

*Mastering Social Psychology*, Canadian Edition  
Baron/Byrne/Branscombe/Fritzley

**Chapter 2**  
**Social Cognition: Thinking about the Social World**

**Multiple Choice Questions**

1. The way in which we think about other people, our relations with them, and our social environment is known as
- schemas
  - encoding
  - social cognition
  - automatic processing

Answer: c

Question ID: msp1b 2.1-1

Difficulty: 1

Page Reference: 29

Skill: Factual

2. Social thought is not always rational because
- rational thought cannot completely overcome the effects of schemas
  - thinking about the social world requires effort
  - base rates are frequently ignored
  - social thought is always automatic and heuristic

Answer: b

Question ID: msp1b 2.1-2

Difficulty: 1

Page Reference: 29

Skill: Conceptual

3. The automatic processing of social information involves
- a quick and relatively effortless way of reaching conclusions
  - combining affective state with schemas and cognitions
  - information overload and counterfactual thinking
  - encoding of new social information for later retrieval

Answer: a

Question ID: msp1b 2.1-3

Difficulty: 1

Page Reference: 30

Skill: Conceptual

4. Mental frameworks for organizing and processing social information are known as
- heuristics
  - schemas
  - affective states
  - anchoring frameworks

Answer: b

Question ID: msp1b 2.1-4

Difficulty: 1

Page Reference: 30

Skill: Factual

5. Suppose Professor Smith studies how people's expectations influence various life decisions they make. Professor Smith's work most likely involves the study of
- affect
  - the perseverance effect
  - schemas
  - attributions

Answer: c

Question ID: msp1b 2.1-5

Difficulty: 2

Page Reference: 31-32

Skill: Applied

6. The process involved with storing information in memory is known as
- attention
  - storage
  - cognitive load
  - encoding

Answer: d

Question ID: msp1b 2.1-6

Difficulty: 1

Page Reference: 31

Skill: Factual

7. One way that schemas influence social thought is by
- ensuring that inconsistent information is stored in our memories and retrieved rapidly
  - acting as a filter to direct our attention toward some information and away from other information
  - increasing our cognitive load by activating more information from our long-term memory stores
  - activating the availability heuristic and enabling automatic priming

Answer: b

Question ID: msp1b 2.1-7

Difficulty: 1

Page Reference: 32

Skill: Conceptual

8. Tracy encounters a member of a certain political group whose views and attributes are inconsistent with her schemas about that group. What is the MOST likely conclusion that Tracy will make?

- a. Tracy will place this individual into a subtype of those who do not confirm her schema.
- b. Tracy will completely change her schema about the group.
- c. Tracy will completely ignore this information.
- d. Tracy will suppress conscious awareness of this conflicting information, but it will exert an influence on her behaviour without her awareness.

Answer: a

Question ID: msp1b 2.1-8

Difficulty: 2

Page Reference: 32

Skill: Applied

9. Schemas affect our use of stored memories by

- a. activating the anchoring and adjustment process whereby we make social judgments
- b. showing a strong perseverance effect—strengthening our stored memories
- c. reducing the cognitive load on our reasoning abilities so we can search our memories more thoroughly
- d. making it easier to retrieve information that is consistent with the schema

Answer: d

Question ID: msp1b 2.1-9

Difficulty: 2

Page Reference: 32

Skill: Conceptual

10. The term “cognitive load” refers to

- a. the amount of mental effort we are expending at a given time
- b. the relatively rational and orderly process used in making social cognitions
- c. the number of heuristics we are using at a given time
- d. the strength displayed by a schema in activating memories

Answer: a

Question ID: msp1b 2.1-10

Difficulty: 1

Page Reference: 32

Skill: Factual

11. Where schemas are concerned, the perseverance effect is
- the schema's resistance to change even in light of contradictory information
  - the persistence of memories because of schemas
  - the cause of self-fulfilling prophecies
  - one way that schemas shape our social reality

Answer: a

Question ID: msp1b 2.1-11

Difficulty: 2

Page Reference: 32

Skill: Conceptual

12. A self-fulfilling prophecy is
- the widespread belief in the 1920s that banks were insolvent or bankrupt
  - the process by which schemas sometimes influence the social world in ways to make the world consistent with the schema
  - the result of overreliance on mental heuristics and memories
  - the end result of having two or more schemas active in our cognitive processes at the same time

Answer: b

Question ID: msp1b 2.1-12

Difficulty: 1

Page Reference: 33

Skill: Factual

13. Student academic performance dramatically improved when teachers were lead to believe that the students were intellectually gifted, regardless of the true ability levels of the students. This result demonstrates the importance of
- information overload
  - mental expectations and hard work
  - information processing and base rates
  - schemas and self-fulfilling prophecies

Answer: d

Question ID: msp1b 2.1-13

Difficulty: 2

Page Reference: 33

Skill: Conceptual

14. \_\_\_\_\_ results when the demands on our cognitive system are greater than its capacity.
- Information overload
  - Social miscognition
  - Heuristic misuse
  - Schema retrieval

Answer: a

Question ID: msp1b 2.1-14

Difficulty: 1

Page Reference: 34-35

Skill: Factual

15. High levels of stress and multiple, competing demands for our attention and abilities can reduce our mental processing capacity. These situations can lead to

- a. schema development
- b. information overload
- c. cognitive withdrawal
- d. the representativeness heuristic

Answer: b

Question ID: msp1b 2.1-15

Difficulty: 1

Page Reference: 34-35

Skill: Factual

16. Which of the following individuals is MOST likely to experience information overload?

- a. Larry, who is talking on his cellphone while driving his car.
- b. Victor, who is dancing and talking at a party.
- c. Greta, who is singing in the shower.
- d. Pam, who is eating dinner while watching television.

