

Test Bank

for

Baron, Branscombe, and Byrne

Social Psychology

Twelfth Edition

prepared by

Greg Nichols
University of Kansas



Boston New York San Francisco
Mexico City Montreal Toronto London Madrid Munich Paris
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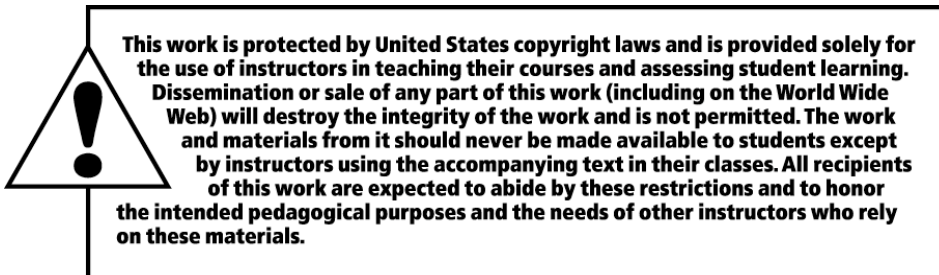
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Preface

The goal of the **Test Bank** to accompany Robert A. Baron, Nyla R. Branscombe and Donn Byrne's *Social Psychology, Twelfth Edition*, is to provide fully referenced, thoroughly reviewed questions, which target the key concepts from the corresponding chapters of the textbook. There are approximately 1,500 questions total, ranging in type from multiple-choice, fill-in-the-blank, short answer, and concise essay questions. New to this edition there is also one *MyPsychLab Feature Essay Question* per chapter that tests a relevant asset.

This same Test Bank is available in TestGen Computerized Test Bank software, which can be downloaded from the Instructor's Resource Center at www.pearsonhighered.com.

Special thanks to the accuracy reviewers Jody L. Davis, Virginia Commonwealth University, Jeffrey Green, Virginia Commonwealth University, and Mark A. Whatley, Valdosta State University for carefully checking each question and providing exceptional feedback.

I welcome any constructive feedback from you about this test bank. The goal is to improve the test questions so that each is a truly fair test of a factual knowledge of Social Psychology, a clear grasp of the issues, or an ability to apply that understanding to a real-world example.

Thank you for choosing *Social Psychology, Twelfth Edition*! I sincerely hope that you find this carefully integrated resource a valuable addition to your course materials.

Greg Nichols
University of Kansas
nichols.greg@yahoo.com

TEST BANK

CHAPTER 1 SOCIAL PSYCHOLOGY: THE SCIENCE OF THE SOCIAL SIDE OF LIFE

MULTIPLE-CHOICE QUESTIONS

1) The branch of psychology that seeks to understand the nature and causes of individual behavior and thought in social situations is _____.

- A) general psychology
- B) social psychology
- C) organizational psychology
- D) applied psychology
- E) interpersonal psychology

Answer: B

Page Ref: 5 - 6

2) Social psychologists focus their attention mainly on individuals because _____.

- A) our behavior is influenced by the actions of other individuals in social situations
- B) the behavior of groups is too difficult to study in laboratory conditions
- C) cultural differences have a strong effect on the behavior of groups but only a weak effect on individuals
- D) some individuals are more strongly affected by society than are others
- E) society doesn't have much influence over how individuals should behave in most situations

Answer: A

Page Ref: 5 - 6

3) As a scientific discipline, social psychology strives for _____.

- A) a non-skeptical understanding of unobservable forces
- B) a unified theory of group behavior
- C) an objective understanding of behavior
- D) a narrow focus on the determinants of group behavior
- E) a subjective understanding of group functions

Answer: C

Page Ref: 6

4) Social Psychology embraces _____ as core scientific values.

- A) accuracy, objectivity, skepticism, and open-mindedness
- B) accuracy, objectivity, statistical support, and open-mindedness
- C) objectivity, theoretical coherence, open-mindedness, and skepticism
- D) theoretical coherence, participant-observer approach, client-centered stance, skepticism
- E) open-mindedness, skepticism, statistical support, theoretical coherence

Answer: A

Page Ref: 6

5) The focus of social psychology is on _____.

- A) the processes society use to direct and control the behavior of individuals
- B) how groups define and shape society
- C) the behavior and thoughts of individuals
- D) the actions of small groups of individuals
- E) the effects that society may have on group behavior

Answer: C

Page Ref: 6

6) Why take a scientific approach? Part of the answer lies in the _____ nature of proverbs, axioms, maxims and the like.

- A) contradictory
- B) anecdotal
- C) medieval

- D) Socratic
- E) rhetorical

Answer: A

Page Ref: 6 - 7

7) Kim knows she needs to go take summer courses, but worries about leaving her new boyfriend for 3 months. She wonders, will "absence make the heart go stronger" be true, or is "Out of sight, out of mind" more applicable. This is an example of _____.

- A) the unscientific nature of conventional wisdom
- B) confusion regarding an interpersonal problem
- C) the seductive nature of jealousy
- D) the need for female advice
- E) the need for better communication with her boyfriend

Answer: A

Page Ref: 7

8) One reason that social scientists put their faith in the scientific method is that _____.

- A) the scientific method produces incontrovertible proof of the accuracy of their theories
- B) the scientific method assures acceptance of their conclusions by the general public
- C) the scientific method substantiates the status quo
- D) the scientific method allows scientists to rely on their own intuition
- E) the scientific method produces more conclusive evidence than other methods

Answer: E

Page Ref: 7 - 8

9) The planning fallacy is _____.

- A) a tendency for individuals to believe that projects will take less time than they actually do
- B) a bias that some people have in planning for worst-case scenarios
- C) a tendency to rely on our memories of previous similar activities when planning future projects
- D) the mistaken belief that one can completely plan for social encounters
- E) a technique used by some social psychologists when studying group interactions

Answer: A

Page Ref: 8

10) Armando, based on his estimate of how long it would take him to complete his mid-term essay, told his instructor he would turn in the paper on Tuesday, but was late turning it in, causing his instructor to deduct a letter grade from the paper. Next time Armando makes such a promise based on a plan, he will likely _____.

