

Fundamentals of Social Psychology (Aronson)

Chapter 1 Introduction to Social Psychology

Multiple Choice Questions

- 1) In the introduction to Chapter 1, you read about a number of social phenomena: A man risked his life to save drowning people; a woman agreed with her friends' negative comments about a political candidate even though she had different thoughts about that candidate; a young man reported being happy to be part of his hockey team despite a severe initiation; and over 50 members of the Order of the Solar Temple died in a combined mass murder-suicide. What do these examples have in common? They:
- A) defy explanation.
 - B) describe socially deviant behaviour.
 - C) reveal the power of social influence.
 - D) reflect the operation of deliberate persuasion attempts.

Answer: C

Page Ref: 3-6

Topic: Introduction to Social Psychology

Skill: Factual

- 2) Social psychology is defined as the scientific study of the way people's _____ are influenced by the _____ presence of other people.
- A) behaviours; real
 - B) thoughts and feelings; real or imagined
 - C) thoughts, feelings, and behaviour: real or imagined
 - D) thoughts and behaviour; imagined

Answer: C

Page Ref: 6

Topic: What is Social Psychology?

Skill: Factual

- 3) Which of the following is an example of social influence?
- A) You feel guilty because you lied to your trusting professor about your assignment.
 - B) When you get hungry, you have trouble concentrating.
 - C) You didn't do well on the test because you stayed up all night cramming.
 - D) You almost fell asleep at the wheel, so you pull off the road to take a short nap.

Answer: A

Page Ref: 6

Topic: What is Social Psychology?

Skill: Conceptual

- 4) Which of the following is an example of a *direct* persuasion attempt?
- A) A bully threatens Billy and steals his lunch money.
 - B) Ramona works hard in school to make her mother proud.
 - C) Marianne thinks of her ex-boyfriend and becomes sad.
 - D) Jason moves from Calgary to P.E.I. and picks up a Maritimes accent.

Answer: A

Page Ref: 6

Topic: What is Social Psychology?

Skill: Applied

- 5) Not all social influence is direct or deliberate. Which of the following is the best example of more *indirect* or *subtle* social influence?
- A) An advertising campaign is launched to promote a new soft drink.
 - B) A political candidate delivers a speech to convince voters that she is not *really* liberal.
 - C) A parent disciplines his child by taking away her favorite toy.
 - D) A student is exposed to new ideas in his courses, and rethinks his original attitudes.

Answer: D

Page Ref: 3-4

Topic: What is Social Psychology?

Skill: Conceptual

- 6) From across the room, J.T. sees his mother sigh and he approaches to give her a hug in the hopes of cheering her up. In this case, J.T.'s behaviour is an example of _____ social influence attempt.
- A) a direct
 - B) an ineffective
 - C) an indirect
 - D) an unintended

Answer: A

Page Ref: 3-4

Topic: What is Social Psychology?

Skill: Applied

- 7) What is the general topic of most interest to social psychologists?
- A) attitudes and beliefs
 - B) anti-social behaviours
 - C) interpersonal relationships
 - D) social influence

Answer: D

Page Ref: 6

Topic: What is Social Psychology?

Skill: Factual

- 8) The word "construal" refers to
- A) objective reality.
 - B) information provided by other people.
 - C) imagined events.
 - D) personal interpretations.

Answer: D

Page Ref: 12

Topic: What is Social Psychology?

Skill: Factual

- 9) Jeremy is in love with Carol and views her temper as an endearing example of her "feistiness." Her coworkers, however, interpret Carol's temper as rude and insensitive. This example illustrates the power of love to influence our
- A) construals.
 - B) behaviours.
 - C) influence attempts.
 - D) relationships.

Answer: A

Page Ref: 12

Topic: What is Social Psychology?

Skill: Applied

- 10) Which of the following is the best example of a *construal*?
- A) the number of people in the audience of *The Jerry Springer Show*
 - B) the average age of people who vote for Liberal candidates
 - C) the aggressiveness of girls versus boys
 - D) whether or not a woman decides to marry

Answer: C

Page Ref: 12

Topic: What is Social Psychology?

