

1. Generally speaking, nonconformity:
 - A) is usually admired by others in our culture.
 - B) is highly adaptive.
 - C) is highly maladaptive.
 - D) may be either adaptive or maladaptive, depending on the situation.

2. In an experiment by Schachter, subjects engaged in a group discussion of a juvenile delinquent named Johnny Rocco and were asked to suggest treatment for him ranging from “very lenient” to “very hard.” When later asked how much they liked other members of their group—some of whom were confederates of the experimenter—subjects gave the highest ratings to:
 - A) the “slider” confederate—who first deviated, but later conformed, to the opinions of real subjects on how Johnny should be treated.
 - B) the “leader” confederate—who played a major role in influencing the opinions of real subjects on how Johnny should be treated.
 - C) the “reluctant” confederate—who refrained from voicing any opinion until all the other subjects had decided on how Johnny should be treated.
 - D) the “modal” confederate—who consistently conformed to the opinions of real subjects on how Johnny should be treated.

3. Aronson describes an experiment in which groups of subjects discuss the punishment appropriate for Johnny Rocco, a juvenile delinquent. In this experiment, subjects best liked a confederate when he played the role of a:
 - A) person who agreed with the group (conformist).
 - B) person who disagreed with the group (deviate).
 - C) person who originally agreed and then came to disagree with the group (lost soul).
 - D) person who disagreed and then came to agree with the group (slider).

4. Because Joe's parents can't stand his wild friend Larry, Joe spends even more time hanging out with Larry. Joe's behavior is best thought of as an example of:
 - A) anticonformist.
 - B) nonconformist.
 - C) individualistic behavior.
 - D) antisocial behavior.

5. According to Aronson's analysis of the Challenger disaster, which of the following most likely did *not* contribute to the disaster?
 - A) NASA had already conducted two dozen successful launches.
 - B) A schoolteacher who was on board, which created more publicity than normal.
 - C) At NASA a lift-off was a more desirable decision than a delay.
 - D) NASA engineers assured management that all safety measures had been taken.

6. According to Janis, groupthink most often leads a group to make:
 - A) mostly good quality decisions.
 - B) mostly average quality decisions.
 - C) mostly poor quality decisions.
 - D) some very good and some very bad decisions.

7. Disastrous decisions made by members of Hitler's inner circle, Nixon's "palace guard," and NASA officials involved in the launch of the ill-fated Challenger space shuttle were a consequence of a maladaptive decision-making strategy Irving Janis calls:
 - A) mind-guarding.
 - B) groupthink.
 - C) high-risk conformity.
 - D) collective momentum.

8. According to Irving Janis, the maladaptive phenomenon of groupthink is more likely to occur when:
 - A) groups are composed of diverse members who seek agreement in order to overcome their different points of view.
 - B) concurrence-seeking processes override realistic appraisal of alternative courses of action.
 - C) differences among group members prevent the group from reaching a well-considered, realistic decision.
 - D) the desire of each group member to be well liked by other group members overrides concurrence-seeking processes.

9. Which of the following is *not* a characteristic of groupthink?
 - A) the perception of invulnerability
 - B) blinding optimism
 - C) the illusion of too many good alternatives
 - D) a lack of expressed dissenting opinions

10. An important aspect of groupthink is the presence of _____—people who censor troublesome incoming information.
 - A) mindguards
 - B) monitors
 - C) opinioneers
 - D) dominants