- A) remember the negative consequence he experienced, and turn the paper in on time
- B) more carefully examine how to go about doing the paper on time
- C) base his estimate on an outline of the paper
- D) make arrangements to work away from his noisy roommates
- E) make the same planning error, and be late again

Answer: E

Page Ref: 8

11) Social psychologists are primarily interested in understanding the many factors and conditions that shape the social _____ and _____ of individuals.

- A) behavior; thought
- B) behavior; planning
- C) emotion; cognition
- D) emotion; addiction
- E) thought; judgment

Answer: A

Page Ref: 8 - 9

12) Which of the following categories is NOT one of the five categories mentioned in your text regarding factors affecting social interaction?

- A) none of these categories were mentioned
- B) perceptual processes
- C) cognitive processes
- D) environmental variables
- E) biological factors

Answer: B

Page Ref: 8 - 11

13) The ways we think about other people and the things we remember about them may have an effect on our behavior. These thoughts and memories are examples of _____.

- A) social processes
- B) cultural processes
- C) interpersonal processes
- D) historical processes
- E) cognitive processes

Answer: E

Page Ref: 9 - 10

14) LaShawna meets another girl at a party who is not from LaShawna's ethnic group, and whom LaShawna judges, based on her stereotype of that group, is probably shallow and a gossip. The best description of LaShawna's judgment is that she is engaged in _____.

- A) a social cognitive process
- B) cultural norming
- C) prejudice
- D) judging a book by its cover
- E) a typical interaction between young females

Answer: A

Page Ref: 9 - 10

15) Radha is from India and is Jana's friend. In making a judgment about Radha's reason for being late for coffee, Jana may infer that Radha was late because she had a confusing day, or Jana may decide that Radha doesn't really have much respect for her schedule. This is best explained as an example of a _____.

- A) cognitive process
- B) environmental variable
- C) cultural context
- D) biological factor
- E) personality trait

Answer: A

Page Ref: 9 - 10

16) People tend to become more irritable and aggressive when the weather is hot and humid. This fact is an example of the effects of _____ on social behavior.

- A) environmental variables
- B) biological processes
- C) cognitive processes
- D) cultural context
- E) interpersonal variables

Answer: A

Page Ref: 10

17) The moon is full, and Cristinel has been behaving wildly. Although sober, he's been alternately barking like a dog at strangers on the street, and/or asking them, "aren't ya' just happy now?" It is possible that Cristinel's behavior is due to _____.

- A) the moon as an environmental influence
- B) an undiagnosed mental illness
- C) a cultural norm imported from his Transylvanian homeland
- D) a good grade on his midterm paper
- E) the fact that he has not seen his dog since school started

Answer: A

Page Ref: 10

18) The divorce rate in the United States has changed dramatically since the 1950s. This change may be explained in part by the effect that _____ have on behavior.

- A) biological factors
- B) environmental variables
- C) intrapersonal conflicts
- D) cultural beliefs
- E) cognitive processes

Answer: D

Page Ref: 10

19) The social rules concerning how individuals should behave in specific situations are known as _____.

- A) mores
- B) cultural beliefs and norms
- C) civil standards
- D) social values
- E) cognitive factors

Answer: B

Page Ref: 10

20) The system of shared meanings, perceptions, and beliefs held by persons belonging to the same group is known as _____.

- A) normative context
- B) culture
- C) socialization
- D) civilization
- E) interpersonal background

Answer: B

Page Ref: 10

21) The branch of psychology that seeks to examine the potential role of genetic factors in different aspects of human behavior is known as _____.

- A) psychology of perception
- B) physiological psychology
- C) cultural psychology
- D) evolutionary psychology
- E) social psychology

Answer: D

Page Ref: 10 - 11

22) The variation referred to by evolutionary psychologists is that _____.

- A) some individual members of a species vary on important traits while others do not
- B) individual members of any given species differ from each other in many ways
- C) evolved traits exhibit more intraindividual variation than do non evolved traits
- D) members of different species differ from each other in many ways
- E) particular traits of individuals may vary over the life span

Answer: B

Page Ref: 11

23) The evolutionary perspective on social psychology suggests that _____.

- A) we inherit specific patterns of social behavior
- B) we inherit biological predispositions that have no effect on our actual behavior
- C) our biological inheritance determines many of the actions we take
- D) we are driven by our genes to act in specific ways
- E) we inherit tendencies to behave in certain ways

Answer: E

Page Ref: 11

24) Despite some variation, there appear to be universal mating preferences for certain physical features. This fact suggests that these attractiveness features are influenced by _____.

- A) evolutionary factors
- B) cultural context
- C) cognitive processes
- D) developmental perspectives
- E) individual differences

Answer: A

Page Ref: 11 - 12

25) The evolutionary perspective on social behavior suggests that _____.

- A) we are driven by our genes to act in specific ways
- B) much of our behavior is biologically determined and cannot be consciously known
- C) we inherit specific patterns of social behavior
- D) we inherit tendencies or predispositions to behave in certain ways
- E) we cannot act counter to the drives established by our genetic inheritance

Answer: D

Page Ref: 11 - 12

26) Based on a(n) _____, a child, early in life, is more likely to look like _____.

- A) evolutionary perspective; its father
- B) cultural view; its mother
- C) evolutionary perspective; other kids its same age
- D) environmental perspective; its sibling(s), if any, more than either parent
- E) evolutionary perspective; its mother

Answer: A

Page Ref: 12

27) _____ is the area of psychology that studies the interplay between brain events and thought, emotion and behavior.

- A) Social neuroscience
- B) Social phrenology
- C) Nuclear resonance imaging
- D) Event related potentials
- E) PET scans

Answer: A

Page Ref: 14

28) Recent neuroscience research has demonstrated that prejudice actually has two underlying dimensions, _____ and _____, with each dimension having a low or high value.

- A) warmth; competence
- B) attractiveness; competence
- C) warmth; how "different" from us
- D) homogeneity; heterogeneity
- E) common language; similar apparent goals

Answer: A

Page Ref: 14 - 15

- 29) In one study, when participants encountered a person who was _____ on both warmth and competence, neural circuitry that normally responds to the presence of a human being _____.
- A) low; was not activated, as if the person were not human
 - B) high; was not activated, because more complex cognition is involved in responses to these persons
 - C) low; was incapacitated for several hours
 - D) high; showed a positive, but uncomprehending, response
 - E) high; showed a positive response to all social objects for several hours

Answer: A

Page Ref: 15

- 30) _____ processes represent those factors and processes which influence thought, feelings or behaviors and of which we are either not aware or only dimly aware.

