Chapter 02: Personality Research Methods

MULTIPLE CHOICE

1. The goal of the dissertation in the process of scientific education is to demonstrate that the future scientist _____.
   a. has memorized all of the known facts about a given topic
   b. has read all of the known articles about a given a topic
   c. can contribute something new to the field
   d. can apply the technical knowledge learned in graduate school

   ANS: C   DIF: Moderate
   REF: Psychology's Emphasis on Method: Scientific Education and Technical Training
   OBJ: 2.6   MSC: Remembering

2. According to the text, the goal of a scientific education is _____.
   a. to question what is known and how to find out what is not yet known
   b. to convey what is known about a subject so it can be applied in a medical context
   c. to train individuals to exclusively rely on deductive reasoning to solve problems
   d. all of the above

   ANS: A   DIF: Easy
   REF: Psychology's Emphasis on Method: Scientific Education and Technical Training
   OBJ: 2.6   MSC: Understanding

3. According to the text, a _____ would receive technical training, whereas a _____ would receive scientific education.
   a. pharmacologist; pharmacist
   b. physician; biologist
   c. botanist; computer programmer
   d. research psychologist; clinical psychologist

   ANS: B   DIF: Moderate
   REF: Psychology's Emphasis on Method: Scientific Education and Technical Training
   OBJ: 2.6   MSC: Applying

4. According to the textbook, there are no perfect _____ of personality, only _____.
   a. measures; devices   c. theories; hypotheses
   b. indicators; clues   d. reliable measures; valid measures

   ANS: B   DIF: Moderate   REF: Personality Data
   OBJ: 2.1   MSC: Remembering

5. Researchers must use clues to personality in their research because_____.
   a. personality is defined solely by biological factors that cannot be observed
   b. personality tests are unethical
   c. personality is something hidden that resides inside an individual
   d. personality is defined by responses to self-report questionnaires

   ANS: C   DIF: Moderate   REF: Personality Data
   OBJ: 2.1   MSC: Understanding

6. When gathering data or clues about personality, the best policy is to _____.
   a. gather only a very small number of clues and focus on the important ones

b. gather only clues that are certain not to be misleading
c. rely solely on self-report data
d. collect as many clues as possible

ANS: D   DIF: Easy   REF: Personality Data
OBJ: 2.1   MSC: Applying

7. Because each kind of data has limitations, personality psychologists should _____.
a. not bother collecting data
b. gather as much data as possible
c. only use L data, which are the most reliable
d. use only one source of data and control for its limitations

ANS: B   DIF: Easy   REF: Personality Data
OBJ: 2.1   MSC: Applying

8. There is a possibility that individuals are so accustomed to certain aspects of their personality that they might not be aware of those traits. This is called the _____ effect.
a. fish-and-water   c. self-expectancy
b. self-verification   d. narcissism

ANS: A   DIF: Moderate   REF: Personality Data: Four Kinds of Clues
OBJ: 2.1   MSC: Remembering

9. In order to examine the relationship between early life experiences and adult criminality, Dr. Robbins asks his research participants to fill out questionnaires describing their early life. He then obtains copies of their arrest records from the county courthouse. The questionnaires used in Dr. Robbins's study would be _____ data, whereas the arrest records would be _____ data.
a. L; B   c. S; L
b. S; I   d. B; L

ANS: C   DIF: Easy   REF: Personality Data: Four Kinds of Clues
OBJ: 2.2   MSC: Understanding

10. To assess the personality traits of a group of 5-year-olds, researchers use puppets to illustrate different personality traits. Children are then asked to pick the puppet that best matches their personality. This is an example of _____ data.
a. S   c. L
b. I   d. B

ANS: A   DIF: Easy   REF: Personality Data: Four Kinds of Clues
OBJ: 2.2   MSC: Applying

11. _____ data are the most frequently used basis for personality assessment.
a. B   c. S
b. L   d. I

ANS: C   DIF: Easy   REF: Personality Data: Four Kinds of Clues
OBJ: 2.3   MSC: Remembering