Answer: a

Question ID: msp1b 2.1-16

Difficulty: 1

Page Reference: 34-35

Skill: Applied

17. One way to manage information overload is to make use of

- a. the complexity schema
- b. the anchoring and adjustment stratagem
- c. automatic priming
- d. mental shortcuts, such as heuristics

Answer: d

Question ID: msp1b 2.1-17

Difficulty: 1

Page Reference: 34-35

Skill: Applied

18. Simple rules for making complex decisions or drawing inferences are known as
- schemas
  - heuristics
  - anchoring and adjustment
  - automaticity

Answer: b

Question ID: msp1b 2.1-18

Difficulty: 1

Page Reference: 34-35

Skill: Factual

19. Judging individuals based on their similarity to typical members of a group is known as
- the representativeness heuristic
  - automatic priming
  - the anchoring heuristic
  - the availability heuristic

Answer: a

Question ID: msp1b 2.1-19

Difficulty: 1

Page Reference: 35

Skill: Factual

20. Decisions made on the basis of the representativeness heuristic may be flawed because they tend to ignore information about
- rational processing schemas
  - automatic priming
  - base rates
  - schemas

Answer: c

Question ID: msp1b 2.1-20

Difficulty: 1

Page Reference: 35

Skill: Factual

21. The frequency with which a given event or pattern occurs in the population is its
- numeracy
  - base rate
  - recency effect
  - frequency ratio

Answer: b

Question ID: msp1b 2.1-21

Difficulty: 1

Page Reference: 35

Skill: Factual

22. Suppose you are telling your friend about a woman you just met. You tell your friend that this person seemed very compassionate and was interested in helping others; however, you couldn't recall whether she said she was a nurse or a businesswoman. On the basis of the \_\_\_\_\_ heuristic, your friend would probably think that she is a \_\_\_\_\_.

- a. availability; businesswoman
- b. representativeness; nurse
- c. availability; nurse
- d. representativeness; businesswoman

Answer: b

Question ID: msp1b 2.1-22

Difficulty: 2

Page Reference: 35

Skill: Applied

23. Those things that are easier to recall tend to have a greater impact on subsequent judgments and decisions. This fact is known as

- a. the base rate heuristic
- b. automatic priming
- c. the availability heuristic
- d. evaluative thinking

Answer: c

Question ID: msp1b 2.1-23

Difficulty: 1

Page Reference: 36

Skill: Factual

24. When making judgments that involve emotions or feelings, we tend to rely on

- a. the ease with which we can recall relevant information
- b. automatic processing of emotional information
- c. the representativeness heuristic
- d. the amount of relevant information we can recall

Answer: a

Question ID: msp1b 2.1-24

Difficulty: 2

Page Reference: 36

Skill: Factual

25. When making judgments that involve factual information, we tend to rely on
- automatic processing of factual information
  - the representativeness heuristic
  - the ease with which we can recall relevant information
  - the amount of relevant information we can recall

Answer: d

Question ID: msp1b 2.1-25

Difficulty: 2

Page Reference: 36

Skill: Factual

26. The “medical student syndrome” is
- a research issue that has not received much attention from social psychologists
  - a very serious psychological or physiological problem emanating from faulty information processing
  - an applied example of the representativeness heuristic
  - an applied example of the impact of priming

Answer: d

Question ID: msp1b 2.1-26

Difficulty: 2

Page Reference: 36-37

Skill: Applied

27. Which of the following individuals is exhibiting behaviours or thoughts consistent with priming?
- Issac, a psychology graduate student, decides to take his best friend to the hospital emergency room when he discovers that his friend has overdosed on a certain drug.
  - After watching a horror film, Jane comments on the fact that she did not find the film to be “scary” at all.
  - After finishing a romantic novel, Natalie passionately embraces her boyfriend and tells him how much she loves him.
  - Hector, a medical school student, realizes that his sore throat is probably the sign of a mild cold and not a serious illness.

Answer: c

Question ID: msp1b 2.1-27

Difficulty: 2

Page Reference: 36-37

Skill: Applied

28. An increased availability of information caused by exposure to specific stimuli is known as



- a. priming
- b. the representativeness heuristic
- c. the availability heuristic
- d. memory enhancement

Answer: a

Question ID: msp1b 2.1-28

Difficulty: 2

Page Reference: 36-37

Skill: Factual

29. Automatic priming involves
- a. our memory for factual information and its relationship to other information already stored in memory
  - b. the occurrence of priming without conscious awareness of the priming stimulus
  - c. the process by which easily available information affects our judgments
  - d. the effects of priming on social thought processes

Answer: b

Question ID: msp1b 2.1-29

Difficulty: 2

Page Reference: 37

Skill: Factual

30. The tendency to use a particular number or value as a starting point to which changes are made is known as
- a. the representativeness heuristic
  - b. the rating and sliding heuristic
  - c. the anchoring and adjustment heuristic
  - d. the priming heuristic

Answer: c

Question ID: msp1b 2.1-30

Difficulty: 1

Page Reference: 37-38

Skill: Factual

31. The fact that most people allow their unique personal experiences to form the basis of their opinions can be explained by
- a. anchoring and adjustment
  - b. automatic modes of thought
  - c. rating and sliding
  - d. the representativeness heuristic

Answer: a

Question ID: msp1b 2.1-31

Difficulty: 2

Page Reference: 38

Skill: Conceptual

32. Heuristics exert a strong influence on our thinking in large part because
- they rely on our internal personal biases and unknown prejudices
  - they allow us to process more information than would otherwise be considered
  - they reduce the mental effort needed to make judgments and decisions
  - they activate critical brain structures such as the amygdala

Answer: c

Question ID: msp1b 2.1-32

Difficulty: 1

Page Reference: 41

Skill: Conceptual

33. The relatively effortless processing of social information in a nonconscious and unintentional way is known as
- automatic processing
  - heuristic processing
  - irrational processing
  - subconscious processing