- A) Implicit
- B) Explicit
- C) Neural
- D) Common sense
- E) Immediate

Answer: A

Page Ref: 16

- 31) Louis doesn't think he is a very worthwhile person, and spends most of his time engaged in bad business deals. Having been influenced by a(n) _____ process, Louis has relocated to _____.

- A) implicit; St. Louis, MO
- B) explicit; Fort Worth, TX
- C) implicit; Gold hill, CO
- D) cognitive; St. Louis, MO
- E) intentional; Dimebox, TX

Answer: A

Page Ref: 17

- 32) In one study, 3-month-old African infants who had grown up with mainly African people, or who had grown up with a mixture of both African and Caucasian people, were shown photos of both African people and Caucasian people. While the infants from the first group spent more time looking at photos of Africans, the second group showed no such preference, demonstrating that _____.

- A) an innate own-race preference existed
- B) there was an implicit influence for attraction to the photos of persons reflecting the racial make-up of those with whom they had grown up
- C) there was an explicit attraction for people of their own race
- D) Africans are implicitly attracted to photos of Africans
- E) time spent looking at photos in such a study does not demonstrate explicitly-influenced attraction

Answer: B

Page Ref: 17

- 33) Recent research on implicit processes demonstrate that such processes _____.

- A) are relatively unimportant in our social behavior and thought
- B) are quite influential in our social behavior and thought
- C) are extremely difficult to study and therefore of little use
- D) often show strong influence, but are impossible to properly interpret
- E) are becoming less of an interest in the field of social psychology

Answer: B

Page Ref: 17

- 34) A(n) _____ in social psychology _____ in the U.S.
- A) multicultural perspective; recognizes a narrowing of diversity
 - B) multicultural perspective; recognizes a widening of diversity
 - C) neuroscientific view; sees a universality of brain function, as opposed to diversity
 - D) social cognitive perspective; views multiculturalism as embracing stereotypes about social groups
 - E) environmental view; sees minority group well-being as primarily a goodness-of-fit problem

Answer: B

Page Ref: 18

- 35) A multicultural perspective is recognized as increasingly important to research in social psychology because _____.
- A) cultural factors such as race or ethnicity help determine self-identity
 - B) some cultural factors may be important, but these factors have not yet been identified
 - C) cultural factors are only important in some areas of research, such as research dealing with facial recognition
 - D) cultural factors have a weak influence on social behavior
 - E) cultural factors are relatively unimportant in a heterogeneous society

Answer: A

Page Ref: 18

- 36) The process of carefully observing behavior as it occurs is known as _____.
- A) systematic observation
 - B) social observation
 - C) naturalistic observation
 - D) quasi-experimental observation
 - E) correlational observation

Answer: A

Page Ref: 21

- 37) The observation of behavior as it occurs in natural settings is known as _____.
- A) correlational observation
 - B) social observation
 - C) quasi-experimental observation
 - D) naturalistic observation
 - E) systematic observation

Answer: D

Page Ref: 21

- 38) In order to determine whether people have a strong or weak preference for the color of their cookware, a company wants to collect information from many of its past customers. If the number of past customers is very large, the company may want to consider using _____ methods.

- A) mystery shopper
- B) survey
- C) naturalistic observation
- D) field experimental
- E) quasi-experimental

Answer: B

Page Ref: 22

- 39) The people who complete a survey must be representative of the population about which conclusions are to be drawn. This is known as the issue of _____.
- A) perverse responders
 - B) representation
 - C) margin of error
 - D) diversity
 - E) sampling

Answer: E

Page Ref: 22

40) A researcher worked with members of a political action committee (PAC) to survey potential voters by telephone before an election. PAC members conducted the poll themselves while the researcher tabulated the results. The poll asked which candidate people plan to vote for in the upcoming election. Which of the following may present problems for the accuracy of the results?

- A) None of these will present problems for the accuracy of the results.
- B) One question was "Do you plan to vote for Candidate A or Candidate B?"
- C) The survey was scheduled to coincide with a large rally for one candidate.
- D) All of these may present problems for the accuracy of the results.
- E) The sample of potential voters was taken from telephone directories only.

Answer: D

Page Ref: 22 - 23

41) Suppose a company asked its workers "Now that you have received a raise, how satisfied are you with your job?," and found out that 87% indicated they were "very satisfied" or "satisfied." A major concern of this study would likely be _____.

- A) the way the question was asked
- B) the way the participants were selected
- C) the way the jobs were described
- D) the amount of the raise
- E) the way the results were tabulated

Answer: A

Page Ref: 23

42) The way a question is phrased may sometimes influence the way people respond to the question. In survey research, this is known as the issue of _____.

- A) faulty design
- B) wording
- C) leading questions
- D) systemic invalidation
- E) biasing

Answer: B

Page Ref: 23

43) A correlation exists between two variables when _____.

- A) changing one variable has no effect on the other variable
- B) changing one variable causes the other to change by the same amount
- C) changes in the two variables are related to each other
- D) the two variables are inversely related - as one increases, the other decreases
- E) changing one variable sometimes causes the other to change and sometimes not

Answer: C

Page Ref: 23

44) One advantage of knowing the correlation between two variables is that _____.

- A) the size of the correlation helps determine whether the variables are important enough to devote further research to them
- B) one variable can then be used to predict another
- C) one variable can be eliminated from the theory
- D) this knowledge helps us understand the limitations of social research
- E) since correlation does not indicate causal relationships, there is no advantage

Answer: B

Page Ref: 23

45) A researcher is interested in the relationship between courtship behaviors and physical characteristics of people. If the researcher should establish that there is a correlation of $+0.37$ between physical attractiveness and dating frequency, we can conclude that _____.

- A) it is impossible to predict dating frequency based on attractiveness
- B) less attractive people date more often than more attractive people
- C) more attractive people date more often than less attractive people
- D) there is no relationship between dating frequency and attractiveness
- E) more attractive people tend to date less attractive people

Answer: C

Page Ref: 23

46) Researchers were recently surprised to learn that the correlation between the type of clothing people wear when they are not at work and the type of jobs they hold is approximately zero. Based on this, we can conclude that _____.