12. I data are _____.
a. self-judgments
b. judgments made by knowledgeable observers
c. easily observable, real-life outcomes
d. direct observations of the subject in some predefined context

ANS: B   DIF: Easy   REF: Personality Data: Four Kinds of Clues
OBJ: 2.3   MSC: Remembering

13. I data essentially measure _____.
    a. your internal states or emotions
    b. your level of self-awareness
    c. your reputation
    d. work productivity (in industrial psychology)

    ANS: C   DIF: Moderate   REF: Personality Data: Four Kinds of Clues
    OBJ: 2.3   MSC: Remembering

14. According to the text, accidental mistakes in judging personality are considered _____,
    whereas inaccurate judgments that are influenced by prejudices are considered _____.
    a. biases; stereotypes   c. errors; biases
    b. heuristic errors; formal errors   d. trivial; serious

    ANS: C   DIF: Moderate   REF: Personality Data: Four Kinds of Clues
    OBJ: 2.3   MSC: Remembering

15. What is the minimum number of informants that Funder recommends for each person in a study?
    a. one   c. three
    b. two   d. five

    ANS: B   DIF: Difficult   REF: Personality Data: Four Kinds of Clues
    OBJ: 2.3   MSC: Remembering

16. According to the text, what simple example of L data is considered by clinical psychologists to be
    a potential indicator of psychopathology?
    a. an arrest record by age 21
    b. an annual income below the poverty line
    c. being fired from a job by age 30
    d. never being married by age 40

    ANS: D   DIF: Difficult   REF: Personality Data: Four Kinds of Clues
    OBJ: 2.3   MSC: Remembering

17. The Thematic Apperception Test and the Rorschach test elicit _____ data.
    a. L   c. S
    b. I   d. B

    ANS: D   DIF: Moderate   REF: Personality Data: Four Kinds of Clues
    OBJ: 2.3   MSC: Remembering

18. The typical experimental social psychologist collects _____ data.
    a. B   c. L
    b. I   d. S

    ANS: A   DIF: Difficult   REF: Personality Data: Four Kinds of Clues
    OBJ: 2.3   MSC: Remembering

19. To obtain S data, a psychologist can _____.
    a. develop a questionnaire
    b. recruit informants
    c. observe the subject directly
    d. look up information in public records

ANS: A DIF: Easy REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Understanding

20. What you do may be influenced by how you see yourself and how you are seen by others. This means that your self-perceptions and others' perceptions have _____.
a. definitional truth
b. causal truth
c. phenomenological force
d. causal force

ANS: D DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Understanding

21. What is the best way for a researcher to judge the face validity of items on a measure?
a. Conduct an exploratory factor analysis on the items.
b. Conduct a confirmatory factor analysis on the items.
c. Conduct an internal consistency analysis on the items.
d. Read and consider the content of the items.

ANS: D DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Understanding

22. _____ data are fairly easily verifiable, concrete, real-life outcomes of possible psychological significance.
a. S
b. B
c. I
d. L

ANS: D DIF: Easy REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Understanding

23. _____ data derive from the researcher's direct observation of what the subject does.
a. L
b. I
c. S
d. B

ANS: D DIF: Easy REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Understanding

24. In a priming study, participants solved puzzles that included words such as *gray*, *wise*, *retired*, and *Florida*. After solving these puzzles, participants were observed as they walked down a hallway. The observation of participants' speed of walking would be considered _____ data.
a. experience sampling
b. experimental B
c. L
d. projective

ANS: B DIF: Easy REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Understanding

25. Which kind of data would be the easiest way to obtain information about the content of dreams?
a. S
b. B
c. L
d. I

ANS: A DIF: Easy REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Applying

26. Dr. Garcia wants to measure the earliest autobiographical memories of the participants in her project. She would most likely obtain _____ data.
a. L
b. I
c. S
d. B

ANS: C DIF: Easy REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Applying

27. Different informants may not agree about the personality of a common target individual because
_____.
   a. each judge may see the target person in only a limited number of social contexts
   b. judges may form a mistaken impression based on the recollection of a single,
uncharacteristic behavior
   c. some informants may have biases that affect the accuracy of their judgments
   d. all of the above