Answer: a

Question ID: msp1b 2.1-33

Difficulty: 1

Page Reference: 38

Skill: Factual

34. The relatively effortful and conscious processing of social information is known as
- controlled processing
  - heuristic processing
  - automatic processing
  - supraliminal processing

Answer: a

Question ID: msp1b 2.1-34

Difficulty: 1

Page Reference: 40

Skill: Factual

35. The tendency to pay extra attention to negative information is
- a physical schema
  - a social cognition

- c. a primed framework
- d. a negativity bias

Answer: d

Question ID: msp1b 2.1-35

Difficulty: 1

Page Reference: 42

Skill: Factual

36. Once it is activated, a schema may have automatic effects on behaviour. This can cause individuals to
- a. behave inconsistently with the schema without realizing the stress this puts on their mental frameworks
  - b. subconsciously reject their own behaviour and modify their opinions
  - c. develop information overload and a temporarily diminished cognitive capacity
  - d. behave consistently with the schema without being aware of the reason for the behaviour

Answer: d

Question ID: msp1b 2.1-36

Difficulty: 2

Page Reference: 39

Skill: Conceptual

37. The fact that we can make judgments and evaluations about different aspects of the world in either a controlled, reflective way or an automatic way suggests
- a. our reasoning abilities can overcome most of our automatic processes if we pay attention to the judgments we are making at any particular time
  - b. we have several different evaluative systems that operate relatively independently of each other and generally address different aspects of the world
  - c. we have two systems for evaluating the social world, which may be located in different areas of the brain
  - d. we have only one system for evaluating the social world, but this system can be controlled or operated in two different ways

Answer: c

Question ID: msp1b 2.1-37

Difficulty: 3

Page Reference: 40

Skill: Conceptual

38. The area of the brain that is most clearly involved in automatic evaluations is
- a. the amygdala
  - b. the hypothalamus
  - c. the ventrolateral prefrontal cortex
  - d. the pons

Answer: a

Question ID: msp1b 2.1-38

Difficulty: 2

Page Reference: 40

Skill: Factual

39. The area of the brain that is most clearly involved in controlled evaluations is

- a. the left temporal lobe
- b. the amygdala
- c. the hypothalamus
- d. the prefrontal cortex

Answer: d

Question ID: msp1b 2.1-39

Difficulty: 2

Page Reference: 40

Skill: Factual

40. Automatic mental processes have the effect of

- a. making us focus on information that may be useful at some future time
- b. priming our memories for related situations or events
- c. increasing the effort needed for understanding the social world
- d. reducing the effort needed for understanding the social world

Answer: d

Question ID: msp1b 2.1-40

Difficulty: 1

Page Reference: 40

Skill: Factual

41. Research has demonstrated that most people are more sensitive to negative information than to positive information. This is known as

- a. an attentional bias
- b. the positivist bias
- c. the negativity bias
- d. a memory fault

Answer: c

Question ID: msp1b 2.1-41

Difficulty: 1

Page Reference: 42

Skill: Factual

42. Suppose five of your friends describe four different individuals (George, Tom, Joe, and Don) using the following characteristics listed below. For which of these individuals are you MOST likely to show a negativity bias?
- George, who is described as witty and talkative.
  - Joe, who is described as quiet and friendly.
  - Don, who is described as smug and creative.
  - Tom, who is described as talkative and polite.

Answer: c

Question ID: msp1b 2.1-42

Difficulty: 3

Page Reference: 42

Skill: Applied

43. The tendency displayed by many people to expect things to turn out well in the long run is known as
- the negativity bias
  - the optimistic bias
  - the pessimism bias
  - logical positivism

Answer: b

Question ID: msp1b 2.1-43

Difficulty: 1

Page Reference: 43

Skill: Factual

44. The tendency most people display to believe we can accomplish more in a given period of time than we actually can is known as
- the narrative mode of thought
  - the Buehler effect
  - the future orientation
  - the planning fallacy

Answer: d

Question ID: msp1b 2.1-44

Difficulty: 1

Page Reference: 43

Skill: Factual

45. People frequently fall prey to the planning fallacy because
- we tend to try to plan for too many contingencies that may never arise
  - we tend to assume an external locus of control when we are successful
  - we tend to engage in magical thinking when contemplating future tasks
  - when planning a task, we focus more strongly on the future than on the past

Answer: d

Question ID: msp1b 2.1-45

Difficulty: 2

Page Reference: 43

Skill: Factual

46. During finals week, Jonah tells his friend that he'll be able to write four term papers over the next few days. Jonah is shocked and upset when he is barely able to complete two of these four papers. Jonah's behaviour is consistent with

- a. the planning fallacy
- b. counterfactual thinking
- c. the negativity bias
- d. the pessimistic bias

Answer: a

Question ID: msp1b 2.1-46

Difficulty: 3

Page Reference: 43

Skill: Applied

47. Molly and Emily are members of a girls' basketball team who are charged with helping to organize fundraising efforts for their team. Molly is extremely motivated to complete this task; in contrast, Emily only shows a mild interest in completing the required task. Which of the following statements BEST summarizes the likelihood that Molly and Emily will complete their tasks?

- a. Molly's level of motivation should not have any effect on how she thinks about proceeding with this task; consequently, Molly and Emily should complete the task at about the same time.
- b. Molly will definitely complete the task in a prompt manner due to her high level of motivation; Emily might not complete the task at all due to her lack of motivation.
- c. Molly's motivation will likely cause her to predict that she will finish her task quickly; however, this will have no effect on whether she actually completes her task quicker than Emily.
- d. Molly's motivation will probably cause her to become overly optimistic which, in turn, will cause her to not complete the task; Emily's lack of motivation will likely cause her to complete the task.