- A) people with lower status jobs tend to wear the same clothing both on and off the job
- B) there is no relationship between the types of clothing worn in non-work settings and the type of work that people do
- C) people with higher status jobs tend to dress worse when they are not at work
- D) people with higher status jobs tend to dress better on and off the job
- E) people with lower status jobs tend to dress worse than people with higher status jobs

Answer: B

Page Ref: 23

47) Research has shown a positive correlation between 1) socio-economic status of the family of origin, and 2) college graduation rates. Based on this information, we can conclude that _____.

- A) financial aid such as scholarships and student loans does not take the place of having strong financial backing from one's family during the college years
- B) students born into wealthier families are more likely to complete college than students born into poorer families
- C) students from wealthier families are more likely to have attended college preparatory schools
- D) students from poorer families have a more difficult time adjusting to college life
- E) having adequate financial resources from his or her family will cause a student to finish college

Answer: B

Page Ref: 23

48) Which of the following values would indicate the "strongest" correlation?

- A) $+0.67$
- B) 0
- C) -0.55
- D) $+0.33$ or -0.33
- E) -0.72

Answer: E

Page Ref: 23

49) Research has, in adults, documented a negative correlation between 1) obesity, and 2) participation in physically demanding leisure activities. One possible interpretation of these results is that _____.

- A) the lack of exercise is a primary cause of obesity
- B) obese people tend to exercise less than non-obese people
- C) obese people prefer mental challenges to physical ones
- D) some people are obese regardless of how much exercise they get
- E) non-obese people tend to be hyperactive adults

Answer: B

Page Ref: 23

50) Suppose smoking and drinking alcohol are found to be correlated at $+0.65$. We can conclude that _____.

- A) smoking is probably unrelated to drinking
- B) smoking causes drinking
- C) drinking causes smoking
- D) smoking is probably related to drinking
- E) people who smoke tend to drink less than non-smokers

Answer: D

Page Ref: 23

51) Suppose a researcher found a very strong, positive correlation between how much television a child watches and their levels of aggression. Which of the following conclusions is MOST accurate?

- A) Viewing television causes decreased aggression in children.
- B) Lack of parental supervision causes children to watch a great amount of television and to become more aggressive.
- C) Viewing television causes increased aggression in children.
- D) Given that this investigation represents a correlational study, it is impossible to determine the nature of causality.
- E) High levels of aggression in children causes them to view greater amounts of television.

Answer: D

Page Ref: 23 - 24

52) Researchers believe that experiencing strong negative emotions such as fear or anxiety will increase people's need to affiliate. To test this idea, the researchers randomly assigned participants to one of two small groups. Members of Group 1 were left for 10 minutes in a room with no windows. While waiting, the lights went out for a brief period of time and the participants could hear screams from another room. Members of Group 2 were likewise left for 10 minutes in a room with no windows, but the lights were left on and no screams were heard. Researchers observed how frequently members of each group started conversations with other members of their group on non-experiment related topics. In this experiment, the hypothesis is _____.

- A) that brief periods of darkness will cause negative emotions
- B) that strong negative emotions will increase people's need to affiliate with others
- C) that isolation in a waiting room will affect people's need to affiliate
- D) that people's need to affiliate will cause people to start more conversations
- E) that members of small groups will affiliate with each other quickly

Answer: B

Page Ref: 23 - 30

53) In an experiment, researchers wanted to know whether changing the level of lighting in a factory would have an effect on the productivity of employees. In order to address this question, employees were randomly assigned to three separate identical work areas, but the lighting was set at a different level in each of the work areas. Then employees in all three work groups began to operate machinery that produced small electrical components. The number of components produced by each group was carefully tallied at the end of each 8-hour shift. In this example, the hypothesis is _____.

- A) the presence or absence of the researchers will affect productivity
- B) the number of components produced will not change because of lighting
- C) the level of lighting will affect employee productivity
- D) the employees chosen to participate in the research will affect productivity
- E) the machinery operated by the employees will determine productivity

Answer: C

Page Ref: 23 - 30

54) A researcher thinks that a person's mood has an effect on how helpful that person is likely to be. To test this, the researcher has some research participants come to the laboratory where they are first given a difficult test and then either heavily praised or strongly criticized for their test performance. Afterwards, participants are asked to help the researcher's assistant move some heavy boxes into another room. The researcher makes careful note of how many and which participants help with moving the boxes. In this example, the hypothesis is _____.

- A) a person's mood has an effect on how helpful that person is likely to be
- B) praise will improve the mood of research subjects and criticism will worsen their mood
- C) helping the researcher's assistant will change a participant's mood
- D) some participants will be in a better mood than others
- E) the difficulty of the test will cause participants to be in a bad mood

Answer: A

Page Ref: 23 - 30

55) In an experiment, researchers wanted to know whether changing the level of lighting in a factory would have an effect on the productivity of employees. In order to address this question, employees were randomly assigned to three separate identical work areas, but the lighting was set at a different level in each of the work areas. Then employees in all three work groups began to operate machinery that produced small electrical components. The number of components produced by each group was carefully tallied at the end of each 8-hour shift. In this example, the independent variable is _____.

- A) the level of lighting
- B) the employees chosen to participate in the experiment
- C) the number of components produced
- D) the machinery operated by the employees
- E) the presence or absence of the researchers

Answer: A

Page Ref: 23 - 30

56) In an experiment, researchers wanted to know whether changing the level of lighting in a factory would have an effect on the productivity of employees. In order to address this question, employees were randomly assigned to three separate identical work areas, but the lighting was set at a different level in each of the work areas. Then employees in all three work groups began to operate machinery that produced small electrical components. The number of components produced by each group was carefully tallied at the end of each 8-hour shift. In this example, the dependent variable is _____.