Skill: Conceptual

- 11) Karen returns home from her first year of college, and is very proud of her first-year GPA. She earned a 3.0 ("B") average. She's unhappily surprised to discover that her parents are disappointed that she didn't perform better. This situation best represents the power of _____ in explaining social behaviour.
- A) interpersonal conflict
 - B) construals
 - C) achievement motivation
 - D) socialization

Answer: B

Page Ref: 12

Topic: What is Social Psychology?

Skill: Applied

- 12) Ted likes Diane and smiles at her every chance he gets. Diane wonders why Ted is always smirking at her sarcastically and studiously avoids him. Ted thinks he's being friendly and cannot understand Diane's standoffishness; Diane thinks Ted is a jerk and cannot figure out why he won't give up. This situation best represents the power of _____ in explaining social behaviour.
- A) biases
 - B) construals
 - C) social influence
 - D) attitudes

Answer: B

Page Ref: 12

Topic: What is Social Psychology?

Skill: Applied

13) Social psychologists use the term _____ to describe the way in which people perceive, comprehend, and interpret their social worlds.

- A) perspective
- B) social psychology
- C) construal
- D) assumption

Answer: C

Page Ref: 12

Topic: What is Social Psychology?

Skill: Factual

14) Social psychologists differ from anthropologists and sociologists in that social psychologists

- A) are interested in how people are influenced by their social environments.
- B) are concerned with people's construals of their social environments.
- C) advocate the use of common sense.
- D) are reliant on the insights of philosophers.

Answer: B

Page Ref: 6-7

Topic: What is Social Psychology?

Skill: Factual

15) Social psychologists are most like _____ when they test their hunches about social behaviour.

- A) philosophers
- B) the general public
- C) physicists
- D) journalists

Answer: C

Page Ref: 6-7

Topic: What is Social Psychology?

Skill: Conceptual

16) Social psychologists believe that the *best* way to predict how a person will behave is to know something about

- A) the norms of the culture in which the person lives.
- B) how the person perceives and interprets the social environment.
- C) the person's enduring traits and dispositions.
- D) the person's socioeconomic status.

Answer: B

Page Ref: 6

Topic: What is Social Psychology?

Skill: Factual

17) Which of the following professionals are most likely to rely on common sense?

- A) personality psychologists
- B) sociologists
- C) journalists
- D) social psychologists

Answer: C

Page Ref: 6-7

Topic: What is Social Psychology?

Skill: Factual

18) When social psychologists want to test their hunches about why people help others, they are most likely to

- A) read philosophy.
- B) interview helpers and the recipients of help.
- C) conduct an experiment.
- D) ask their grandmothers.

Answer: C

Page Ref: 6-7

Topic: What is Social Psychology?

Skill: Conceptual

19) The social science that focuses on "macro" variables like social class is

- A) anthropology.
- B) social psychology.
- C) sociology.
- D) economics.

Answer: C

Page Ref: 6-7

Topic: Social Psychology Compared to Sociology

Skill: Factual

20) Which of the following social phenomena would be of interest to both social psychologists and sociologists?

- A) the variation of homicide rates across countries
- B) the role of competition between groups in increasing aggression
- C) the relation between murder and social class
- D) teaching frustrated people alternatives to aggression

Answer: B

Page Ref: 6-7

Topic: Social Psychology Compared to Sociology

Skill: Conceptual

21) Consider the following research question: "Have no-fault divorce laws increased the rate of divorce in the United States?" This question would most likely be asked by

- A) a personality psychologist.
- B) a sociologist.
- C) a social psychologist.
- D) a philosopher.

Answer: B

Page Ref: 6-7

Topic: Social Psychology Compared to Sociology

Skill: Conceptual

- 22) Consider the following research question: "How has new computer technology changed the Canadian educational system?" This question is most likely to be asked by
- A) a social psychologist.
 - B) a personality psychologist.
 - C) a sociologist.
 - D) an anthropologist.