Answer: c

Question ID: msp1b 2.1-47

Difficulty: 3

Page Reference: 43

Skill: Applied

48. When we anticipate receiving negative feedback on a matter of personal importance, we tend to prepare for the worst and become pessimistic. This results in

- a. an increased tendency to anticipate negative outcomes
- b. an increased tendency to anticipate positive outcomes
- c. a modified memory of prior events
- d. a decreased tendency to brace for loss

Answer: a

Question ID: msp1b 2.1-48

Difficulty: 2

Page Reference: 44-45

Skill: Conceptual

49. The tendency to imagine outcomes in a situation other than what actually occurred is known as
- a. counterfactual thinking
  - b. mitigation thinking
  - c. magical thinking
  - d. reminiscence thinking

Answer: a

Question ID: msp1b 2.1-49

Difficulty: 1

Page Reference: 45-46

Skill: Factual

50. Bob tends to wait until the “last minute” to buy Christmas gifts. Unfortunately, by the time he tried to purchase a gift for his wife this year the store had closed. He convinced himself that everything in the store was overpriced anyway, so he decided to make a gift for his wife himself. Arguably, Bob is using a type of \_\_\_\_\_ to convince himself that he “never had a chance” to purchase the gift.
- a. magical thinking
  - b. moderating variables
  - c. counterfactual thinking
  - d. mood congruent memory

Answer: c

Question ID: msp1b 2.1-50

Difficulty: 2

Page Reference: 47

Skill: Applied

51. When individuals mentally compare their current outcomes with more favourable possible outcomes, they are engaging in \_\_\_\_\_ thoughts.
- a. downward counterfactual
  - b. motivating counterfactual
  - c. upward counterfactual
  - d. dissatisfaction counterfactual

Answer: c

Question ID: msp1b 2.1-51

Difficulty: 2

Page Reference: 46-47

Skill: Factual

52. Gabriel and Jim were involved in a car accident and they both suffered broken bones. Gabriel told Jim, “Hey at least we only broke a few bones—we could've died!” Jim's response to Gabriel was, “Yes, but I'm now thinking about how I can be a better driver so that I never get in an accident again.” Gabriel's statement reflects \_\_\_\_\_ counterfactual thinking and Jim's response reflects \_\_\_\_\_ counterfactual thinking.

- a. lateral; lateral
- b. upward; downward
- c. downward; upward
- d. upward; upward

Answer: c

Question ID: msp1b 2.1-52

Difficulty: 3

Page Reference: 45

Skill: Applied

53. Consider the following three individuals: George, an entrepreneur, recently lost an important business deal; Mary, a secretary, recently played a major lottery but failed to win; Adam, a medical student, recently told his girlfriend that he was too busy for a relationship but now wishes he had not said that. Which of the following orders below BEST depicts the likelihood that each of these three individuals will engage in counterfactual thinking (from the lowest likelihood to the highest likelihood)?

- a. Mary, Adam, George
- b. George, Adam, Mary
- c. George, Mary, Adam
- d. Mary, George, Adam

Answer: d

Question ID: msp1b 2.1-53

Difficulty: 3

Page Reference: 46-47

Skill: Applied

54. One adaptive purpose served by counterfactual thinking is to

- a. make disappointments and tragedies more bearable
- b. decrease the negative affect associated with failure



- c. postulate “what if” scenarios to aid in avoiding the planning fallacy
- d. increase the positive affect associated with success

Answer: a

Question ID: msp1b 2.1-54

Difficulty: 3

Page Reference: 46-47

Skill: Conceptual

55. Efforts to prevent certain thoughts from entering conscious awareness are known as
- a. thought suppression
  - b. counterfactual thinking
  - c. the rebound effect
  - d. thought monitoring processes

Answer: a

Question ID: msp1b 2.1-55

Difficulty: 1

Page Reference: 47

Skill: Factual

56. When people engage in thought suppression, two processes are involved. The first of these is an automatic monitoring process, which
- a. attempts to provide distracting thoughts
  - b. reduces the effects of the rebound effect
  - c. produces a reactance response in people
  - d. searches for evidence that unwanted thoughts are about to intrude

Answer: d

Question ID: msp1b 2.1-56

Difficulty: 2

Page Reference: 47

Skill: Factual

57. When people engage in thought suppression two processes are involved. The operating process involves
- a. reducing the effects of the rebound effect
  - b. deliberate and effortful attempts to distract oneself with other thoughts or activities
  - c. producing a reactance response in people
  - d. generating magical thinking as a way of coping with the unwanted thoughts

Answer: b

Question ID: msp1b 2.1-57

Difficulty: 2

Page Reference: 48

Skill: Factual

58. When engaging in thought suppression, the most probable result of a person becoming fatigued or experiencing information overload is an increase in the frequency of the unwanted thoughts. This is known as
- counterfactual thinking
  - moderating variables
  - the rebound effect
  - a dysfunctional monitoring process

Answer: c

Question ID: msp1b 2.1-58

Difficulty: 2

Page Reference: 48

Skill: Factual

59. The most common reason for engaging in thought suppression is
- to influence our own feelings and behaviour
  - to avoid counterfactual thinking
  - to control our tendency toward reactance
  - to minimize the effects of the negativity bias

Answer: a

Question ID: msp1b 2.1-59

Difficulty: 2

Page Reference: 47-48

Skill: Factual

60. Even though Patty has been told and encouraged by her husband to stop thinking about the pleasures of drinking, she still does. Her inability to suppress her thoughts about drinking may be due to
- decreased levels of fatigue
  - increased information overload
  - increased social pressure
  - decreased self-esteem

Answer: b

Question ID: msp1b 2.1-60

Difficulty: 3

Page Reference: 48

Skill: Applied

61. Individuals who are high in reactance tend to
- monitor their surroundings for signs of counterfactual thinking
  - react strongly and negatively to perceived threats
  - engage in magical thinking more than individuals who are low in reactance
  - be excellent candidates for therapies that make use of thought suppression

Answer: b

Question ID: msp1b 2.1-61

Difficulty: 2

Page Reference: 48

Skill: Factual

62. When we try to suppress thoughts there is \_\_\_\_\_; if that is insufficient the \_\_\_\_\_ engages.

- a. an internal censor; primal blocker
- b. a monitoring process; operating process
- c. an operating heuristic; egoistic heuristic
- d. a neural barrier; ACTH barrier