11. Which of the following statements about Asch's conformity experiments is *true*?
- A) Subjects were rewarded with money when they answered correctly.
 - B) Subjects were rewarded with money when they went along with the group.
 - C) The judging task was very difficult.
 - D) Only one group member was a naïve subject.
12. Which of the following was one accurate finding in Solomon Asch's experiment on conformity?
- A) Roughly half of the responses of the naïve subjects went along with the group.
 - B) Around one-third of the responses of naïve subjects went along with the group.
 - C) Roughly half of the naïve subjects conformed once.
 - D) Around 90 percent of the naïve subjects conformed once.
13. In Asch's conformity experiments, the discomfort felt by subjects who expressed agreement with the incorrect judgments of the majority could result from the conflict between two important goals. It was suggested that the goals in conflict are:
- A) the goal of being correct and the goal of staying in the good graces of others by living up to their expectations.
 - B) the fear of being wrong and the fear of being right.
 - C) the goal of being correct and the goal of making others appear to be conforming and wishy-washy.
 - D) the goal of being admired and the goal of expressing one's individuality.
14. According to Aronson, most people believe that they are motivated by a desire to _____ whereas others are motivated by a desire to _____.
- A) be correct; stay in the good graces of others
 - B) stay in the good graces of others; be correct
 - C) get rewards; avoid punishments
 - D) avoid punishments; get rewards
15. Research indicates that when people observe a conformity experiment like Asch's (in which subjects conformed to the erroneous judgments of others regarding the length of lines) they typically predict that:
- A) the subjects will exhibit *less* conformity than they actually do.
 - B) that they, *personally*, would exhibit less conformity than the subjects they are observing.
 - C) that they, *personally*, would exhibit about the same amount of conformity as the subjects they are observing.
 - D) that they, *personally*, would exhibit more conformity than the subjects they are observing.

16. A group is most likely to influence us when they are _____ in their opinion.
- A) divided
 - B) equally split between two alternatives
 - C) unanimous
 - D) 60 percent in favor of one position and 40 percent against
17. The greatest amount of influence will come from:
- A) one other person.
 - B) a group of two others.
 - C) a group of three others.
 - D) a group of eight others.
 - E) a group of three to eight others.
18. In a group-influence task such as the line judging experiment described in the text, a single dissenter can make it more likely that others resist the urge to conform if they:
- A) answer correctly against the majority of the group.
 - B) are disrespectful of those holding the majority opinion.
 - C) answer incorrectly but against the majority of the group.
 - D) are friendly toward the leader of the group.
 - E) answer against the majority of the group, whether they are correct or not.
19. If a major league baseball umpire makes a bad call on the field in front of 50,000 fans and a national TV audience, he is unlikely to reverse his call when pressured by the other umpires because:
- A) there is no video instance reply in major league baseball.
 - B) he made a public commitment to his initial call.
 - C) the number of other umpires calling the game is less than three.
 - D) umpires are generally low self-esteem people.
20. In which situation is there likely to be more conformity?
- A) when women are in an experiment with a male researcher
 - B) when the membership in the group does not matter
 - C) when the group has one dissenter
 - D) when people “in the know” decide not to speak

21. What is the general relationship between accountability and conformity?
- A) Accountability is only important in workplace settings.
 - B) When a person knows he will be accountable to a group for his actions, he will be more likely to conform.
 - C) Most people do not conform, so whether or not they are held accountable for their actions really does not matter.
 - D) Higher accountability leads to lower conformity, because people do not want to be seen as giving in to a group.
22. If a person makes a prior commitment to a view that differs from the group opinion, he or she will tend to be:
- A) less susceptible to group pressure to conform.
 - B) more open to group pressure to conform.
 - C) less confident of his or her own view.
 - D) more open to conform to the group's opinion on a different issue.
23. In which of the conditions is there likely to be more conformity?
- A) The subject is good at the task.
 - B) There are no experts in the group.
 - C) The other members of the group are not important to the naïve subject.
 - D) The naïve subject is from a collectivist society like Japan.
24. Imagine you are walking down the street and passed by a driver who needed money for the parking meter. According to research on compliance, under which of the following conditions would you be most likely to give the driver some spare change?
- A) when the request for change came from a fashionably dressed person
 - B) when the request for change came from a poorly dressed person
 - C) when the request for change came from a uniformed parking officer
 - D) when the request for change came from the driver's young child
25. According to Festinger, when physical reality _____, people's reliance on social reality _____.
- A) increases; increases
 - B) decreases; increases
 - C) increases; becomes unpredictable
 - D) decreases; decreases