Answer: C

Page Ref: 6-7

Topic: Social Psychology Compared to Sociology

Skill: Conceptual

- 23) Your roommate left her homework on the couch, where you plan to watch TV. When you move her work, you notice that she is reading an article about how to decide whether someone really likes her. You conclude that your roommate is taking a class in
- A) sociology.
 - B) political science.
 - C) social psychology.
 - D) philosophy.

Answer: C

Page Ref: 6-7

Topic: Social Psychology Compared to Sociology

Skill: Conceptual

- 24) Professor Hume has spent the last 10 years studying the effects of people's tendency to aggress. She is most likely to be
- A) a social psychologist.
 - B) a sociologist.
 - C) an anthropologist.
 - D) an economist.

Answer: A

Page Ref: 6-7

Topic: Social Psychology Compared to Sociology

Skill: Applied

- 25) Both social psychologists and sociologists are interested in aggression. Compared to sociologists, which of the following questions is a *social psychologist* most likely to ask?
- A) What is the effect of hand gun laws on homicide rates in different regions?
 - B) When does frustration lead to aggression?
 - C) Are homicide rates higher among members of the lower class?
 - D) Do prisons deter homicide?

Answer: B

Page Ref: 6-7

Topic: Social Psychology Compared to Sociology

Skill: Conceptual

26) Which question about romantic relationships is a sociologist most likely to ask?

- A) Why does absence make the heart grow fonder?
- B) Do extraverts make better lovers?
- C) Is the capacity to love one of humans' greatest achievements?
- D) Why are marriage rates decreasing in the lower classes?

Answer: D

Page Ref: 6-7

Topic: Social Psychology Compared to Sociology

Skill: Conceptual

27) Concepts like "institutions," "sociometric status," and "macro-level analysis" are most closely associated with

- A) political science.
- B) social work.
- C) psychology.
- D) sociology.

Answer: D

Page Ref: 6-7

Topic: Social Psychology Compared to Sociology

Skill: Factual

28) Professor Forster is a personality psychologist interested in divorce. Which question is she most likely to investigate?

- A) Have the changing roles of women contributed to divorce?
- B) Why are divorce rates higher among the better educated?
- C) Are some types of people more likely to divorce than others?
- D) Do children reduce the odds of divorce?

Answer: C

Page Ref: 7

Topic: Social Psychology Compared to Personality Psychology

Skill: Conceptual

29) How might a personality psychologist explain the mass murder-suicide of the members of the Order of The Solar Temple?

- A) An increasingly complex and mobile society creates confusion and the need to belong to a group at any cost.
- B) People who are characterologically unstable join cults.
- C) She wouldn't try to explain it; personality psychologists are not interested in murder-suicide.
- D) The leaders' control over their followers increased slowly over time.

Answer: B

Page Ref: 7

Topic: Social Psychology Compared to Personality Psychology

Skill: Conceptual

- 30) Compared to social psychologists, personality psychologists are more likely to focus their attention on
- A) subjective construals.
 - B) positive behaviours.
 - C) individual differences.
 - D) ideas from philosophy.

Answer: C

Page Ref: 7

Topic: Social Psychology Compared to Personality Psychology

Skill: Factual

- 31) Like social psychologists, personality psychologists focus on
- A) individuals rather than collectives or institutions.
 - B) the cultural context.
 - C) individual differences.
 - D) the power of construals to shape human behaviour.

Answer: A

Page Ref: 7

Topic: Social Psychology Compared to Personality Psychology

Skill: Conceptual

- 32) Unlike social psychologists, personality psychologists are most concerned with
- A) how people differ from one another.
 - B) the individual as a unit of analysis.
 - C) how people are like one another.
 - D) subjective experiences.

Answer: A

Page Ref: 7

Topic: Social Psychology Compared to Personality Psychology

Skill: Factual

- 33) Sometimes when we encounter behaviour that is unpleasant or unexpected, we assume that something about the person-and not the situation-caused the behaviour. In this sense, we are most like
- A) sociologists.
 - B) personality psychologists.
 - C) social psychologists.
 - D) philosophers.