Answer: b

Question ID: msp1b 2.1-62

Difficulty: 2

Page Reference: 47-48

Skill: Factual

63. Information overload sometimes occurs during thought suppression, causing

- a. hyperattention
- b. a headache
- c. a rebound effect
- d. displaced aggression

Answer: c

Question ID: msp1b 2.1-63

Difficulty: 2

Page Reference: 47-48

Skill: Factual

64. According to Wegner (1992, 1994) failed processes of thought suppression have produced

- a. hyperattentivity to surroundings
- b. unusual thoughts or images
- c. vertigo
- d. increased impulsivity

Answer: b

Question ID: msp1b 2.1-64

Difficulty: 2

Page Reference: 48

Skill: Factual

65. Counterfactual thoughts
- require effort
  - tend to occur automatically in many situations
  - are rare
  - are helpful in challenging a group consensus

Answer: b

Question ID: msp1b 2.1-65

Difficulty: 2

Page Reference: 46

Skill: Factual

66. Dr. Marshall, who is a psychotherapist, is asking her colleagues whether they believe it is generally helpful to encourage patients to engage in thought suppression. Based on research in this area, which of the following statements would offer the MOST accurate advice to Dr. Marshall?
- Therapists should try to convince their patients that their ability to successfully engage in thought suppression is also evidence of their ability to control their thoughts.
  - Therapists who encourage thought suppression need to monitor the patient very closely as to whether they appear to be succeeding or failing in their efforts.
  - Therapists should first engage their patients in cognitive exercises that lead to information overload, then encourage the patients to attempt thought suppression.
  - Therapists should never encourage thought suppression since it almost always leads to negative outcomes for patients.

Answer: b

Question ID: msp1b 2.1-66

Difficulty: 3

Page Reference: 48

Skill: Applied

67. There are numerous occasions when an outcome is influenced by many different variables. Many people, however, will consider only one or two causal variables and ignore information about the others. This is
- one instance of the law of similarity
  - a failure to take account of moderating variables
  - a limited cognitive appraisal task
  - an example of counterfactual thinking

Answer: b

Question ID: msp1b 2.1-67

Difficulty: 2

Page Reference: 49

Skill: Factual

68. Affect includes
- the way we process, store, and use information
  - the interaction between moods and thoughts
  - current emotions and moods
  - our anticipated emotions and thoughts

Answer: c

Question ID: msp1b 2.1-68

Difficulty: 1

Page Reference: 50

Skill: Factual

69. Shortly before being interviewed for a job she really wants, Meredith finds out that the human resources director was involved in a minor traffic accident during lunch. Should Meredith be concerned that the traffic accident may have an influence on the outcomes of the job interview?
- Yes—research indicates that even experienced interviewers are influenced by their current moods.
  - No—other factors, such as the strength of the applicants who have already been interviewed, will strongly outweigh any lingering effect of the director's mood.
  - Yes—but only if Meredith mentions the accident in a way that accentuates the director's presumed bad mood.
  - Maybe—it depends on how much experience the director has in interviewing job applicants.

Answer: a

Question ID: msp1b 2.1-69

Difficulty: 2

Page Reference: 51

Skill: Applied

70. We tend to recall facts and other information better when we are in the same mood as we were in when we learned the information. This is known as
- the mood congruence effect
  - mood-dependent memory
  - the Ebbinghaus effect
  - affective state determined retrieval

Answer: b

Question ID: msp1b 2.1-70

Difficulty: 2

Page Reference: 51

Skill: Factual

71. Information that is consistent with our current affective state is more easily retrieved than is information that is inconsistent with our current affect. This is known as

- a. affect-cognition feedback
- b. the Ebbinghaus effect
- c. the mood congruence effect
- d. affective state determined retrieval

Answer: c

Question ID: msp1b 2.1-71

Difficulty: 2

Page Reference: 51

Skill: Factual

72. Jason is undergoing treatment for depression. His therapist has encouraged him to remember as many details as possible about times when he was not feeling depressed. Jason is having difficulties remembering a time when he was not depressed. This is probably because of the effects of

- a. information evoked memories
- b. depression suppressing pleasant memories
- c. mood-dependent memories
- d. inappropriate retrieval cues

Answer: c

Question ID: msp1b 2.1-72

Difficulty: 2

Page Reference: 51

Skill: Conceptual

73. Sarah supervises a work group of six colleagues in an advertising agency. Recently, the creativity of her work group has not been as high as it should be. To boost the group's creativity, Sarah might

- a. speak to each member privately about performance issues
- b. ask the group to remember what they were doing the last time they were highly creative
- c. promise a bonus or reward for higher levels of creativity
- d. take steps to put her group's members in a happier mood during work hours

Answer: d

Question ID: msp1b 2.1-73

Difficulty: 2

Page Reference: 51

Skill: Applied

74. Ben is overjoyed by the fact that he received a scholarship to go to law school. As a result of his positive and happy mood he would be most likely to show

- a. an increased level of compassion
- b. a decrease in aggressiveness

- c. an increase in creativity
- d. an increase in depression

Answer: c

Question ID: msp1b 2.1-74

Difficulty: 2

Page Reference: 51

Skill: Applied

75. Zoe is in a fairly good mood. Consequently, we should expect her to show a(n) \_\_\_\_\_ in her use of \_\_\_\_\_.

- a. increase; heuristics
- b. decrease; thought suppression
- c. decrease; heuristics
- d. increase; effortful cognitive processing

Answer: a

Question ID: msp1b 2.1-75

Difficulty: 2

Page Reference: 52

Skill: Applied

76. Factual information that causes an affective reaction may be difficult to ignore in part because

- a. affective reactions may require effortful processing
- b. affective reactions may mitigate the effect of factual information
- c. affective reactions may encourage automatic processing
- d. affective reactions may discourage the rebound effect

Answer: c

Question ID: msp1b 2.1-76

Difficulty: 3

Page Reference: 52

Skill: Conceptual

77. Jack recently had a job interview that seemed to go exceedingly well by all objective standards. However, Jack noted that his interviewer seemed to be in a bad mood that day. To what extent should Jack be concerned about the latter piece of information?