26. According to Festinger, conformity is more likely to occur when _____ reality is high and _____ reality is low.
- A) social; physical
 - B) diffused; consolidated
 - C) internal; external
 - D) physical; social
27. A good rule of thumb to use in predicting conformity in an ambiguous situation is that there will be a greater dependence on _____ when physical reality is lacking as a basis for judgment.
- A) objective reality
 - B) personal intuition
 - C) social reality
 - D) groupthink
28. Studies on conformity and jaywalking indicate that:
- A) pedestrians are less likely to jaywalk when they observe a high-status, well-dressed person who refrains from jaywalking.
 - B) pedestrians are less likely to jaywalk when they observe a low-status, shabbily dressed person jaywalking.
 - C) pedestrians are more likely to jaywalk in large cities than in small towns.
 - D) pedestrians are more likely to jaywalk in small towns than in large cities.
29. Aronson and O'Leary conducted a study designed to encourage water conservation among male students showering at the university field house. They found that students were more likely to conserve water (by turning off the shower while soaping up) after:
- A) a colorful, vivid sign urging water conservation was placed in the shower room.
 - B) a water-conserving "model" told them that they, too, should turn off the shower while soaping up.
 - C) listening to a high-status university official explain the importance of conserving water.
 - D) observing the behavior of one or more "models" who turned off the shower while soaping up.

30. Aronson describes a study in which male students were observed showering to determine if they complied with a request to conserve water. Subjects showered alone, with a conserving model, or with two conserving models. The percentages of subjects who conserved water in the alone, one model, two model conditions were:
- A) 6%, 8%, 10%, respectively.
 - B) 6%, 49%, 67%, respectively.
 - C) 6%, 67%, 49%, respectively.
 - D) 67%, 49%, 6%, respectively.
31. When are people least likely to throw a flier on the ground?
- A) when there was litter all around
 - B) when a model picked up a discarded fast-food bag and placed it in the trash can
 - C) when the model kicked the fast-food bag
 - D) when there were fliers all on the cars and none on the ground
32. In the study (Keisler et al.) in which an envelope was left hanging out of a mailbox with money exposed to passersby, the money was most often stolen when the:
- A) street was deserted.
 - B) money amount was small.
 - C) mailbox had graffiti on it.
 - D) area around the mailbox was clean.
33. According to Aronson, when people find themselves in an ambiguous situation, people will use the behavior of others as a template for their own behavior. When people find themselves in a similar situation in the future, they will:
- A) know how to act and not need the cue of the behavior of others.
 - B) not know how to act and will again need cues from the behavior of others.
 - C) know how to act but will still need a cue from the behavior of others to actually do it.
 - D) prefer not to act even though they know the social norm.
34. William James's theory of emotion suggests a two-part process that includes:
- A) a fear producing stimulus and a specific physiological response.
 - B) general physiological arousal and previous experience with the emotion.
 - C) physiological arousal and a cognitive label.
 - D) an ambiguous situation and a cognitive label.

35. Schachter and Singer (1962) conducted an experiment in which subjects were injected with either epinephrine or a placebo, and were either informed or misinformed as to the real symptoms produced by an epinephrine injection. Later, they were exposed to the behavior of either an angry or a euphoric cohort. Subjects in which of the following conditions were most likely to imitate the behavior of the cohort?
- A) epinephrine—*informed*
 - B) epinephrine—*misinformed*
 - C) placebo—*informed*
 - D) placebo—*misinformed*
36. Schachter and Singer (1962) (in their study in which subjects were injected with epinephrine, but thought they were getting the vitamin “suproxin”) demonstrated that:
- A) internal states of physiological arousal are always interpreted by internal cues.
 - B) internal states of physiological arousal are interpreted by external cues only when we have a ready explanation for internal causes of the arousal.
 - C) physiological arousal for which we have no ready explanation will often be interpreted in terms of various external cues.
 - D) internal states are unrelated to external cues.
37. In the experiment by Schachter and Singer, some subjects were given a drug causing physiological arousal and were warned about the side effects of the drug (i.e., hand tremors and heart palpitations). How did subjects who were given the same drug, but who were not warned of the drug's effects, interpret their feelings of arousal?
- A) They thought that they were angry.
 - B) They felt happy at first, but later felt angry.
 - C) They didn't even feel the drug's effects at all, since they had no idea about what they were supposed to feel.
 - D) They thought that they were happy or angry, depending on the behavior of the confederate in the experiment.
38. Haney has conducted research on murder trials that use the *death qualification procedure*, in which potential jury members who are opposed to the death penalty are systematically excluded from jury duty. Compared to subjects who did not witness a film segment showing this procedure, subjects who did observe the procedure were more likely to:
- A) believe that the defendant was guilty and would end up receiving the death penalty.
 - B) believe that the defendant was innocent but would end up receiving the death penalty anyway.
 - C) believe that the judge thought the defendant was innocent.
 - D) believe that the defense attorney thought the defendant was guilty.

