

- a. the power of external rewards
- b. the power of internal motives
- c. the power of situational factors
- d. the power of interpersonal relationships

ANS: B PTS: 1 REF: 14 BLM: Higher order

72. Which social psychologist helped to establish the study of stereotypes and prejudice in social psychology?
- a. S. Asch
 - b. G. Allport
 - c. F. Heider
 - d. M. Sherif

ANS: B PTS: 1 REF: 14 BLM: Remember

73. Suppose that Ria is interested in the ways that people's own actions can cause them to change their opinions. Which of the following social psychologists would most likely influence her?
- a. Asch
 - b. Lewin
 - c. Festinger
 - d. Allport

ANS: C PTS: 1 REF: 14 BLM: Remember

74. Which of the following social psychologists became the first woman elected president of an academic association for social psychology?
- a. Caroline Wood Sherif
 - b. Marie Jahoda
 - c. Elisa Festinger
 - d. Rebecca Asch

ANS: B PTS: 1 REF: 14 BLM: Remember

75. Elliot is interested in how the desire to fit in with a group causes people to doubt their own perceptions and give an answer that is clearly incorrect. Whose writings should Elliot read?
- a. Allport
 - b. Asch
 - c. Festinger
 - d. Milgram

ANS: B PTS: 1 REF: 14 BLM: Remember

76. Which of the following areas of social psychology is correctly matched with its founder?
- aggression theory—Lewin
 - conformity—Asch
 - social obedience—Festinger
 - cognitive dissonance theory—Milgram

ANS: A PTS: 1 REF: 16 BLM: Remember

77. Leon Festinger is *best* known for research concerning which of the following?
- attribution theory
 - stereotypes and prejudice
 - interpersonal relationships
 - attitude change

ANS: D PTS: 1 REF: 16 BLM: Remember

78. Dimitri would like to read about social psychological research on conformity. Whose research should he read?
- Asch
 - Milgram
 - Festinger
 - Sherif

ANS: A PTS: 1 REF: 15 BLM: Remember

79. Ramanpreet is interested in the history of social psychology. Which of the following statements will have the strongest support?
- Even at the start of the 1900s, female psychologists were often highly respected and noted contributors to their field.
 - Women were leading the field as presidents of societies for the study of social psychology since the early 1900s.
 - Almost all of the early female social psychologists faced discrimination.
 - Almost all of the early female social psychologists studied discrimination.

ANS: C PTS: 1 REF: 14 BLM: Higher order

80. Which of the following was a focal point in critiques of social psychology in the 1960s and 1970s?
- Social psychology was too focused on the effects of different cultures.
 - The results of social psychological laboratory experiments may be influenced by experimenters' expectations.
 - Social psychology was too focused on current social problems.
 - The findings of social psychological experiments were true cross-culturally.

ANS: B PTS: 1 REF: 15-16 BLM: Remember

81. Reaction to which of the following led to much of the debate in social psychology during the period of “Confidence and Crisis”?
- the usefulness of applied research
 - the use of laboratory experiments
 - the overemphasis on culture
 - Lewin's interactionist perspective

ANS: B PTS: 1 REF: 15 BLM: Remember

82. What topic did Milgram's research in the early and middle 1960s concern?
- cognitive dissonance theory
 - social comparison theory
 - stereotypes and prejudice
 - obedience to authority

ANS: D PTS: 1 REF: 15 BLM: Remember

83. Which of the following was a key component to critiques of social psychology in the 1960s and 1970s?
- concerns about whether participants always received ethical treatment
 - concerns over the relevance of laboratory research
 - concerns that too many research approaches were being used within each area
 - concerns that too many different cultures were being studied

ANS: A PTS: 1 REF: 15 BLM: Remember

84. Which of the following was a critique of social psychology in the 1960s and 1970s?
- The discipline failed to address topics of social relevance.
 - The discipline failed to distinguish itself from other fields of psychology.
 - Researchers had not yet agreed upon a conventional methodology.
 - The findings were limited to current historical circumstances.