- a. He should be aware that he will likely be viewed less favourably by the interviewer than if the interviewer was in a good mood.
- b. He should not be concerned at all since the interviewer's mood should have no bearing on how he or she evaluates Jack.
- c. He should be very concerned about the interviewer's bad mood unless something happened immediately after the interview to improve the interviewer's mood.
- d. He should assume that there is virtually no chance he will be offered the position because of the interviewer's negative mood.

Answer: a

Question ID: msp1b 2.1-77

Difficulty: 3

Page Reference: 51

Skill: Applied

78. People are more easily influenced by others when they are in a positive mood. In part, this is because

- a. positive affective states encourage heuristic thinking
- b. positive affective states increase our information processing capacity
- c. positive affective states decrease our reliance on stereotypes
- d. positive affective states increase our motivation to process information

Answer: a

Question ID: msp1b 2.1-78

Difficulty: 2

Page Reference: 52

Skill: Factual

79. Ralph has been severely depressed for about six months and has difficulty remembering when he was not depressed. He is illustrating the effects of

- a. mood-discongruency memory
- b. mood-dependent memory
- c. mood-congruent memory
- d. mood-related memory

Answer: b

Question ID: msp1b 2.1-79

Difficulty: 2

Page Reference: 51

Skill: Applied

80. If you serve on a jury and are told by a judge to disregard certain evidence, you will likely \_\_\_\_\_ this information; consequently, you will be \_\_\_\_\_ inclined to find the defendant guilty.

- a. ignore; more
- b. pay greater attention to; less
- c. pay greater attention to; more
- d. pay less attention to; less

Answer: c

Question ID: msp1b 2.1-80

Difficulty: 2

Page Reference: 48,52

Skill: Applied



81. A practical implication of the Edwards and Bryan (1997) study on the impact of emotion-provoking information on jury decisions is that
- a. it is possible to ignore emotion-provoking information, but only if additional information helps to trigger the rebound effect
  - b. it is difficult to ignore emotion-provoking information, especially when instructed to do so
  - c. it is easy to ignore emotion-provoking information, especially when instructed to do so
  - d. it is difficult to ignore emotion-provoking information, but not when told to do so

Answer: b

Question ID: msp1b 2.1-81

Difficulty: 3

Page Reference: 52

Skill: Applied

82. One well-known sales technique involves the use of humour tailored to the individual customer as much as possible. This technique can be quite effective because it ensures the customer is in a good mood, which increases the likelihood that people will rely on easily remembered information when making a decision. This is known as
- a. the mood congruence heuristic
  - b. the representativeness heuristic
  - c. the ease-of-use heuristic
  - d. the good humour heuristic

Answer: c

Question ID: msp1b 2.1-82

Difficulty: 2

Page Reference: 53

Skill: Factual

83. Two drivers on a highway are cut off by a third driver. The first driver is startled but shrugs, thinking, "That other driver was careless, but I don't think he noticed me." The second driver is furious, thinking, "That other driver deliberately tried to run me off the road!" This scenario most clearly illustrates
- a. how mood influences affect and arousal
  - b. how cognition influences affect
  - c. how affect influences arousal
  - d. how affect influences cognition

Answer: b

Question ID: msp1b 2.1-83

Difficulty: 3

Page Reference: 53

Skill: Applied

84. Andrew saw a TV commercial for a new video game that he wanted. The game was on sale for 50% off, but the store was set to close in one hour. Andrew was fifteen minutes late getting to the store and missed the sale. To ease his distress about missing the sale, Andrew reasoned that he never really had a chance to get to the store before it closed because traffic was too heavy, even though he could have taken a different, quicker route. This is an example of
- counterfactual thinking
  - wishful thinking
  - affective heuristics
  - contra-affective cognition

Answer: a

Question ID: msp1b 2.1-84

Difficulty: 2

Page Reference: 45-46

Skill: Factual

85. Suppose your friend tends to eat a lot of junk food when he gets stressed. How do social psychologists who study the interplay of affect and cognition explain this behaviour?
- These individuals do this because they are making a strategic choice to reduce negative affect.
  - These individuals do this because it is an “automatic” behaviour that is largely affected by genetic influences.
  - These individuals do this because this is a sign of physical or psychological weakness.
  - These individuals do this because emotional distress reduces our motivation to control impulses that are enjoyable but potentially bad for us.

Answer: a

Question ID: msp1b 2.1-85

Difficulty: 2

Page Reference: 50

Skill: Applied

86. Despite the fact that Lance has had to overcome many obstacles in his life and that things don't always turn out the way he wants them to, Lance still thinks that his future is very bright and that things will turn out for the best in the long run. This is an example of
- the negativity bias
  - counterfactual thinking
  - the narrative mode of thought
  - the optimistic bias

Answer: d

Question ID: msp1b 2.1-86

Difficulty: 1

Page Reference: 43

Skill: Factual

87. In thinking about a major assignment that is due in one week, Jacey focuses on the tasks to be accomplished and how she thinks she will approach each task. She does not spend much time thinking about how long similar tasks have taken her in the past. As a result, Jacey is likely to underestimate the amount of time needed for the assignment.

This is probably because Jacey has

- a. engaged in magical thinking
- b. activated an inappropriate schema
- c. entered a planning or narrative mode of thought
- d. fallen prey to the optimistic bias

Answer: c

Question ID: msp1b 2.1-87

Difficulty: 1

Page Reference: 43

Skill: Conceptual

88. Juanita finds that she has been given too much information about different new cars and their relative merits and drawbacks. She is having a difficult time making a decision about which car to buy because she cannot process all the information she has gathered.