- A) the machinery operated by the employees
- B) the employees chosen to participate in the experiment
- C) the presence or absence of the researchers
- D) the level of lighting
- E) the number of components produced

Answer: E

Page Ref: 23 - 30

57) Researchers believe that experiencing strong negative emotions such as fear or anxiety will increase people's need to affiliate. To test this idea, the researchers randomly assigned participants to one of two small groups. Members of Group 1 were left for 10 minutes in a room with no windows. While waiting, the lights went out for a brief period of time and the participants could hear screams from another room. Members of Group 2 were likewise left for 10 minutes in a room with no windows, but the lights were left on and no screams were heard. Researchers observed how frequently members of each group started conversations with other members of their group on non-experiment related topics. In this experiment, the independent variable is _____.

- A) whether or not the lights went out and screams were heard
- B) the frequency of non-experiment related conversations
- C) the current emotional state of the participants
- D) the level of anxiety induced in the participants
- E) assignment to one of the three groups

Answer: D

Page Ref: 23 - 30

58) Sue is conducting an experiment in which she is trying to determine the influence of staring at a speaker on how much different speakers stutter. Sue sends people to a speech class with instructions to stare for varied amounts of time at the speaker. The dependent variable is the _____.

- A) speaker
- B) people doing the staring
- C) amount of time that the people stare
- D) the speech class
- E) amount of stuttering that occurs

Answer: E

Page Ref: 23 - 30

59) Researchers believe that experiencing strong negative emotions such as fear or anxiety will increase people's need to affiliate. To test this idea, the researchers randomly assigned participants to one of two small groups. Members of Group 1 were left for 10 minutes in a room with no windows. While waiting, the lights went out for a brief period of time and the participants could hear screams from another room. Members of Group 2 were likewise left for 10 minutes in a room with no windows, but the lights were left on and no screams were heard. Researchers observed how frequently members of each group started conversations with other members of their group on non-experiment related topics. In this experiment, the dependent variable is _____.

- A) assignment to one of the three groups
- B) whether or not the lights went out and screams were heard
- C) the participants' level of anxiety
- D) whether or not researchers explained the screams that were heard
- E) the observed frequency of non-experiment related conversations

Answer: E

Page Ref: 23 - 30

60) Professor White is studying how cancer patients are coping with their illness by giving them one of the following sets of instructions: they are to keep a daily diary and write about anything, keep a daily diary and write about how they are trying to cope with their illness, or not told to keep any diary whatsoever. After following this protocol for a month, Professor White then measures the cancer patients' self-reported level of depression. The independent variable in this hypothetical study is _____ and the dependent variable is _____.

- A) the type of diary kept, if any; the progression of the cancer
- B) the type of diary kept, if any; the self-reported level of depression
- C) the self-reported level of depression; the type of diary kept, if any
- D) the cancer patients; the self-reported level of depression
- E) how well the subjects are coping; the type of diary kept, if any

Answer: B

Page Ref: 23 - 30

61) A researcher thinks that a person's mood has an effect on how helpful that person is likely to be. To test this, the researcher has some research participants come to the laboratory where they are first given a test and then either heavily praised or strongly criticized for their test performance. Afterwards, participants are asked to help the researcher's assistant move some heavy boxes into another room. The researcher makes careful note of how many and which participants help with moving the boxes. In this example, the independent variable is _____.

- A) type of feedback, praise or criticism, given to the participants
- B) whether the participants helped the assistant
- C) the researcher's notes and observations
- D) the participants test performance
- E) the number of boxes participants moved

Answer: A

Page Ref: 23 - 30

62) A researcher thinks that a person's mood has an effect on how helpful that person is likely to be. To test this, the researcher has some research participants come to the laboratory where they are first given a test and then either heavily praised or strongly criticized for their test performance. Afterwards, participants are asked to help the researcher's assistant move some heavy boxes into another room. The researcher makes careful note of how many and which participants help with moving the boxes. In this example, the dependent variable is _____.

- A) the participants' test performance
- B) the extent to which participants helped the assistant
- C) the researcher's praise or criticism
- D) whether or not participants showed up for the experiment
- E) the participants' mood after the praise or criticism

Answer: B

Page Ref: 23 - 30

63) Researchers believe that experiencing strong negative emotions such as fear or anxiety will increase people's need to affiliate. To test this idea, the researchers randomly assigned participants to one of two small groups. Members of Group 1 were left for 10 minutes in a room with no windows. While waiting, the lights went out for a brief period of time and the participants could hear screams from another room. Members of Group 2 were likewise left for 10 minutes in a room with no windows, but the lights were left on and no screams were heard. Researchers observed how frequently members of each group started conversations with other members of their group on non-experiment related topics. Researchers assigned participants to one of the two groups randomly because _____.

- A) random assignment eliminates the need for statistical analysis of the results of an experiment
- B) random assignment makes sure that unknown characteristics of research participants may cause differences in the dependent variable across the three groups
- C) random assignment is the easiest, most cost effective way of assigning group membership to participants
- D) random assignment ensures that any changes in the dependent variable are caused only by changes in the independent variable
- E) random assignment ensures that no group member knows any other group members before the experiment begins

Answer: D

Page Ref: 23 - 30

64) A researcher thinks that a person's mood has an effect on how helpful that person is likely to be. To test this, the researcher has participants come to the laboratory where they are first given a difficult test and then either heavily praised or strongly criticized for their test performance. As it happens, the researcher has one of two research assistants, one who is a bit rude and the other more friendly, running each participant through the experimental procedure. After the praise or critical feedback, each participant is asked to help the research assistant in moving some heavy boxes into another room. The researcher observes how many boxes each participant moves in helping the research assistant. One possible confound for this experiment is _____.

- A) the researcher's notes and observations
- B) the participants' mood after the praise or criticism
- C) whether or not participants showed up for the experiment
- D) the attitude of the assistant
- E) the number of boxes the assistant moved

Answer: D

Page Ref: 23 - 30

65) Researchers who systematically change one variable in order to determine what effect this has on another variable are using _____.

- A) dependent variables
- B) experimental methods
- C) correlational methods
- D) independent variables
- E) control groups

Answer: B

Page Ref: 25

66) Which is NOT an advantage of using surveys to collect information?

- A) Surveys can be used to collect information from very large numbers of people.
- B) Surveys can be used to determine causal relationships between variables.
- C) Surveys can be administered easily either by telephone or over the Internet as well as in person.
- D) Surveys can help collect information on sensitive topics because they can be answered anonymously.
- E) Surveys can allow customers to help direct the direction of future innovative products.