Answer: B

Page Ref: 7

Topic: Social Psychology Compared to Personality Psychology

Skill: Conceptual

- 34) Consider the following question about human nature: "Are authoritarian personalities more prejudiced than other people?" This question is most likely to be asked by
- A) a social psychologist.
 - B) a sociologist.
 - C) a philosopher.
 - D) a personality psychologist.

Answer: D

Page Ref: 7

Topic: Social Psychology Compared to Personality Psychology

Skill: Conceptual

- 35) Professor Gomez studies the relationship between introversion and depression. Professor Gomez is most likely to be
- A) a social psychologist.
 - B) a sociologist.
 - C) an anthropologist.
 - D) a personality psychologist.

Answer: D

Page Ref: 7

Topic: Social Psychology Compared to Personality Psychology

Skill: Applied

- 36) According to the text, which of the following statements is true regarding the difference between the way social psychologists approach the study of human behaviour and the approach others take?
- A) Unlike philosophers, social psychologists study only the observable behaviours of people, and not their inner thoughts and feelings.
 - B) Unlike sociologists, social psychologists adopt a scientific approach to the study of people.
 - C) Unlike personality psychologists, social psychologists are less concerned with individual differences than with the influence of the social situation on behaviour.
 - D) Unlike philosophers, sociologists, and personality psychologists, social psychologists seek to predict human behaviour.
 - E) All of the above are true.

Answer: C

Page Ref: 6-7

Topic: What is Social Psychology?

Skill: Factual

- 37) Which of the following questions is most likely to be asked by a social psychologist?
- A) Are some kinds of people more susceptible to recruitment into cults?
 - B) Do some types of people make better leaders than others?
 - C) Are some characteristics genetically determined?
 - D) What situations cause people to behave rudely?

Answer: D

Page Ref: 6-7

Topic: Social Psychology Compared to Personality Psychology

Skill: Conceptual

- 38) Matt's server in the restaurant just can't seem to get his order right. If Matt had just read Chapter 1 on social influence and was thinking more like a social psychologist than before, what would he be most likely to think?
- A) This person is a chronic dolt.
 - B) Our educational system is failing us.
 - C) This person must have had a bad morning.
 - D) Human beings are inherently lazy.

Answer: C

Page Ref: 8-9

Topic: Social Psychology Compared to Personality Psychology

Skill: Conceptual

- 39) Whereas social psychologists focus on _____, personality psychologists focus on _____.
- A) how people are alike; how people are unique
 - B) groups; individuals
 - C) societal forces; the individual
 - D) how people are unique; how people are alike

Answer: A

Page Ref: 7

Topic: Social Psychology Compared to Personality Psychology

Skill: Factual

- 40) Which of the following is a shortcoming of a personality approach?
- A) There is no consistency in human behaviour.
 - B) Personality psychologists underestimate the power of social influence.
 - C) Personality psychologists don't use the scientific method.
 - D) Research has not validated personality concepts like "extraversion" or "defense mechanisms."

Answer: B

Page Ref: 7

Topic: Social Psychology Compared to Personality Psychology

Skill: Factual

- 41) The tendency we all have to discount situational explanations of behaviour in favour of personality characteristics or traits is called the
- A) character bias.
 - B) discounting effect.
 - C) fundamental attribution error.
 - D) blame assignment bias.

Answer: C

Page Ref: 8-9

Topic: The Power of Social Influence

Skill: Factual

- 42) Suzanna and April were playing in the den when April's mother entered the room and scolded them for making a mess. Suzanna decided then and there that April's mother was a grouch. Suzanna's inference is an example of
- A) the fundamental attribution error.
 - B) self-justification.
 - C) social cognition.
 - D) a self-fulfilling prophecy.

Answer: A

Page Ref: 8-9

Topic: The Power of Social Influence

Skill: Applied

- 43) Which of the following people have fallen prey to the fundamental attribution error?
- A) Sophie, who explains her poor exam performance by pointing out how hard the questions were.
 - B) Tim, who points to a person who fell down and says, "What a clumsy oaf!"
 - C) Alex, who explains his girlfriend's tears by saying, "She didn't get enough sleep last night."
 - D) Beatriz, who points to an erratic driver and says, "Look at that! The roads are slick tonight."