This is an example of

- a. anchoring and adjustment
- b. nonautomatic processing
- c. the representativeness heuristic
- d. information overload

Answer: d

Question ID: msp1b 2.1-88

Difficulty: 1

Page Reference: 36

Skill: Applied

89. The fact that faces with a threatening expression are recognized more quickly than faces with any other type of expression suggests that

- a. positive information about the environment can safely be ignored
- b. the optimistic bias evolved more recently than did the negativity bias
- c. bracing for a loss is more appropriate in most situations than positive expectations
- d. there may be valid evolutionary reasons for the negativity bias

Answer: d

Question ID: msp1b 2.1-89

Difficulty: 2

Page Reference: 42

Skill: Conceptual

90. In Ruder and Bless (2003), when participants were in a sad mood they were more in favour of the changes after coming up with six arguments. This indicates participants were engaging in
- mood attribution
  - ease-of-use heuristics
  - deception
  - systematic thought

Answer: d

Question ID: msp1b 2.1-90

Difficulty: 3

Page Reference: 53

Skill: Applied

### **True/False Questions**

1. The ways in which we interpret, analyze, remember, and use information about the social world is known as social cognition.

- True
- False

Answer: a

Question ID: msp1b 2.2-1

Difficulty: 1

Page Reference: 29

Skill: Factual

2. Schemas—our mental frameworks for organizing information about the world—sometimes prevent us from noticing important details about our situation.

- True
- False

Answer: a

Question ID: msp1b 2.2-2

Difficulty: 2

Page Reference: 31-32

Skill: Factual

3. The tendency for beliefs and schemas to remain unchanged, even in the face of contradictory information, is known as the perseverance effect.

- True
- False

Answer: a

Question ID: msp1b 2.2-3

Difficulty: 1

Page Reference: 32

Skill: Factual

4. Heuristics are simple rules for making decisions rapidly. As such, heuristics frequently cause us to make poor choices and should never be used in social situations.

- a. True
- b. False

Answer: b

Question ID: msp1b 2.2-4

Difficulty: 1

Page Reference: 34-35

Skill: Factual

5. Encoding works to store the information that becomes the focus of our attention in short-term memory.

- a. True
- b. False

Answer: b

Question ID: msp1b 2.2-5

Difficulty: 1

Page Reference: 32

Skill: Factual

6. In general, information that is relatively easier to remember and the more information we can remember have a stronger effect on our thinking. This is known as the availability heuristic.

- a. True
- b. False

Answer: a

Question ID: msp1b 2.2-6

Difficulty: 1

Page Reference: 36

Skill: Factual

7. Increasing the availability of information by exposing individuals to specific stimuli or events is known as priming.

- a. True
- b. False

Answer: a

Question ID: msp1b 2.2-7

Difficulty: 1

Page Reference: 36-7

Skill: Factual

8. Many used car salespeople believe the asking price for a car should be significantly higher than the car's actual value. They will then adjust the price downward for an interested customer. This practice represents one application of the anchoring and adjusting heuristic.

a. True

b. False

Answer: a

Question ID: msp1b 2.2-8

Difficulty: 2

Page Reference: 37-8

Skill: Conceptual

9. Priming of the rudeness trait results in people being more willing to interrupt an ongoing conversation than does priming of the politeness trait.

a. True

b. False

Answer: a

Question ID: msp1b 2.2-9

Difficulty: 1

Page Reference: 39

Skill: Factual

10. The amygdala is directly involved in simple, automatic evaluative judgments.

a. True

b. False

Answer: a

Question ID: msp1b 2.2-10

Difficulty: 1

Page Reference: 40

Skill: Factual

11. Our tendency to believe we can accomplish more in a given amount of time than we really can is known as the planning fallacy.

a. True

b. False

Answer: a

Question ID: msp1b 2.2-11

Difficulty: 1

Page Reference: 43

Skill: Factual

12. The strength of an individual's negativity bias—the tendency to pay particularly close attention to negative stimuli—is solely determined by an individual's situation and prior learning.

a. True

b. False

Answer: b

Question ID: msp1b 2.2-12

Difficulty: 1

Page Reference: 42

Skill: Factual

13. One method that might be used to decrease the impact of counterfactual thinking is to increase the amount of information that needs to be processed at once.

a. True

b. False

Answer: b

Question ID: msp1b 2.2-13

Difficulty: 1

Page Reference: 45-46

Skill: Factual

14. Efforts to suppress unwanted thoughts are generally successful when information overload occurs because this provides people with more distracting thoughts to choose from.

a. True

b. False

Answer: b

Question ID: msp1b 2.2-14

Difficulty: 1

Page Reference: 48

Skill: Factual

15. The mood congruence effect suggests that we will remember information that is inconsistent with our current moods, but disregard that information quickly.

a. True

b. False

Answer: b

Question ID: msp1b 2.2-15

Difficulty: 1

Page Reference: 51

Skill: Factual

### **Short Answer Questions**

1. Describe the impact of schemas on memory. Explain how this may influence social thought.

Answer: Schemas act as a filter in that they call our attention to some information and away from other information. This ensures that information that is consistent with our schemas is more likely to enter the memory system. Inconsistent information may be remembered, but will be marked with a “tag” to indicate that it is exceptional information. Next, schemas may guide our recall of information and the use of remembered information. Research suggests that information that is consistent with our schemas is more easily recalled and used than is information that is inconsistent with our schemas. These effects are more pronounced with well-developed schemas and when individuals are facing a heavy cognitive load. The effect of schemas on memory may influence social thought directly by influencing the memories we record and retrieve and indirectly by creating self-fulfilling prophecies.