ANS: D DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Applying

28. What kinds of behaviors by an acquaintance would most likely be remembered?
   a. an atypical behavior that was emotionally evocative
   b. only behaviors consistent with the acquaintance's personality
   c. the most recently observed typical behavior
   d. behaviors that are observed every day

ANS: A DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Applying

29. Records of employee absenteeism are what type of data?
   a. S   c. I
   b. B   d. L

ANS: D DIF: Easy REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Applying

30. Which of the following types of personality data is the most objective and verifiable?
   a. S   c. I
   b. B   d. L

ANS: D DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Applying

31. Which of the following would be an example of natural B data?
   a. observations of the number of times a subject told a joke in a day
   b. number of seconds a subject waits before seeking help in an experimental emergency
situation
   c. a subject's verbal responses to a Rorschach test
   d. number of times a subject interrupts others during a videotaped laboratory situation

ANS: A DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Applying

32. Which type of data is likely to be the most subjective and judgmental?
   a. I   c. L
   b. B   d. S

ANS: A DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 MSC: Analyzing

33. Which of the following is LEAST likely to be considered B data?
   a. measures of heart rate and other physiological measurements

b.   observation of how many times a participant spoke during a five-minute conversation
c.   a psychologist's interpretation of a participant's responses to an unstructured clinical interview
d.   a participant's records of his daily activities in a daily research "diary"

ANS: C   DIF: Moderate   REF: Personality Data: Four Kinds of Clues
OBJ: 2.3   MSC: Analyzing

34.   When a psychologist asks a question because he or she wants to know the answer, the question elicits _____. When a psychologist asks a question because he or she wants to see how the individual will respond to that stimulus, the test elicits _____.
a.   B data; I data   c.   S data; B data
b.   S data; I data   d.   laboratory B data; natural B data

ANS: C   DIF: Moderate   REF: Personality Data: Four Kinds of Clues
OBJ: 2.3   MSC: Analyzing

35.   Which kind of data is the LEAST expensive to collect?
a.   L   c.   I
b.   S   d.   B

ANS: B   DIF: Moderate   REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Remembering

36.   According to the text, which of the following is another term for behavioral confirmation?
a.   action verification   c.   expectancy effect
b.   causal force   d.   narcissistic reflection

ANS: C   DIF: Easy   REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Remembering

37.   The tendency for us to become what other people believe us to be is called a(n) _____ effect.
a.   confirmation   c.   fish-and-water
b.   expectancy   d.   self-monitoring

ANS: B   DIF: Moderate   REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Remembering

38.   The fact that behavior is frequently determined by multiple causes presents the most significant disadvantage for _____ data.
a.   B   c.   I
b.   L   d.   S

ANS: B   DIF: Easy   REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Remembering

39.   The judgments that others make of your personality affect your opportunities and expectancies. Thus, these judgments have _____.
a.   generalizability   c.   causal force
b.   validity   d.   reliability

ANS: C   DIF: Moderate   REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Understanding

40.   A major advantage of S data is that _____.
a.   only a trained personality psychologist can interpret S data

b. the best information about personality is obtainable from real-life social outcomes
c. you are the world's best expert about your own personality
d. to assess personality, you must observe what the person actually does

ANS: C DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.4 MSC: Applying

41. If Dr. O'Connell wants to learn about Laura, why might Dr. O'Connell want to avoid using S data?
a. The person supplying the S data may not want to or be able to provide accurate reports about Laura.
b. The S data often do not have psychological relevance.
c. The S data are influenced by too many factors to reveal much about a person's personality.
d. The S data have definitional truth.