Answer: B

Page Ref: 8-9

Topic: The Power of Social Influence

Skill: Conceptual

- 44) When we commit the fundamental attribution error, we _____ the power of _____.
- A) overestimate; the situation
 - B) overestimate; personality traits
 - C) underestimate; personality traits
 - D) underestimate; social influence

Answer: B

Page Ref: 8-9

Topic: The Power of Social Influence

Skill: Conceptual

- 45) Given the nature of their training, _____ would be *least* likely to commit the fundamental attribution error?
- A) personality psychologists
 - B) clinical psychologists
 - C) counseling psychologists
 - D) social psychologists

Answer: D

Page Ref: 8-9

Topic: The Power of Social Influence

Skill: Conceptual

- 46) In explaining social behaviour, why is the tendency to overestimate personal forces and to underestimate the power of situational forces referred to as "the *fundamental* attribution error?" This attributional bias
- A) develops very early in childhood.
 - B) is the key to social influence.
 - C) is common and widespread.
 - D) the first step to identifying causes.

Answer: C

Page Ref: 8-9

Topic: The Power of Social Influence

Skill: Conceptual

- 47) Which of the following is a consequence of underestimating the power of social influence?
- A) The social world is more predictable.
 - B) We overestimate our vulnerability to social situations.
 - C) We tend to overcomplicate simple situations.
 - D) We develop a false sense of security.

Answer: D

Page Ref: 10-12

Topic: Underestimating the Power of Social Influence

Skill: Factual

- 48) According to the text, to conclude that cult members who commit mass suicide are "weak-minded" people who are particularly susceptible to influence is to:
- A) commit the fundamental attribution error.
 - B) overestimate the strength of social forces which influence the behaviour of individuals.
 - C) accurately identify the most important cause of their behaviour.
 - D) take a primarily sociological approach to understanding these events.
 - E) all of the above.

Answer: A

Page Ref: 10-12

Topic: Underestimating the Power of Social Influence

Skill: Factual

- 49) How would a social psychologist explain why some parents might fail to protect their children from the harm caused by cult leaders?
- A) Situational factors and social influence techniques overwhelm the parents' resistance and judgment.
 - B) The parents lack the intelligence or education to evaluate the effects of the cult on themselves and their families.
 - C) Parents vulnerable to stress or mental illnesses (such as depression) succumb to the influence of cults more than parents without these risk factors.
 - D) The leaders utilize mind control techniques to influence cult members' behaviour.

Answer: A

Page Ref: 10-12

Topic: Underestimating the Power of Social Influence

Skill: Conceptual

- 50) According to the text, the problem with committing the fundamental attribution error is that:
- A) it may lead you to underestimate your own vulnerability to social influence.
 - B) it oversimplifies complex situations and thus decreases our understanding of the causes of behaviour.
 - C) it ignores the fact that people may behave very differently in different situations (e.g., be shy in some situations and outgoing in others).
 - D) all of the above.

Answer: D

Page Ref: 8-10

Topic: Underestimating the Power of Social Influence

Skill: Conceptual

- 51) Ross and Samuels (1993) found that people playing the "Wall Street Game" were _____ competitive than people playing the "Community Game," _____ of individual differences in competitiveness and cooperativeness.
- A) more; because
 - B) more; independent of
 - C) less; because
 - D) less; independent of

Answer: B

Page Ref: 11-12

Topic: Underestimating the Power of Social Influence

Skill: Conceptual

- 52) Recall that Ross and Samuels (1993) randomly assigned participants previously identified as either competitive or cooperative to one of two games: the "Wall Street Game," or the "Community Game." Also recall that fully twice as many players in the Wall Street Game behaved competitively compared to people who played the Community Game. What do these findings suggest?
- A) True personality differences do not exist.
 - B) It is not important to study individual differences in personality.
 - C) Even minor aspects of a social situation can override personality differences.
 - D) All the competitive people ended up playing the Wall Street Game.