Question ID: msp1b 2.3-1

Difficulty: 2

Page Reference: 31-34

Skill: Conceptual

2. Briefly describe the representativeness heuristic and explain how it is related to the idea of base rates.

Answer: The representativeness heuristic states that the more similar an individual is to the typical members of a group, the more likely the individual is to also be a member of that group. Base rates are the frequency of the occurrence of a given pattern or event in the population. When we use the representativeness heuristic, we typically ignore base rates in deciding whether or not a particular individual is likely to be a member of a particular group.

Question ID: msp1b 2.3-2

Difficulty: 1

Page Reference: 35

Skill: Factual



3. Explain the difference between automatic processing and controlled processing of information.

Answer: Automatic processing of information is nonconscious, unintentional, and involuntary. It requires relatively little effort on our part. Controlled processing, on the other hand, requires greater effort and is conscious. Beyond that, automatic processing frequently relies more heavily on schemas and heuristics, while controlled processing tends to rely more heavily on rational thinking and logical processes.

Question ID: msp1b 2.3-3

Difficulty: 2

Page Reference: 38-40

Skill: Conceptual

4. Explain how counterfactual thinking can lead to either greater satisfaction or greater dissatisfaction with current outcomes.

Answer: Counterfactual thinking occurs when we imagine alternative possible situations and outcomes. If a person imagines an upward counterfactual, she or he is engaged in the process of comparing a current outcome with a more favourable one. Such upward counterfactual thinking can lead to increased dissatisfaction with current reality. If a person imagines a downward counterfactual, she or he is engaged in the process of comparing a current outcome with a less favourable one. Downward counterfactual thinking can lead to increased satisfaction with current reality.

Question ID: msp1b 2.3-4

Difficulty: 2

Page Reference: 45-47

Skill: Conceptual

5. Describe what is meant by mood-dependent memory.

Answer: Mood-dependent memories are memories that are influenced by our moods. That is, mood may serve as a retrieval cue, making it easier to retrieve memories when we are in the same mood as we were when the memories were first stored. There is also evidence for mood congruence effects, which is the fact that we tend to notice or remember information that is consistent with our current mood more readily than information that is inconsistent with our current mood. Also, information that evokes affective reactions is processed differently from other kinds of information and may encourage reliance on automatic processing.

Question ID: msp1b 2.3-5

Difficulty: 2

Page Reference: 51-52

Skill: Conceptual

### **Discussion Questions**

1. Discuss schemas, their influence on memories, and how they may lead to self-fulfilling prophecies.

Answer: Answers should include the following points:

1. Schemas are mental structures that help us organize and process information.
2. Schemas influence memories directly by
  - directing attention
  - selective encoding
  - selective retrieval and reporting
3. Schemas are more likely to be used during times of high cognitive load.
4. Schemas may lead us to interact with others in such a way as to create self-fulfilling prophecies. They may do this by influencing
  - our expectations of others
  - our interpretation of others' behaviour
  - our behaviour

Question ID: msp1b 2.4-1

Difficulty: 3

Page Reference: 31-33

Skill: Conceptual

2. Compare and contrast the negativity bias with the optimistic bias. Include a possible explanation of how these two biases can coexist within the same individual in your discussion.

Answer: Answers should include the following points:

1. The negativity bias reflects the fact that people tend to be more sensitive to negative information than to positive information. People also respond to potential threats more quickly than to other stimuli. This is possibly because of the greater negative consequences associated with negative information and may be a byproduct of our evolutionary history.
2. The negativity bias may lead directly to automatic processing because it will make some information more immediately available, thus increasing reliance on the availability heuristic and other automatic modes of thought.
3. The negativity bias may be more active when our thoughts are drawn to the past. When contemplating the past, we can frequently recall failures, unpleasant experiences, and disappointments.
4. The optimistic bias refers to our expectation that things will generally turn out well in the long run. Most people expect themselves to have better luck and experience more positive events than others will. We also tend to focus our thoughts on desirable goals and personal happiness when contemplating the future.
5. The optimistic bias gives rise to the planning fallacy—the belief that we can get more done in a given amount of time than we really can. This happens because when we

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contemplate the future, we enter a “planning mode” of thought that focuses on the actions we must take in the future to accomplish the planned task. This orientation prevents us from remembering similar tasks we have attempted in the past and how long they took. We also tend to externalize the causes of past delays, which, in turn, prevents us from planning for “unavoidable” delays in planned tasks.

6. The optimistic bias occurs despite the negativity bias because each of these biases are differently oriented in time. The optimistic bias comes into play when people are considering the future. The negativity bias is active when people consider the past or present. This difference in temporal orientation is what allows the two biases to coexist within an individual without coming into direct conflict with each other.

7. One exception to the optimistic bias occurs when we anticipate a negative outcome in the future. In this situation, we typically brace for a loss by reversing the optimistic bias and becoming more pessimistic. This may help us cope with negative outcomes when they do occur and are seen as unavoidable and, thus, not our fault.

Question ID: msp1b 2.4-2

Difficulty: 3

Page Reference: 42-45

Skill: Conceptual

3. Discuss some of the ways that affective state influences cognitive processing and some of the ways that cognitions influence affect.

Answer: Answers should include the following points:

1. Current moods (affect) can cause us to react either positively or negatively to current stimuli.
2. Affect can cause greater or lesser reliance on heuristic or controlled thought processes. Positive moods tend to increase our use of heuristics and stereotypes; negative moods tend to increase our efforts to use controlled processes.
3. Affect can directly influence memory through either mood dependent memory or mood congruence effects.
4. Affect influences creativity and can influence judgments even when we consciously try to ignore it.
5. Cognitive processes influence affective states by allowing us to interpret emotional events either positively or negatively.
6. Cognition allows to activate schemas that contain strong affective components.
7. Cognitive efforts to directly or indirectly influence our current affective state may make use of counterfactual thinking and we may “yield to temptation” to modify our affective state briefly.

Question ID: msp1b 2.4-3

Difficulty: 3

Page Reference: 50-55

Skill: Conceptual