ANS: A DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.4 MSC: Applying

42. Because Jesse's teacher believes that he is intelligent, she challenges him with extra assignments and generally encourages his curiosity. At the end of the school year, Jesse performs better on the school's achievement test than any other student. Jesse's enhanced performance is likely due to the _____.
a. recency effect   c. self-serving bias
b. expectancy effect   d. judgment bias

ANS: B DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.4 MSC: Applying

43. A researcher asks participants to imagine that they have been excluded from their circle of friends and then takes images of their brains using functional magnetic resonance imaging (fMRI) scanning technology. The images generated in this study would be considered _____ data.
a. experience sampling   c. L
b. experimental B   d. projective

ANS: B DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.4 MSC: Applying

44. The most important advantage of B data is that they are based on _____.
a. common sense, so they have greater psychological relevance
b. a report by the best expert, so they are more accurate
c. direct psychological tests, so they have greater causal force and scientific value
d. direct observations of behavior, so they are more objective and quantifiable

ANS: D DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.4 MSC: Applying

45. When someone is high in narcissism, what type of data about this person might be the LEAST trustworthy?
a. B   c. L
b. I   d. S

ANS: D DIF: Difficult REF: Personality Data: Four Kinds of Clues
OBJ: 2.4 MSC: Analyzing

46. Which of the following is NOT an advantage of I data?
a. They have causal force.
b. They include common sense.

c. They are based on large amounts of information.
d. They come from carefully controlled experimental situations.

ANS: D   DIF: Easy   REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Analyzing

47. A major disadvantage of L data is _____.
   a. that they provide too much information
   b. that informants may have access to only a narrow range of the target's behavior
   c. that the data are influenced by multiple factors besides just personality
   d. that judges may be biased about the person they are describing

ANS: C   DIF: Easy   REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Analyzing

48. Which of the following is NOT an advantage of B data?
   a. Direct observations require little in the way of psychological interpretation.
   b. Direct observations are easily quantifiable.
   c. Direct observations can be made with extreme precision, as in the case of reaction times.
   d. Psychologists can construct situations to elicit particular behaviors.

ANS: A   DIF: Moderate REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Analyzing

49. One concern with items on measures like the Minnesota Multiphasic Personality Inventory
   (MMPI) is that they often lack face validity. What kind of problem does this create?
   a. Participants can easily fake responses on the items.
   b. Such items raise concerns with social desirability.
   c. Responses are difficult to interpret in psychological terms.
   d. Such items tend to make participants very anxious.

ANS: C   DIF: Difficult REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Analyzing

50. As part of a research project, a participant uses a smart phone application that signals her at
   random times throughout the day. At those times, the application presents a series of questions for
   her to answer regarding her current activities. This is an example of _____ data.
   a. experience sampling   c. L
   b. experimental B   d. projective

ANS: A   DIF: Easy   REF: Personality Data: Four Kinds of Clues
OBJ: 2.5   MSC: Remembering

51. What term describes computer-assisted methods to measure thoughts and feelings that occur
   during normal daily activities?
   a. experiential assessment
   b. ambulatory assessment
   c. projective assessment
   d. digitally assisted experimental assessment

ANS: B   DIF: Difficult REF: Personality Data: Four Kinds of Clues
OBJ: 2.5   MSC: Remembering

52. What term is sometimes used to describe instruments like the Rorschach and Thematic
   Apperception Test (TAT)?
   a. S instruments

b. omnibus personality test batteries
c. objective tests
d. performance-based personality tests

ANS: D   DIF: Difficult   REF: Personality Data: Four Kinds of Clues
OBJ: 2.5   MSC: Remembering

53. A behavioroid measure is a combination of which two types of data?
   a. S and B   c. I and B
   b. L and B   d. S and L

ANS: A   DIF: Difficult   REF: Personality Data: Four Kinds of Clues
OBJ: 2.5   MSC: Remembering

54. According to principles described in the text, it would be relatively difficult to create a reliable measure of attitudes toward _____.
   a. paper clips   c. outgroup members
   b. casual sexual encounters   d. the self (like self-esteem)

ANS: A   DIF: Difficult   REF: Personality Data: Quality of Data: Reliability
OBJ: 2.7   MSC: Remembering

55. If measurement errors are truly random, then they should _____.
   a. never occur
   b. not affect the reliability of a measure
   c. not attenuate the validity of a measure
   d. sum to zero