ANS: D PTS: 1 REF: 15 BLM: Remember

85. Mel criticized the field of social psychology during the 1960s and 1970s. It is likely that Mel wrote about the inability of social psychological researchers to do which of the following?
- to suggest possible solutions to minor social concerns
 - to acknowledge the role of personality in producing the results of their studies
 - to consider the cultural context in which their findings were obtained
 - to design experimental contexts that could produce viable social pressures

ANS: C PTS: 1 REF: 15 BLM: Higher order

86. The most famous research in social psychology concerned obedience to authority. Who conducted this research?
- Lewin
 - G. Allport
 - Milgram
 - Festinger

ANS: C PTS: 1 REF: 14-15 BLM: Remember

87. During the 1960s and 1970s, social psychologists who favoured laboratory experiments rebuffed critics with which of the following arguments?
- They argued that social problems were too complex to rely on non-experimental methods of study.
 - They argued that universities would not hire social psychologists unless they did lab experiments.
 - They argued that non-experimental methods were too expensive to employ.
 - They argued that the theoretical principles being tested in the lab were widely applicable.

ANS: D PTS: 1 REF: 15-16 BLM: Remember

88. In reacting to critiques of the field in the 1960s and 1970s, what did social psychologists do?
- They adopted more rigorous ethical standards.
 - They paid more attention to theoretical predictions.
 - They denounced experiments as an unacceptable methodology.
 - They developed more stringent procedures to avoid the effects of cultural bias.

ANS: A PTS: 1 REF: 15-16 BLM: Higher order

89. How does your textbook describe social psychology in the period from the middle 1970s through the 1990s?
- as a time of confidence
 - as a time of turbulence
 - as a time of pluralism
 - as a time of interactionism

ANS: C PTS: 1 REF: 17 BLM: Remember

90. When Taka is teaching his social psychology class, he emphasizes that the field must encompass a range of research techniques and cultural perspectives if it is to flourish. Which of the following does Taka's emphasis reflect?
- a contextualist orientation
 - an empirical approach
 - a "hot" approach to studying social behaviour
 - a pluralistic orientation

ANS: D PTS: 1 REF: 16 BLM: Higher order

91. Which of the following does a pluralistic approach to social psychology encourage?
- investigation of the motivational more than the cognitive underpinnings of behaviour
 - research outside of controlled laboratory settings
 - narrowing of the variety of research methodologies employed
 - limitation on the kinds of topics that social psychologists can study

ANS: B PTS: 1 REF: 15-16 BLM: Higher order

92. Which of the following reflects the pluralism evident in contemporary social psychology?
- the use of multi-method investigations
 - a consolidation of journals in the field
 - more homogeneous samples in research
 - more studies in which different researchers collaborate

ANS: A PTS: 1 REF: 16 BLM: Higher order

93. Which of the following demonstrates the pluralism in contemporary social psychology?
- the procedures used to secure government funding
 - the integration of hot and cold perspectives
 - the reduction to simple tightly controlled experimental methods
 - the rejection of various cultural perspectives

ANS: B PTS: 1 REF: 16 BLM: Remember

94. Why do social psychologists use a multi-method approach to study behaviour?
- because research participants should be asked their opinion from multiple perspectives
 - because different topics require different kinds of research strategies
 - because laboratory experimentation is free from bias
 - because human behaviour is fairly consistent across cultures

ANS: B PTS: 1 REF: 15 BLM: Higher order

95. Which of the following best explains why a multi-method approach to the study of social psychological phenomena is advantageous?
- because it allows researchers to study many more variables within a single experiment
 - because it requires fewer research participants
 - because it increases confidence in the research findings
 - because it permits multiple interpretations of the same result

ANS: C PTS: 1 REF: 16 BLM: Higher order

96. Marta is interested in how behaviour is influenced by the way people think about their social world. Which perspective in social psychology does Marta subscribe to?
- the cold perspective
 - the interactionist perspective
 - the hot perspective
 - the cross-cultural perspective

ANS: A PTS: 1 REF: 16 BLM: Higher order

97. Which of the following best describes the hot perspective in social psychology?
- the processing of positive information
 - the processing of negative information
 - the influence of emotion
 - the influence of cognition

ANS: C PTS: 1 REF: 16-17 BLM: Remember

98. Sasha is interested in how feelings influence people's behaviour. Which perspective in social psychology does Sasha subscribe to?
- the pluralistic perspective
 - the interactionist perspective
 - the cold perspective
 - the hot perspective

ANS: D PTS: 1 REF: 17 BLM: Remember

99. A contemporary social psychologist studies both how people understand others and how this influences their desire to be liked. This approach is an example of which of the following?
- the cognitive revolution
 - applied social psychology
 - a pluralistic orientation
 - a cross-cultural perspective

ANS: C PTS: 1 REF: 15 BLM: Higher order

100. Benny wants to adopt both a “hot” and “cold” perspective in his research on why married couples get divorced. Which of the following *best* exemplifies his approach?
- He wants to understand what motivates people to stay in marriages that they know from past experience will only get worse.
 - He wants to study the difference between passive and active aggression in marriages.
 - He wants to investigate how spur-of-the-moment marriage problems are solved relative to ongoing problems.
 - He wants to determine whether simple factors such as mismatches in attitudes can predict breakups better than communication patterns.