Answer: B

Page Ref: 25

67) In experimental research, one variable is measured. This variable is known as the _____.

- A) independent variable
- B) confound
- C) experimental group
- D) control variable
- E) dependent variable

Answer: E

Page Ref: 25

68) A "causal relationship" means that _____.

- A) it is virtually impossible to determine the cause of either variable
- B) a decrease in one variable is related to an increase in another variable
- C) an increase in one variable is related to a decrease in another variable
- D) an increase in one variable is related to an increase in another variable
- E) changes in one variable causes changes in another variable

Answer: E

Page Ref: 25

69) Suppose a researcher exposes participants to one of the following three scenarios: for a 20-minute period, they hear either classical music, rock music, or no music. Afterwards, the researcher measures the general mood of the participants. The three scenarios refer to the _____ of the _____ variable.

- A) cause; dependent
- B) levels; dependent
- C) conditions; experimenter
- D) cause; independent
- E) levels; independent

Answer: E

Page Ref: 25

70) Even though there is no single "best" method of research, the _____ method is generally preferred by social psychologists.

- A) field
- B) observational
- C) experimental
- D) theoretical
- E) correlational

Answer: C

Page Ref: 25

71) The dependent variable is defined as the variable that is _____.

- A) changed by the subject
- B) varied by the experimenter
- C) known by the experimenter
- D) adjusted by the experimenter
- E) measured by the experimenter

Answer: E

Page Ref: 25

72) A researcher wants to know whether writing an essay on a controversial topic will have an effect on the attitudes held by people. First, she administers an attitude survey that covers a number of topics, including electronic voting machines. She then randomly assigns subjects to write an essay either supporting or opposing electronic voting machines. One week later, she administers the same attitude survey and compares those responses to the responses from the first time the survey was administered. In this experiment, the independent variable (IV) is _____.

- A) the attitude survey
- B) the essay
- C) the controversial topic
- D) the students' attitudes
- E) random assignment

Answer: B

Page Ref: 25 - 26

73) A researcher wants to know whether writing an essay on a controversial topic will have an effect on the attitudes held by people. First, she administers an attitude survey that covers a number of topics, including electronic voting machines. She then randomly assigns subjects to write an essay either supporting or opposing the use of electronic voting machines. One week later, she administers the same attitude survey and compares those responses to the responses from the first time the survey was administered. In this experiment, the dependent variable (DV) is _____.

- A) electronic voting machines
- B) the researcher's attitudes
- C) the essay
- D) the controversial topic
- E) the attitude survey

Answer: E

Page Ref: 25 - 26

74) In experimental research, one variable is systematically changed. This variable is known as the _____.

- A) confound
- B) dependent variable
- C) independent variable
- D) experimental group
- E) control variable

Answer: C

Page Ref: 25 - 26

75) The procedure that ensures that participants are not assigned to an experimental condition on the basis of any individual characteristics is called _____.

- A) informed consent
- B) generic subjectification
- C) random assignment
- D) confound control
- E) interaction

Answer: C

Page Ref: 26

76) Random assignment of research participants to experimental conditions means that _____.

- A) each participant will experience all experimental conditions at different times
- B) experimental conditions will be the same for all research participants
- C) participant characteristics will have an effect on the outcomes of the experiment
- D) each participant has an equal chance of being assigned to each experimental condition
- E) a confounding of variables can not occur

Answer: D

Page Ref: 26

77) Variables are said to be confounded when _____.

- A) each participant has an equal chance of being assigned to each experimental condition
- B) a factor that is not systematically varied exists and may have an effect on an experiment's outcomes
- C) an experiment includes too many factors for the researcher to control in a laboratory
- D) each participant will experience all experimental conditions at different times
- E) participants are randomly assigned to experimental conditions

Answer: B

Page Ref: 26

78) The extent to which experimental results can be generalized to real-life situations is a question of an experiment's _____.

- A) reliability
- B) confounding of variables
- C) experimental manipulation
- D) hypothesis vs. reality testing
- E) external validity

Answer: E

Page Ref: 27

79) The fundamental purpose of a theory is to _____.

- A) provide practical applications for observed data
- B) generate statistical analyses for further exploration
- C) explain some particular group of events or processes
- D) unify all the known factors that contribute to human behavior
- E) produce evidence in support of a hypothesis

Answer: C

Page Ref: 28 - 29

80) A framework that reflects basic concepts, as well as statements about the relationships between these concepts, is known as _____.

- A) a hypothesis
- B) a theory
- C) a paradigm
- D) a meta-analysis
- E) the scientific method

Answer: B

Page Ref: 28 - 29

81) The basic goal of any theory is _____.

- A) empiricism
- B) explanation
- C) demonstration
- D) observation
- E) correlation

Answer: B

Page Ref: 28 - 29

82) When research results are not consistent with a theory, the researcher's next step usually involves _____.

- A) replacing the theory with a different one
- B) modifying the theory and collecting additional data
- C) modifying the results to be consistent with the theory
- D) shifting to a different paradigm
- E) contesting any critical reviews of the theory

Answer: B

Page Ref: 29 - 30

83) Some social psychologists use deception in their research in order to _____.

- A) encourage the minority slowness effect
- B) eliminate the need for informed consent before an experiment
- C) avoid the need to explain the purpose of the research in detail to participants
- D) prevent the purpose of the research from having an effect on participants' behavior
- E) discourage skepticism on the part of research participants

Answer: D

Page Ref: 31

84) Social psychologists sometimes conceal information about the true purpose of a study from the research participants until after the study is completed. This use of deception is justified when _____.

- A) the participants would otherwise not agree to participate in the study
- B) knowledge of the study's purpose may alter the behavior of the participants
- C) approval from the researcher's review board has been granted
- D) social behavior and thought is the subject of the experiment
- E) the deception will not harm the participants in any way

Answer: B

Page Ref: 31

85) It is _____ to remove from research the possibility of any harm to a participant _____.

- A) possible; because research can always be made to have mild effects
- B) possible; and most research could still be easily done
- C) impossible; because psychologists are often uncaring about participant well-being
- D) impossible; because research occasionally involves some mild distress for participants
- E) possible; because the context of the university setting generally enables the research to be done at another university where conditions are more amenable

Answer: D

Page Ref: 31 - 32

86) There are two important ethical issues involved in the use of deception in research. These issues include the possibility of harming research participants by the deception and _____.