ANS: D   DIF: Difficult   REF: Personality Data: Quality of Data: Reliability
OBJ: 2.7   MSC: Remembering

56. Which formula in psychometrics quantifies the principle of aggregation?
   a. alpha   c. kappa
   b. Spearman-Brown   d. Kaiser-Guttman

ANS: B   DIF: Difficult   REF: Personality Data: Quality of Data: Reliability
OBJ: 2.7   MSC: Remembering

57. If you can get the same answer repeatedly, then your measure is _____.
   a. reliable   c. significant
   b. valid   d. generalizable

ANS: A   DIF: Easy   REF: Personality Data: Quality of Data: Reliability
OBJ: 2.7   MSC: Understanding

58. The technical meaning of reliability refers to _____.
   a. how much measurement error is present in your assessment instrument
   b. whether an instrument accurately assesses the construct it is intended to measure
   c. whether an instrument correlates with a similar measure of the same construct
   d. whether a sample of participants reasonably represents the population of interest

ANS: A   DIF: Moderate   REF: Personality Data: Quality of Data: Reliability
OBJ: 2.7   MSC: Understanding

59. On Friday, Terence completes the Self-Monitoring Scale and receives a score of 49. On the following Tuesday, he fills out the scale again and receives a score of 28. Terence's scores on the Self-Monitoring Scale do not appear to be _____.
a. valid
b. reliable
c. significant
d. free of unwanted biases

ANS: B DIF: Easy REF: Personality Data: Quality of Data: Reliability
OBJ: 2.7 MSC: Applying

60. Linda is taking an intelligence test. During the test, the teachers walk through the halls and chat loudly with each other. Due to these distractions, Linda scores lower on the test than she would have if she had been able to concentrate fully. The influence of the teachers' chatting is an example of _____.
a. reliability
b. a validity bias
c. a cohort effect
d. measurement error

ANS: D DIF: Easy REF: Personality Data: Quality of Data: Reliability
OBJ: 2.7 MSC: Applying

61. The most important and generally useful way to enhance reliability is to _____.
a. use the smallest possible number of items
b. measure something that is important
c. aggregate your measurements
d. maximize error variance

ANS: C DIF: Moderate REF: Personality Data: Quality of Data: Reliability
OBJ: 2.8 MSC: Remembering

62. At the heart of aggregation is the idea that _____.
a. random errors cancel each other out
b. random errors never cancel each other out
c. reliable errors cancel each other out
d. a sufficiently precise measure has no reliable error

ANS: A DIF: Moderate REF: Personality Data: Quality of Data: Reliability
OBJ: 2.8 MSC: Understanding

63. Dr. Grant is creating a new measure of shyness, and she decides to include more than one item in her scale. She believes that using multiple items will lead to a more reliable measure. Dr. Grant is following which principle of measurement?
a. multitrait assessment
b. content validation
c. aggregation
d. construct validation

ANS: C DIF: Easy REF: Personality Data: Quality of Data: Reliability
OBJ: 2.8 MSC: Applying

64. A researcher can increase the reliability of a personality test by _____.
a. refusing to aggregate items
b. measuring something important
c. using very few items to reduce the risk of mistakes
d. constructing items with complicated words and phrases

ANS: B DIF: Moderate REF: Personality Data: Quality of Data: Reliability
OBJ: 2.8 MSC: Applying

65. Which of the following is NOT likely to undermine the reliability of a survey?

a. entering data into a database incorrectly after collection
b. the immediate state of the participant
c. the mood of the experimenter
d. aggregation of responses to different items

ANS: D   DIF: Moderate   REF: Personality Data: Quality of Data: Reliability
OBJ: 2.8   MSC: Analyzing

66. In simple language, questions about reliability concern _____, whereas questions about validity concern _____.
a. accuracy; consistency   c. stability; dependability
b. consistency; dependability   d. consistency; accuracy

ANS: D   DIF: Moderate   REF: Personality Data: Quality of Data: Validity
OBJ: 2.7   MSC: Remembering