ANS: A PTS: 1 REF: 17 BLM: Higher order

101. Jeff is a social psychologist who favours the “cold” approach to understanding human behaviour. He is conducting research on why people fail to use condoms even when they know that they can reduce their risk of getting HIV by doing so. Which of the following subjects is Jeff *least* likely to devote his attention to?
- people’s memory for past cases in which they have behaved in a manner inconsistent with their attitudes
 - people’s ability to detect the inconsistency
 - people’s awareness of the actual risk of unprotected sex
 - people’s drive to avoid this inconsistency

ANS: D PTS: 1 REF: 17 BLM: Higher order

102. Which of the following statements *best* represents the “hot” perspective in social psychology?
- a. A good mood can foster attitude change.
 - b. Distraction can lead to overdependence on first impressions.
 - c. Failure to recognize that a situation is an emergency can interfere with helping.
 - d. People can be genetically programmed to aggress against others.

ANS: A PTS: 1 REF: 17 BLM: Higher order

103. Which of the following best characterizes the research by Falk and his colleagues (Falk et al., 2009)?
- a. Euro-Canadian participants view themselves with a negative bias.
 - b. Japanese participants view themselves with a negative bias.
 - c. Euro-Canadian participants view themselves as having a blend of positive and negative traits.
 - d. Japanese participants view themselves as having a blend of positive and negative traits.

ANS: D PTS: 1 REF: 18-19 BLM: Remember

104. Approximately what percentage of social psychologists lives in North America?
- a. 25–50 percent
 - b. 50–75 percent
 - c. 75–90 percent
 - d. >90 percent

ANS: C PTS: 1 REF: 16 BLM: Remember

105. Which of the following is characteristic of the field of social psychology today?
- a. There is a dedication to the role of unconscious motivation.
 - b. There is an emphasis on the role of culture in shaping behaviour.
 - c. There is an emphasis on the role of hormones and biological perspectives.
 - d. There is an ongoing debate about the lack of ethical standards in laboratory research.

ANS: B PTS: 1 REF: 16 BLM: Higher order

106. Which of the following best describes social cognition?
- a. the study of how we use information to understand and interpret our own and other people’s behaviour
 - b. the study of how our deeply engrained cultural differences are manifested in social behaviour
 - c. the study of the extent to which social behaviour is rooted in the chemistry of the brain
 - d. the study of whether computers can be taught to mimic the thoughts and beliefs of people

ANS: A PTS: 1 REF: 18 BLM: Higher order

107. Social psychologists interested in how we learn, store, and recall information about other people are interested in which of the following subfields?
- evolutionary psychology
 - behavioural genetics
 - social cognition
 - multicultural psychology

ANS: C PTS: 1 REF: 18 BLM: Remember

108. Amanda is a contemporary social psychologist who studies stereotyping. In which of the following types of processing is she likely to detect stereotyping?
- controlled, but not automatic, processes
 - automatic, but not controlled, processes
 - both controlled and automatic processes
 - neither controlled nor automatic processes

ANS: C PTS: 1 REF: 18 BLM: Remember

109. Which of the following best describes social neuroscience?
- the study of the evolution of the brain
 - the study of the evolution of social behaviour
 - the study of the social functioning of neurons
 - the study of the interaction of social and neural processes

ANS: D PTS: 1 REF: 18 BLM: Remember

110. Which field of study is concerned with how the brain influences social behaviour?
- evolutionary psychology
 - social cognition
 - social neuroscience
 - behavioural genetics

ANS: C PTS: 1 REF: 19 BLM: Remember

111. Which of the following questions would be of *most* interest to a social psychologist who studies behavioural genetics?
- To what extent are attitudes inherited?
 - What brain structures are involved in describing the self?
 - Does high self-esteem help people to resist disease?
 - What role does testosterone play in aggression?