39. Six-year-old Lisa finds hitting her little brother is the quickest way to get him to stop bugging her. Her mother, however, finds Lisa's behavior unacceptable, and threatens to take away her favorite toy for a whole week if she hits her brother again. Lisa stops hitting her brother. Lisa's behavior illustrates what form of response to social influence?
- A) identification
 - B) compliance
 - C) secondary gain
 - D) modeling
40. Changing someone's actions by means of insisting that he or she behave in a particular way is called:
- A) compliance.
 - B) identification.
 - C) modeling.
 - D) determinism.
41. Suppose you saw a small child eating lima beans with obvious reluctance. When asked why she was eating them if she wasn't fond of them, she replied, "Because Big Bird eats his vegetables, and I want to be like him!" What type of conformity is she displaying?
- A) identification
 - B) internalization
 - C) reactance
 - D) compliance
42. Even though you believe college tuition should be increased to meet rising expenses, you go along with a group of friends as they organize a protest for lower tuition. This is an example of:
- A) diffusion of responsibility.
 - B) reactance.
 - C) audience inhibition.
 - D) identification.
43. Which of the following is *not* characteristic of internalization?
- A) It is based on the admiration or liking of another.
 - B) It is the most deeply rooted and permanent response to social influence.
 - C) It is based on the desire to be right.
 - D) The behavior is internally or intrinsically motivated.

44. According to Aronson, the “Uncle Charlie” effect can lead to considerable influence over us because of our fondness or admiration for a specific person. The type of influence is called:
- A) compliance.
 - B) internalization.
 - C) identification.
 - D) external justification.
45. According to Aronson, power is the essential component in:
- A) compliance.
 - B) internalization.
 - C) identification.
 - D) deindividuation.
46. Fear of punishment would be the major motivation in which of the following?
- A) internalization
 - B) identification
 - C) compliance
 - D) All of these answers are correct.
47. Three responses to social influence are compliance, identification, and internalization. The major component for each of them, respectively, is:
- A) power, liking, and loving.
 - B) status, attractiveness, and reason.
 - C) power, attractiveness, and credibility.
 - D) power, attractiveness, and liking.
48. The essential component of internalization is:
- A) power.
 - B) creditability.
 - C) admiration.
 - D) obedience.
49. The type of conformity which is most likely to persist the longest is that which results from:
- A) social reality.
 - B) compliance.
 - C) internalization.
 - D) identification.

50. Gary's parents promised him an interest-free loan for a new car, if only he would quit smoking for 3 months. Gary really wanted the car, so he quit. After not smoking for 3 months, he realized he had more energy, more money, and his food tasted better. Gary decided he would not start smoking again. Gary's experience is an example of:
- A) primary gain.
 - B) secondary gain.
 - C) primary reward.
 - D) secondary reward.
51. Bobby's mother promises that if he will take swimming lessons for two weeks, she will buy him a toy he wants. Even though he doesn't want to swim, he complies and, in the process, learns to like swimming. This is best thought of as an example of:
- A) groupthink.
 - B) identification.
 - C) secondary gain.
 - D) anticonformity.
52. In Milgram's study of obedience, which of the following participants was (were) a confederate of the Experimenter?
- A) the Teacher
 - B) the Learner
 - C) both the Teacher and the Learner
 - D) neither the Learner nor the Teacher
53. At what voltage level did the majority of subjects stop "shocks" to the learner in Milgram's classic experiment?
- A) 15 volts, slight shock
 - B) 150 volts, learner asks out of experiment
 - C) 300 volts, learner is silent
 - D) 450 volts, "Danger XXX"
54. Although a group of psychiatrists who were asked to predict the results of Milgram's experiment on obedience thought that _____ percent of the subjects would use the highest possible shock, in fact _____ percent delivered all the shocks available.
- A) almost 100; less than 1
 - B) 33; 65
 - C) 90; 100
 - D) less than 1; 67