Answer: C

Page Ref: 11-12

Topic: Underestimating the Power of Social Influence

Skill: Conceptual

- 53) Assume that Ross and Samuels (1993) randomly assigned participants previously identified as cooperative and participants identified as competitive to play a game that was labeled either the "Wall Street Game," or the "Community Game." Further assume that no matter what the game, participants who were identified as competitive behaved more competitively in both groups than did participants who were identified as cooperative. What would these findings suggest?
- A) Even minor aspects of a social situation can override personality differences.
 - B) Cooperation and competition are based on personality characteristics that sometimes transcend social situations.
 - C) Competitive participants in the Wall Street Game caused their partners to respond in kind.
 - D) Cooperative participants in the Community Game caused their partners to respond in kind.

Answer: B

Page Ref: 11-12

Topic: Underestimating the Power of Social Influence

Skill: Conceptual

- 54) Your text describes an experiment in which students could choose to play competitively or cooperatively in a game either called the "Wall Street Game" or the "Community Game." Which of the following is a valid conclusion to reach based on the results of that experiment?
- A) Personality differences are not important when it comes to predicting behaviour.
 - B) Even seemingly trivial aspects of the social situation can greatly influence behaviour.
 - C) It takes major changes in the social environment to overcome the powerful influence of personality traits such as competitiveness.
 - D) Friends and acquaintances were better able to predict the behaviour of these students than were the psychologists.

Answer: B

Page Ref: 11-12

Topic: Underestimating the Power of Social Influence

Skill: Conceptual

- 55) When Tiffany plays volleyball with her friends, she is a team player. When she goes bowling with them, she does her best to beat them. These observations suggest that
- A) Tiffany's personality is unstable.
 - B) Tiffany is ambivalent about how she feels about her friends.
 - C) Tiffany is responding to norms as a source of social influence.
 - D) Tiffany is blindly obedient to the rules of the game.

Answer: C

Page Ref: 10-11

Topic: Underestimating the Power of Social Influence

Skill: Conceptual

- 56) Social psychologists' emphasis on construals of social situations has its roots in _____ psychology.
- A) personality
 - B) cognitive
 - C) Gestalt
 - D) behavioural

Answer: C

Page Ref: 13

Topic: The Subjectivity of the Social Situation

Skill: Factual

- 57) In trying to make sense of the mass murder-suicide of the members of the Order of the Solar Temple, a Gestaltist would probably
- A) examine the external rewards and punishments used by the leaders.
 - B) consult a social psychologist.
 - C) ponder the subjective meaning of the act to Temple followers.
 - D) ask about the traumatic events in the lives of Temple followers.

Answer: C

Page Ref: 13

Topic: The Subjectivity of the Social Situation

Skill: Conceptual

- 58) Marta left a party feeling very upset. Rather than trying to recall each conversation she had during the party, Marta tried to explain her feelings by reflecting on the party as a whole. The process Marta used resembles the approach used by _____ psychologists.
- A) behavioural
 - B) social
 - C) personality
 - D) Gestalt

Answer: D

Page Ref: 13

Topic: The Subjectivity of the Social Situation

Skill: Conceptual

- 59) The whole is different from the sum of its parts. This statement reflects a tenet of _____ psychology.
- A) cognitive
 - B) Gestalt
 - C) behavioural
 - D) physiological

Answer: B

Page Ref: 13

Topic: The Subjectivity of the Social Situation

Skill: Conceptual

- 60) What do social psychologists mean by the expression "subjective situations"?
- A) the combination of elements that compose a situation
 - B) the way a situation is interpreted by people
 - C) people's tendency to distort their interpretations of social situations
 - D) the random way in which people impose meaning on stimuli

Answer: B

Page Ref: 12-13

Topic: The Subjectivity of the Social Situation

Skill: Factual

- 61) In their approach to understanding social behaviour, social psychologists are most similar to
- A) behaviourists.
 - B) Gestalt psychologists.
 - C) sociologists.
 - D) personality psychologists.