67. Validity is the degree to which a measurement _____.
a. is consistent and stable
b. provides the same result if repeated
c. actually reflects or measures what you think it does
d. is reliable

ANS: C   DIF: Easy   REF: Personality Data: Quality of Data: Validity
OBJ: 2.7   MSC: Remembering

68. According to Cronbach and Meehl's (1955) terminology, psychological attributes such as intelligence and sociability are examples of _____, whereas an IQ test and extraversion questionnaire are both examples of specific tests or measurements.
a. constructs   c. assessments
b. valid ideas   d. manifest factors

ANS: A   DIF: Moderate   REF: Personality Data: Quality of Data: Validity
OBJ: 2.7   MSC: Understanding

69. Jane recently completed a new test that was designed to measure her IQ. She took the test twice and each time received the same score. The test administrator told her that her scores indicate she is extremely intelligent. However, Jane scored well below average when she completed the Stanford-Binet and the Wechsler Adult Intelligence Scale (WAIS), two well-established intelligence tests. Based on this pattern of results, it appears that the new measure of IQ was a _____.
a. valid measure of intelligence
b. valid but unreliable measure of intelligence
c. reliable but not valid measure of intelligence
d. more accurate measure of intelligence than the Stanford-Binet or the WAIS

ANS: C   DIF: Moderate   REF: Personality Data: Quality of Data: Validity
OBJ: 2.7   MSC: Applying

70. Reliability is _____ for validity.
a. a necessary and sufficient condition
b. a necessary but not sufficient condition
c. a sufficient condition
d. not at all relevant

ANS: B   DIF: Difficult   REF: Personality Data: Quality of Data: Validity
OBJ: 2.7   MSC: Analyzing

71. A research strategy that involves gathering as many different measurements as you can of a particular construct and determining if those measurements correlate is called _____.
    a. construct validation
    b. aggregation validation
    c. generalization
    d. internal validation

    ANS: A   DIF: Moderate   REF: Personality Data: Quality of Data: Validity
    OBJ: 2.8   MSC: Remembering

72. Many psychologists tend to use college students as participants in their research and then assume that what they learn applies to people in general. However, this common practice may limit _____.
    a. the ecological reliability of their research
    b. the internal validity of their studies
    c. the generalizability of their findings
    d. the construct validity of their studies

    ANS: C   DIF: Easy   REF: Personality Data: Quality of Data: Generalizability
    OBJ: 2.9   MSC: Remembering

73. Reliability and validity are actually both aspects of a broader concept called _____.
    a. factorial invariance
    b. psychometric integrity
    c. measurement equivalence
    d. generalizability

    ANS: D   DIF: Moderate   REF: Personality Data: Quality of Data: Generalizability
    OBJ: 2.9   MSC: Remembering

74. The fact that much of modern empirical research in psychology has been based on white, middle-class college sophomores may reduce the _____ of psychological research.
    a. generalizability
    b. reliability
    c. validity
    d. statistical significance

    ANS: A   DIF: Easy   REF: Personality Data: Quality of Data: Generalizability
    OBJ: 2.9   MSC: Understanding

75. Which of the following sampling methods affords a researcher the greatest generalizability?
    a. randomly selecting a sample of introductory psychology students
    b. randomly selecting a sample of both high school and college students
    c. recruiting all the executives at a large company to participate
    d. selecting participants using a random telephone dialing system

    ANS: D   DIF: Moderate   REF: Personality Data: Quality of Data: Generalizability
    OBJ: 2.9   MSC: Applying

76. According to the text, which of the following would NOT be a threat to the generalizability of personality research?
    a. More women than men participate in research.
    b. Participants who show up for research studies are more conventional than individuals who do not show up.
    c. Personality researchers strive to study multiple cohorts.
    d. Much personality research is based on samples of college students.

77. Narrative psychology is an example of the _____ method.
     a. case study   c. experimental
     b. correlational   d. behavioral

78. What is the big disadvantage of the case study method?
     a. It describes isolated variables, not the whole phenomenon.
     b. It is rarely the source of testable hypotheses.
     c. It does not usually apply to particular individuals, only to groups.
     d. It is not generalizable.