55. One implication discussed from Milgram's classic experiment is:
- A) It is important to follow the rules, so society has norms to guide it.
 - B) Obedience is important in training soldiers, so there can be a united force.
 - C) Many innocent people had been killed by Nazi soldiers because the soldiers said they were only following orders.
 - D) Standing up for freedom and liberty is important in our society.
56. In his studies of obedience to authority, Milgram found that:
- A) when the experimenter was out of the room, fewer subjects were fully obedient.
 - B) the more similar the victim was to the subject, the less the subject shocked him.
 - C) subjects shocked the confederate less when the experiment was conducted at a prestigious university than in a rundown commercial building.
 - D) subjects from Australia and Spain were less obedient to authority than subjects from the United States.
57. Meeus and Raaijmakers found that subjects were more likely to make negative remarks about a job applicant's performance if:
- A) the subjects believed the applicant had already been accepted for the job.
 - B) the subjects interviewed the applicant face-to-face.
 - C) the subjects believed the applicant would not be receiving the remarks until some later time.
 - D) the subjects were unfamiliar with the requirements of the job.
58. The event that is thought to have motivated social psychologists to begin studying helping behavior and other forms of prosocial behavior was:
- A) the Kennedy-Nixon debate on TV.
 - B) a presidential address by the head of the American Psychological Association.
 - C) the murder of Kitty Genovese.
 - D) the long history of studying negative aspects of human behavior like aggression.
59. Research conducted by Darley, Latane, and their colleagues on bystander intervention has revealed that:
- A) people tend to help more when they're in a hurry.
 - B) people in big cities help more than people in small towns.
 - C) the more witnesses there are to an emergency, the less likely it is that an individual will decide to help.
 - D) the more witnesses there are to an emergency, the more likely it is that an individual will decide to help.

60. In the “lady in distress” study, in which subjects waiting for an experiment were led to believe that a female experimenter in the next room had fallen and hurt herself, subjects were more likely to come to her assistance when:
- A) they heard her moan, “Oh, my God, my foot . . . I can't move it.”
 - B) she was silent, as if unconscious.
 - C) they were waiting alone in the next room.
 - D) they were waiting with a stranger in the next room.
61. In a study of bystander intervention, Darley and Latane had participants take part in a discussion via an intercom system. The participants were alone in a room and could only communicate with others through the intercom system. The experimenters manipulated the number of people the participants thought were a part of the discussion. During the discussion, one of the participants (a recording) had an epileptic seizure. Those participants who thought there were three other people as part of the group were:
- A) more likely to help compared to when they thought they were the only person who heard the seizure.
 - B) less likely to help compared to when they thought they were the only person who heard the seizure.
 - C) less likely to help compared to when they thought six other people heard the seizure.
 - D) just as likely to help as when they thought two other people heard the seizure.
62. In a series of studies on bystander intervention, conducted on the New York subway system, an accomplice of the experimenters staggered and collapsed on the floor of the train. Overall, these studies found that:
- A) the “victim” was offered help more often when the train had relatively few passengers.
 - B) the “victim” was almost never offered help, regardless of how crowded the train was.
 - C) the “victim” was almost always offered help when he was made to seem obviously ill.
 - D) the “victim” was almost never offered help when he was carrying a liquor bottle and was made to reek of alcohol.
63. According to research on bystander intervention, an individual is more likely to be helped when potential helpers:
- A) feel themselves to be very different from the person in need of help.
 - B) are great in number.
 - C) have trouble determining if the situation is a real emergency.
 - D) assume personal responsibility for intervening.

64. Studies involving the “costs and benefits” of helping indicate that:
- A) people help more when the costs of helping are high.
 - B) people help less when the costs of helping are high.
 - C) costs are unrelated to helping, but people help when benefits are high.
 - D) emergencies occur so quickly that bystanders do not have time to estimate costs and benefits.
65. If we think our actions will reduce the pain of someone in need, we are likely to:
- A) act more slowly so as not to make a mistake since we feel we have special knowledge.
 - B) respond quickly to reduce our own discomfort brought on by our feelings of empathy.
 - C) call others to aid us in responding to the emergency.
 - D) feel a sense of calm and well being.