ANS: A PTS: 1 REF: 18 BLM: Higher order

112. Which of the following best describes the focus of a researcher who holds a behavioural genetics perspective?
- a. examination of the extent to which the consistencies across various societies is due to our genes
 - b. examination of the extent to which behavioural tendencies may be inherited
 - c. examination of the ways that natural selection may encourage a particular social behaviour
 - d. examination of the behaviours that are negligibly influenced by social experiences

ANS: B PTS: 1 REF: 18 BLM: Higher order

113. Which of the following areas is most concerned with the role of natural selection processes in the development of social behaviour?
- a. behavioural genetics
 - b. social cognition
 - c. personality psychology
 - d. evolutionary psychology

ANS: D PTS: 1 REF: 20 BLM: Remember

114. Izzy finds that when people vacate a parking spot, they do so more slowly when there is someone waiting to take their spot than if there is no one waiting. He attributes this behaviour to an innate predisposition towards territoriality. Izzy's findings represent a combination of work in social psychology and which of the following fields of study?
- a. sociology
 - b. behaviour genetics
 - c. clinical psychology
 - d. evolutionary psychology

ANS: D PTS: 1 REF: 20 BLM: Higher order

115. Kareem is trying to explain to his class the difference between behavioural genetics and evolutionary psychology by using altruistic behaviour as an example. In order to make the distinction clear, which of the following should he emphasize?
- a. sex differences in altruistic behaviour
 - b. the adaptive nature of altruistic behaviour
 - c. the role of social factors in producing altruistic behaviour
 - d. the cognitive versus motivational influences on altruistic behaviour

ANS: B PTS: 1 REF: 20 BLM: Higher order

116. Fatma investigates whether the tendency for people to return favours is the result of natural selection. Which area is Fatma's research in?
- a. evolutionary psychology
 - b. cross-cultural psychology
 - c. personality psychology
 - d. multicultural psychology

ANS: A PTS: 1 REF: 18 BLM: Higher order

117. Jessica believes that her sons have been aggressive from birth because she and her husband Nick have inborn aggressive tendencies. Which area of study best reflects Jessica's beliefs?

- a. multicultural psychology
- b. cross-cultural psychology
- c. evolutionary psychology
- d. behavioural genetics

ANS: D PTS: 1 REF: 18 BLM: Higher order

118. Nick believes that his sons are aggressive because throughout history it has been adaptive for men to be aggressive so that they can protect their territory and possessions. Which area of study best reflects Nick's beliefs?
- a. multicultural psychology
 - b. cross-cultural psychology
 - c. evolutionary psychology
 - d. behavioural genetics

ANS: C PTS: 1 REF: 18 BLM: Higher order

119. Horatio compares the kinds of group biases exhibited by collectivist cultures to those exhibited by individualistic cultures. What kind of research is Horatio most likely engaged in?
- a. interactionist research
 - b. cross-cultural research
 - c. multicultural research
 - d. evolutionary research

ANS: B PTS: 1 REF: 19 BLM: Higher order

120. Christine conducts cross-cultural research and Betty conducts multicultural research. Which of the following *best* describes Christine's and Betty's approaches to their research?
- a. Christine is more interested in discovering differences between her samples than Betty is.
 - b. Betty is more likely to use social psychological research methods.
 - c. Christine is more likely to sample individuals from many different countries.
 - d. Betty is more likely to find differences between her samples than Christine is.

ANS: C PTS: 1 REF: 19 BLM: Higher order

121. Which of the following research programs would be carried out by someone with an interest in multicultural psychology?
- a. identifying what behaviours are caused more by culture than by genetics
 - b. evaluating the behaviour of two different cultural groups within the same country
 - c. understanding the historical forces that have led to hatred between cultural groups
 - d. endorsing a "hot" perspective more than a "cold" perspective of human behaviour

ANS: B PTS: 1 REF: 19 BLM: Higher order

122. What does virtual reality allow social psychologists to do?
- a. to deceive research participants more effectively
 - b. to test questions that might otherwise be impractical or unethical
 - c. to scan the brain as it processes stimuli
 - d. to expose the dangers of online environments

ANS: B PTS: 1 REF: 20 BLM: Higher order

123. What do positron emission tomography (PET) and functional magnetic resonance imaging (fMRI) technologies enable social psychologists to do?
- a. to record research participants' attitudes without their awareness
 - b. to present visual stimuli to research participants at one-hundredth of a second
 - c. to see images of the brain as people think, feel, and behave
 - d. to induce a particular mood state in people