Answer: B

Page Ref: 6-7

Topic: The Subjectivity of the Social Situation

Skill: Conceptual

- 62) When Mark goes to give Jean a congratulatory pat on the back after a job well done, she jumps and turns away. Mark has just read Chapter 1, and fancies himself something of a Gestalt psychologist. What is he likely to think about Jean's behaviour?
- A) Jean must have been abused as a child.
 - B) What's her problem? A pat on the back is a reinforcer.
 - C) Jean must have interpreted my gesture differently than I intended.
 - D) Jean must have low self-esteem.

Answer: C

Page Ref: 13

Topic: The Subjectivity of the Social Situation

Skill: Applied

- 63) Social psychologists have identified two motives that are of primary importance in explaining our thoughts and behaviours. These are the need to _____ and the need to _____.
- A) enhance our power; be as accurate as possible
 - B) be as accurate as possible; feel good about ourselves
 - C) feel good about ourselves; belong
 - D) be as accurate as possible; maintain social control

Answer: B

Page Ref: 12

Topic: Where Construals Come From

Skill: Factual

- 64) Which of the following is *true* about social psychologists' interest in social problems?
- A) Contemporary social psychologists are not interested in social problems.
 - B) Interest in social problems has arisen only in the last decade.
 - C) Social problems have been a concern since the beginning of social psychology.
 - D) Social problems are too complex to be addressed by social psychologists.

Answer: C

Page Ref: 13-14

Topic: Social Psychology and Social Problems

Skill: Factual

Essay Questions

- 65) Few would disagree that human aggression is a very pressing social problem, and that it is important to understand the causes of aggression before we can intervene to reduce it. How would a social psychologist approach this destructive phenomenon? How would a social psychologist's approach differ from the approach of a personality psychologist or a sociologist?

Answer: First, like a personality psychologist, a social psychologist would focus on the individual, instead of on larger structural variables like socioeconomic status or the availability of handguns. Unlike a personality psychologist, however, a social psychologist would be more likely to focus on specific social situations or on people's construals of those specific situations. Social psychologists put far less emphasis on enduring personality characteristics or traits, and are more interested in how people are alike one another in those situations. This approach also differs from a sociologist's approach. Sociologists—unlike social psychologists—tend to focus not on the individual, but on larger segments of society. Still, like social psychologists—and unlike personality psychologists—sociologists would consider how people in different groups are different from one another when it comes to aggressive behaviours.

Page Ref: 6-8

Topic: Soc. Psych. Compared to Personality Psychology & Sociology

- 66) Suppose that in a restaurant, a waiter grows impatient with a customer, rolls his eyes, taps his pencil impatiently on his order book, and finally snaps, "I haven't got all day, you know." In what ways would a personality psychologist and a social psychologist attempt to explain such behaviour?

Answer: Both personality and social psychologists would use an individual level of analysis rather than a larger, broader level that focuses on economic, political, or historical forces. Personality psychologists, however, would focus on the kinds of characteristics in which people differ; for example, they would focus on enduring characteristics like the hostility or impulsivity of the waiter. In contrast, although social psychologists would also focus on the individual, they would attend to ways in which the waiter is like other people; for example, social psychologists might turn their attention to the waiter's situation and in particular, his construal of the situation with the customer.

Page Ref: 6-8

Topic: Social Psychology Compared to Personality Psychology

- 67) What are some of the undesirable consequences that people experience when they underestimate the power of social influence?

Answer: First, such a bias often produces a false sense of security when we attribute bizarre or destructive behaviours to something about the *people* who performed them, and not to the situations to which we ourselves might also be vulnerable. Second, we are more likely to overlook the complexity of the determinants of behaviour. Third, our powers of prediction are greatly diminished when we focus on personality as a determinant of behaviours.

Page Ref: 8-11

Topic: Underestimating the Power of Social Influence

- 68) What is the goal of social psychologists who are concerned about social problems?

Answer: Their goal is to apply social-psychological theories, concepts, and research findings to understand and solve destructive real-world problems such as the AIDS epidemic, energy waste, and the relation between television violence and human aggression.

Page Ref: 13-14

Topic: Social Psychology and Social Problems