- A) participants may come to mistrust researchers in the future
- B) the research may be flawed because deception leads participants to react unnaturally in research settings
- C) participants may learn that deception is acceptable and appropriate behavior in other situations and settings
- D) participants may resent being deceived
- E) researchers may come to view deception as a reasonable and necessary approach to obtaining informed consent

Answer: A

Page Ref: 31 - 32

87) The process of giving participants as much information as possible about experimental procedures to be used before the participants agree to participate is known as _____.

- A) providing thorough debriefing
- B) avoiding deception in research
- C) meeting ethical guidelines
- D) obtaining informed consent
- E) sustaining information overload

Answer: D

Page Ref: 31 - 32

88) The practice of providing participants with a full description of the purposes of a study after they have participated in the study is known as _____.

- A) undoing deception
- B) consensual information
- C) hypothesis explanation
- D) informed consent
- E) debriefing

Answer: E

Page Ref: 31 - 32

89) The majority of research participants who learn that they have been deceived in an experiment seem to react _____.

- A) negatively
- B) with resentment over having been fooled
- C) angrily
- D) without surprise, since the deceptions were very transparent
- E) without negative feelings

Answer: E

Page Ref: 32

90) Which of the following study questions could absolutely NOT be explored using experimentation due to ethical reasons?

- A) Does the time of day influence our appetite for chocolate?
- B) How does failing at a certain task affect our self-image?
- C) How likely are we to help a stranger when we are alone?
- D) How effective are political ads in terms of influencing voters?
- E) How do individuals cope when their spouse dies?

Answer: E

Page Ref: 32

FILL-IN-THE-BLANK QUESTIONS

1) Social psychology is the _____ field that seeks to understand the nature and causes of individual behavior and thought in social situations.

Answer: scientific

Page Ref: 5 - 6

2) _____ in social psychology refers to the belief that one should obtain and evaluate information in a manner that is as free from bias as possible.

Answer: Objectivity

Page Ref: 6

3) The _____ is a tendency to believe that projects will take less time than they actually do.

Answer: planning fallacy

Page Ref: 8

4) The _____ perspective on social psychology suggests that we inherit tendencies to behave in certain ways.

Answer: evolutionary

Page Ref: 10 - 13

5) People from different _____ may react differently in many social situations.

Answer: cultures

Page Ref: 18

6) _____ research involves making careful observations in an attempt to identify relationships between variables, but without changing or controlling any aspect of the variables being studied.

Answer: Correlational

Page Ref: 23 - 24

7) _____ involves systematically changing one or more variables in order to see whether this causes a change in some aspect of behavior.

Answer: Experimentation

Page Ref: 25

8) _____ of participants to experimental conditions means that each subject has an equal chance of being in any of the experimental (or control) conditions.

Answer: Random assignment

Page Ref: 26

9) Research participants who have been deceived tend to be somewhat more _____ about what researchers tell them during an experiment for several months after participating in deceptive research.

Answer: suspicious

Page Ref: 31 - 32

10) Debriefing generally _____ the potential dangers of deception.

Answer: reduces

Page Ref: 32

SHORT ANSWER QUESTIONS

1) A core set of values and methods underlies the practice of science. Briefly describe four of the core values shared by scientists.

Answer:

Accuracy - a commitment to gathering and evaluating information as precisely as possible

Objectivity - a commitment to avoiding bias in obtaining and evaluating information

Skepticism - a commitment to accept findings as accurate only to the extent that they have been verified

Open-Mindedness - a commitment to changing one's views as needed in light of new factual information

Page Ref: 6

2) Briefly discuss the impact of cultural norms on social behavior.

Answer:

Cultural norms are the social rules concerning how people should and should not behave in particular situations. As such, norms are a major determinant of social behavior. For example, cultural norms strongly influence most major life choices, such as when people should marry, how many children we should have, whether we should attend religious services, etc. In addition, cultural norms exert an influence on relatively minor, personal choices we may make, such as the kinds of foods we prefer to eat, how much we think is appropriate to eat, etc. In short, cultural norms influence almost all aspects of our social behavior both directly and indirectly.

Page Ref: 10

3) Describe three basic components of evolution.

Answer:

Variation - individual members of a species vary from each other in a variety of different ways.

Inheritance - some of these variations are genetically determined (or influenced) and can be transmitted from one generation to another.

Selection - some variations provide individuals with an advantage in terms of reproduction and, over long periods of time, will become increasingly common in a species.

Page Ref: 10 - 13

4) Define the multicultural perspective in social psychology and explain why it is an important consideration.

Answer:

The multicultural perspective recognizes the potential effect that various social and cultural dimensions, such as age, race, gender, socioeconomic status, and others, may have on behavior. These factors may directly or indirectly influence the self identity, which has a direct effect on social behaviors.

Page Ref: 18

5) What is the difference between systematic observation and naturalistic observation?

Answer:

Systematic observation involves carefully observing and measuring behavior as it occurs. Systematic observation may take place in any setting. One goal of systematic observation is to obtain an accurate measure of behavior. Naturalistic observation involves the application of systematic observation to natural settings such as playgrounds, parks, malls, private homes, etc. One goal of naturalistic observation is for the researcher to remain as unobtrusive as possible so as to not influence the behavior he or she is observing.

Page Ref: 21 - 22

6) Describe two possible disadvantages of using the survey method.

Answer:

First, the survey participants must be representative of the larger population of interest. To the extent that the people responding to a survey are not representative of the larger population, the results of the survey will be in error. Second, slight differences in the wording of questions on the survey can change the way people respond to the questions. This can make interpretation of the survey results difficult.

Page Ref: 22 - 23

7) Explain what is meant by a correlation; give a couple of examples.