ANS: C PTS: 1 REF: 20 BLM: Remember

124. Which of the following led to the internationalization of social psychology?
- a. World War I
 - b. World War II
 - c. the Internet
 - d. international outreach programs

ANS: C PTS: 1 REF: 21 BLM: Remember

125. How has the Internet impacted social psychology?
- a. It has increased communication and collaboration among researchers.
 - b. It has increased the number of different variables that can be studied at one time.
 - c. It has reduced the artificiality of laboratory experiments.
 - d. It has reduced the applicability of social psychology since people spend more time alone

ANS: A PTS: 1 REF: 21 BLM: Remember

ESSAY

1. How does social psychology differ from each of the following: (a) sociology, (b) the other subdisciplines of psychology, and (c) the approach taken by a journalist who examines the social behaviours of various individuals?

ANS:

Although social psychologists and sociologists often study related issues, an important difference between social psychology and sociology is the level of analysis used in each discipline. Sociologists tend to classify people in terms of groups, such as socioeconomic class, nationality, or race, whereas social psychologists tend to focus on the individual, even in the context of groups. In addition, social psychologists use experiments to study human behaviour to a greater extent than do sociologists. Compared to the other subdisciplines of psychology, social psychology is more concerned with human behaviour in *social* situations—that is, with thoughts, feelings, beliefs, and desires that are relevant to social behaviour. A critical difference between social psychology and the approach taken by a journalist who examines the social behaviours of various individuals is that social psychologists use the scientific method of systematic observation, description, and measurement, whereas the journalist would tend to use much less scientific methods.

PTS: 1

2. Max Ringelmann, Floyd Allport, and Kurt Lewin all made singularly important contributions to the development of social psychology as a field. Summarize these contributions.

ANS:

Max Ringelmann was an engineer who, around the beginning of the twentieth century, found that individuals who carry out simple tasks with other people tend to perform worse than they would if they carried out the task by themselves. Because this finding represents an effect of social factors on performance, it is social psychological in nature. Thus, Ringelmann is often considered one of the founders of the field. Floyd Allport wrote one of the first social psychology textbooks, and helped establish the use of the scientific method and the focus on individuals in a social context as part of the field's doctrine. Kurt Lewin emphasized the importance of seeing behaviour as an interaction between an individual's personality and the situational factors impinging on that individual, and also argued that social psychology must be applicable to important, practical issues. Social psychology today is applied to many domains including law, business, health, and many others.

PTS: 1

3. The middle of the twentieth century was an important period in the establishment of social psychology as a field. Name two general themes in the topics studied by researchers of that era, and give examples.

ANS:

Because of the events of World War II (and in particular, Nazi Germany), one general theme in research of that era was an investigation of social influence. For example, Asch and Sherif conducted studies with the aim of understanding the conditions under which people conform to majority behaviour, and Milgram studied destructive obedience. Another theme concerned social perception, or the way in which we judge ourselves and others. For example, G. Allport was interested in the development of stereotypes and prejudice toward others, and Festinger was interested in the extent to which we observe others in order to draw conclusions about ourselves.

PTS: 1

4. The field of social psychology endured significant critique in the 1960s and 1970s. What were the most important elements of this critique, and how has the field addressed them?

ANS:

During that time, social psychology was criticized because some thought that its findings did not take historical and cultural context into consideration, and that its use of an experimental methodology suffered from ethical problems and potential experimenter bias. Social psychology has responded to the last two problems by adopting a multi-method approach while at the same time tightening ethical standards for conducting experiments and taking measures to reduce experimenter bias. Moreover, many social psychologists are now considering cross-cultural and multicultural similarities and differences in human behaviour. All of these changes represent a more “pluralistic” approach to research in the field.

PTS: 1

5. Define social cognition, and explain how this subfield of social psychology developed from its early days to current times.

ANS:

Social cognition is the study of how we perceive, remember, and interpret information about ourselves and others, and represented social psychology's contribution to the “cognitive revolution” of the 1980s. At first, social cognition research adopted a largely “cold” perspective, meaning that it attributed feelings and behaviours to people's thoughts. However, recent research in this subfield has merged motivation and emotion with cognitive processes, such as in attempts to determine how people's motivations might affect how they think in social situations.

PTS: 1