79. The major difference between the experimental and correlational methods is that in the
     experimental method the presumed causal variable is _____, whereas in the correlational
     method the same variable is _____.
     a. externally derived; internally derived   c. manipulated; measured
     b. significant; important   d. reliable; valid

80. The strongest advantage of the experimental method is that _____.
     a. it allows the assessment of causality
     b. it allows the study of naturally occurring individual differences that already exist in the
         participants
     c. participants are always randomly sampled from the general population
     d. it can take advantage of extreme levels of the independent variable

81. Random assignment allows researchers to _____.
     a. ignore problems of measurement
     b. assume that groups of participants are more or less equivalent on preexisting conditions
     c. ignore ethical constraints on research
     d. control for selective attrition

82. If test scores decrease as anxiety increases, then _____.
     a. test scores and anxiety are positively correlated
     b. test scores and anxiety are negatively correlated
     c. test scores and anxiety are unrelated

    d.   the correlation between test scores and anxiety must be 1.0

ANS: B   DIF: Moderate
REF: Research Design: Comparing the Experimental and Correlational Methods
OBJ: 2.10   MSC: Understanding

83.   Dr. Low is interested in studying the effect mood has on the willingness to help a stranger. She randomly assigns half of her participants to the pleasant mood condition and shows them funny film clips. The other half of her participants is assigned to the unpleasant mood condition and is forced to watch boring film clips. She then gives every participant an opportunity to donate money to a homeless stranger. Dr. Low is using a(n) _____ design.
    a.   experimental   c.   case study
    b.   correlational   d.   repeated measures

ANS: A   DIF: Easy
REF: Research Design: Comparing the Experimental and Correlational Methods
OBJ: 2.10   MSC: Applying

84.   To conduct an experimental study of the causal effect smoking has on physical health, we would have to _____.
    a.   find a group of smokers and compare their physical health to a group of nonsmokers
    b.   randomly assign some people to a smoking condition and some others to a control condition
    c.   compare the physical health of a heavy smoker to the physical health of a person who has never smoked
    d.   teach one group of people to adopt good health habits and see if they are more likely to begin smoking than a group of people who have not been taught good health habits

ANS: B   DIF: Easy
REF: Research Design: Comparing the Experimental and Correlational Methods
OBJ: 2.10   MSC: Applying

85.   Dr. Low is interested in studying the relation between mood and willingness to help a stranger. Every participant in her study completes a mood-rating questionnaire and is then given an opportunity to donate money to a homeless stranger. Dr. Low is using a(n) _____ design.
    a.   experimental   c.   case study
    b.   correlational   d.   repeated measures

ANS: B   DIF: Easy
REF: Research Design: Comparing the Experimental and Correlational Methods
OBJ: 2.10   MSC: Applying

86.   Which design is best suited for addressing the third-variable problem?
    a.   experimental   c.   case study
    b.   correlational   d.   repeated measures

ANS: A   DIF: Moderate
REF: Research Design: Comparing the Experimental and Correlational Methods
OBJ: 2.10   MSC: Analyzing

MATCHING

Match the most applicable type of data with each piece of information.

    a.   B data

b. L data
c. I data
d. S data
e. T data
f. E data

1. Your own responses to the statement, "I consider myself a nervous person"
2. A therapist's description of her client
3. The number of times someone has been arrested
4. Reaction times to photographs
5. Father's report on his daughter's talkativeness

1. ANS: D   DIF: Easy   REF: Personality Data: Four Kinds of Clues
   OBJ: 2.3   MSC: Applying
2. ANS: C   DIF: Easy   REF: Personality Data: Four Kinds of Clues
   OBJ: 2.3   MSC: Applying
3. ANS: B   DIF: Easy   REF: Personality Data: Four Kinds of Clues
   OBJ: 2.3   MSC: Applying
4. ANS: A   DIF: Easy   REF: Personality Data: Four Kinds of Clues
   OBJ: 2.3   MSC: Applying
5. ANS: C   DIF: Easy   REF: Personality Data: Four Kinds of Clues
   OBJ: 2.3   MSC: Applying