Answer Key

1. D
2. D
3. A
4. A
5. D
6. C
7. B
8. B
9. C
10. A
11. D
12. B
13. A
14. A
15. B
16. C
17. E
18. E
19. B
20. A
21. B
22. A
23. D
24. C
25. B
26. A
27. C
28. A
29. D
30. B
31. B
32. D
33. A
34. C
35. B
36. C
37. D
38. A
39. B
40. A
41. A
42. D
43. A
44. C

- 45. A
- 46. C
- 47. C
- 48. B
- 49. C
- 50. B
- 51. C
- 52. B
- 53. D
- 54. D
- 55. C
- 56. A
- 57. C
- 58. C
- 59. C
- 60. C
- 61. B
- 62. C
- 63. D
- 64. B
- 65. B

1. “When physical reality is unclear, other people become a major source of information.” Is this statement supported by research? How might the Schachter-Singer experiment (in which subjects were injected with a stimulant or a placebo) or the Latane-Rodin bystander intervention experiment (in which subjects, alone or in pairs, heard a confederate “fall off a ladder”) be used to support or disconfirm this statement?
2. *The Social Animal* describes instances of bystander nonintervention, where people failed to help victims of crimes or accidents. Suppose you were to fall from your bicycle and break your leg. How would you arrange things (theoretically) so that people would be more likely to help you?
3. The chapter on conformity reviews several variables that serve to either increase or decrease the degree to which people will exhibit conformity. Briefly discuss FOUR of these factors and how they affect conformity.
4. Define and give examples of compliance, identification, and internalization. Which of these has the most permanent influence on an individual's behavior? What are the social-psychological processes or components underlying the effects of each of them? Under what circumstances might compliance or identification lead to internalization?
5. Define “groupthink” and the social-psychological processes that underlie it. Imagine you were a member of a group that might be subject to “groupthink” processes. Based on your understanding of group conformity, what steps might you take to minimize the problem?
6. Although conformity processes are often a mundane part of daily life, they may also be implicated in more serious matters—some involving life and death itself. Describe Haney's research on the “death qualification procedure” and explain how it illustrates this point.
7. Explain the concept of “diffusion of responsibility” as it applies to helping behavior and then design a study to test this concept. You can use the studies discussed in class or in the book as a guide. Be sure to explain your hypothesis, independent variable(s), dependent variable(s), control variable(s), and explain how subjects will be selected and assigned to conditions in your experiment. This should be a realistic experiment that could actually be conducted.

8. Many colleges and universities encourage first year students to do a “service project” at the start of every school year. In fact, these projects may have become part of the social norms of the school. Consider the concepts and issues discussed in Chapter 2 on conformity and then address the following issues: Are the projects presented as voluntary? If the projects have become a social norm for the school culture, what type of social pressure would the first year students experience and how would noncompliance be met? Discuss the difficulty of noncompliance from the perspective of a new student.

Answer Key

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

1. According to Aronson, why are experiments in social psychology more difficult than in other scientific disciplines?
 - A) Human subjects have highly complex and variable responses.
 - B) It is difficult to get funding for research with human subjects.
 - C) Human subjects have their own theories about the phenomena being studied.
 - D) As a younger science, social psychology does not have a base of established theories.

2. What is Aronson's second law?
 - A) Science looks for lawful generalizations, but people are unique individuals.
 - B) The amount of a person's self-justification is indirectly related to their self-esteem.
 - C) People behave, but social forces influence and direct that behavior.
 - D) People who are unafraid to make mistakes are unlikely to make anything of great value.

3. Aronson loves social psychology because:
 - A) it reminds him of baseball where errors are part of the game.
 - B) he can learn about human nature and apply that knowledge to improve the world.
 - C) he likes interacting with people.
 - D) doing research is like a private investigator solving a case.

4. Aronson points out that a baseball player is considered for the hall of fame if he has a .333 lifetime batting average. This means the player fails two out of three times when he tries to get a hit. Applied to social psychology, this metaphor suggests that:
 - A) social behavior is more difficult to explain than hitting a curve ball.
 - B) we should not be afraid of failure when doing research—greatness occurs in conjunction with failure.
 - C) journals are willing to publish research studies that fail to show significant differences.
 - D) older social psychologists are held to a lesser standard of success than younger social psychologists.

Answer Key

1. C
2. D
3. A
4. B