Match the most relevant term with each definition.

a. Reliable
b. Valid
c. Generalizable
d. Measurement error
e. Aggregation
f. Precision

6. The cumulative effect random influences have on the outcome of interest
7. A method or instrument that provides the same information repeatedly
8. An instrument actually reflects the construct of interest
9. A result applies behind the context of the current study
10. Combining many items in a test to eliminate idiosyncrasies of any one item

6. ANS: D   DIF: Easy   REF: Personality Data: Quality of Data
   OBJ: 2.7 | 2.8   MSC: Understanding
7. ANS: A   DIF: Easy   REF: Personality Data: Quality of Data
   OBJ: 2.7 | 2.8   MSC: Understanding
8. ANS: B   DIF: Easy   REF: Personality Data: Quality of Data
   OBJ: 2.7 | 2.8   MSC: Understanding
9. ANS: C   DIF: Easy   REF: Personality Data: Quality of Data
   OBJ: 2.7 | 2.8   MSC: Understanding
10. ANS: E   DIF: Easy   REF: Personality Data: Quality of Data
   OBJ: 2.7 | 2.8   MSC: Understanding

SHORT ANSWER

1. Why does Funder believe there are no perfect indicators of personality? What strategies can researchers use to deal with this concern?

ANS:
Answers will vary.

DIF: Moderate   REF: Personality Data   OBJ: 2.1
MSC: Evaluating

2. Explain why Funder considers answers to the items on the Minnesota Multiphasic Personality Inventory (MMPI) to be an example of B data.

ANS:
Answers will vary.

DIF: Difficult   REF: Personality Data: Four Kinds of Clues
OBJ: 2.3   MSC: Understanding

3. Consider the construct of delay of gratification. Explain how you could obtain S, I, B, and L data for measuring delay of gratification. Identify and describe one advantage and one disadvantage for each of your examples of S, I, B, and L data.

ANS:
Answers will vary.

DIF: Moderate   REF: Personality Data: Four Kinds of Clues
OBJ: 2.3 | 2.4   MSC: Applying

4. What is face validity, and how does it apply to S and B data? What is a limitation of face validity for evaluating the quality of B data? Do you think this concern also applies to S data?

ANS:
Answers will vary.

DIF: Difficult   REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Evaluating

5. Consider the trait of courage. Describe the advantages and limitations of obtaining informant report data for this trait.

ANS:
Answers will vary.

DIF: Moderate   REF: Personality Data: Four Kinds of Clues
OBJ: 2.4   MSC: Evaluating

6. Why would you recommend aggregation to a researcher interested in measuring shyness? Explain why aggregation improves the reliability of psychological assessments such as measures of shyness.

ANS:
Answers will vary.

DIF: Moderate   REF: Personality Data: Quality of Data: Reliability
OBJ: 2.7 | 2.8   MSC: Applying

7. Consider the construct of intelligence. What steps would researchers do to validate measures of this construct? Why is validity harder to establish and evaluate than reliability?

    ANS:
    Answers will vary.

    DIF: Difficult   REF: Personality Data: Quality of Data: Validity
    OBJ: 2.7 | 2.8   MSC: Applying

8. Recently, a group of researchers raised concerns about the use of so-called WEIRD participants in the majority of psychological studies. Who are WEIRD participants? Why is this issue a potential concern to psychological researchers (e.g., do WEIRD participants hurt reliability)? What steps can be taken to address the concerns about WEIRD participants?

    ANS:
    Answers will vary.

    DIF: Difficult   REF: Personality Data: Quality of Data: Generalizability
    OBJ: 2.7 | 2.8 | 2.9 MSC: Evaluating

9. What is generalizability? What are the facets of generalizability described in the book, and how does each one relate to the broad idea of generalizability?

    ANS:
    Answers will vary.

    DIF: Moderate   REF: Personality Data: Quality of Data: Generalizability
    OBJ: 2.9   MSC: Understanding