Answer:

A correlation is a statistical indication of how strongly two variables are related. A correlation between two variables can range from -1.0 to +1.0. A correlation of 0 indicates that there is no relationship between two variables. while a correlation closer to -1.0 or +1.0 indicates a stronger relationship. More specifically, a positive correlation (greater than 0) indicates that, as values for one variable increase, so do values for the other variable. A negative correlation (less than 0) indicates that, as values for one variable increase, values for the other variable decrease. So, for example, attractiveness is positively correlated with dating activity (as attractiveness levels increase, people tend to date more), while football team errors are negatively correlated with winning (as numbers of errors--interceptions, fumbled tackles--increase, the ratio of wins to losses decreases. Although extremely useful for making predictions, correlations by themselves cannot be used as indicators of causality (although it is tempting to make a causal connection between mistakes on the football field and losing football games!).

Page Ref: 23 - 24

8) What are the most important and basic aspects of an experiment?

Answer:

In essence, experimentation involves systematically changing one or more independent variables in order to determine whether changes to the independent variables directly causes changes to occur in one or more dependent variables. So, the most important aspect of an experiment is that an independent variable is consistently changed or manipulated in some way, while a dependent variable is systematically measured. It is important to remember that all participants in the experiment must be randomly assigned to experimental conditions. That is, each subject must have the same chance of being assigned to any of the experimental conditions as any other subject does.

Page Ref: 25 - 27

9) What is meant by informed consent?

Answer:

Informed consent exists when participants are given as much information as possible about the procedures to be followed in an experiment before they agree to participate.

Page Ref: 31 - 32

10) How are informed consent and debriefing used together to offset the possible harm caused by intentional deception on the part of social researchers?

Answer:

Although some details may be left out and the purpose of the experiment may be concealed in some situations, informed consent is used to give participants as much information as possible about the experimental procedures to be followed during an experiment. After the experiment is concluded, debriefing is used to explain any aspects of the experiment that were omitted during the informed consent phase, the purpose of the experiment, and the reasons for any deceptions. The combination of informed consent and debriefing serves to provide safeguards for research participants and to mitigate any negative effects of deception during the procedure.

Page Ref: 31 - 32

ESSAY QUESTIONS

1) Social psychology purports to be a scientific discipline. Explain what is meant by the term "science" as it relates to social psychology.

Answer:

The answer should include discussion of the set of core values discussed in the text as well as some discussion of methods.

Values include:

- 1) a commitment to accuracy,
- 2) striving for objectivity,
- 3) skepticism, and
- 4) open-mindedness or willingness to change one's views to reflect current knowledge.

Methods include:

- 1) formal experimentation,
- 2) systematic observation and
- 3) correlational techniques.

Page Ref: 6 - 8

2) Social psychology attempts to understand and explain the causes of social behavior and thought. Discuss some of the major causes of social behavior as we understand them today. Give an example of each.

Answer:

The answer should include some discussion of:

- 1) behavior of other persons
- 2) characteristics of other persons
- 3) mental processes (cognitive processes)
- 4) environmental variables
- 5) cultural variables
- 6) biological/genetic variables

Page Ref: 9 - 13

3) Discuss the new role of neuroscience in social psychological research. What tools are used? Describe briefly the research involving neural responses to different social objects. What might be a shortcoming of this promising research?

Answer:

Scientists are now able to study neural response through the use of MRI, PET scans, and other brain imaging tools. Such research allows scientists to avoid the pitfalls of self-report. Scientists have found that we rate social objects on two dimensions, warmth and competence, with such response being either high or low. Such research is providing a neural basis for prejudice. When a social object is classified as low-low, participants do not even register thinking about these people as human. A downside of neuroscience is that it is often difficult to interpret what the results mean; thus more traditional research will always have a place.

Page Ref: 14 - 16

4) Discuss the impact that increasing diversity in the United States has had on the discipline of social psychology.

Answer:

Answers should include the following points:

- 1) The demographic make-up of the United States (and of other countries) has changed substantially over the past few decades.
- 2) Historically, social psychologists have assumed that results obtained from one cultural group would be equally applicable to other cultural groups.
- 3) Because of the changing demographics of the United States, social psychologists have come to understand that cultural differences may have a larger impact on people than was previously believed.
- 4) Culture, ethnicity, and race play a key role in forming and maintaining self-identity.
- 5) Therefore, such differences are increasingly being considered in social psychology as another factor that influences social cognitions and behaviors.
- 6) The overall effect has been to encourage the acceptance of a multicultural perspective, which broadens the focus of social psychology.

Page Ref: 18

5) Discuss correlational research. In your discussion, include an explanation of why correlational research is sometimes preferred over experimental research. Then, explain what the value of a correlation means.

Answer:

Answers should include the following points:

- 1) an advantage of correlational research is that some research questions cannot or should not be addressed by experimental methods for practical or ethical reasons
- 2) correlational research identifies relationships or associations between variables but cannot be used to infer causal relationships
- 3) correlations can be useful for making predictions about one variable based on what is known about a different variable
- 4) correlations can range from - 1.0 to + 1.0
- 5) values closer to + or - 1.0 indicate stronger relationships while values closer to 0 indicate weak or nonexistent relationships
- 6) negative values indicate inverse relationships while positive values indicate direct relationships

Page Ref: 23 - 24

6) Propose a formal experiment that might be conducted by a social psychologist. In your discussion of the proposed experiment, clearly identify the hypothesis and the rationale behind the hypothesis, the independent variable(s), the dependent variable(s), and the way in which participants will be assigned to experimental groups.

Answer:

Answers may vary widely but should contain some discussion of:

- 1) a clearly identifiable hypothesis and the rationale behind it,
- 2) independent variable that will be manipulated or changed in some way by the experimenter,
- 3) dependent variable that will be measured in some way by the experimenter,
- 4) random assignment to experimental conditions and the reasons for random assignment

Page Ref: 25-27

7) Discuss the role played by theory in social research.

Answer:

Answers should address the following points:

- 1) a theory consists of basic concepts and the relationships between basic concepts;
- 2) it provides a framework to help organize and explain observations;
- 3) it points to possible additional relationships that can be stated as testable hypotheses (predictions);
- 4) tests of the hypotheses will either provide additional support for the theory or indicate that the theory needs to be modified (or possibly discarded);
- 5) a theory can never be proven to be correct because it can always be tested further
- 6) a theory can be shown to be incorrect - this is a basic hallmark of scientific methods.

Page Ref: 28 -30

8) Discuss the concept of informed consent. Include a discussion of the pros and cons related to the use of deception in psychological research and how this relates to informed consent.

Answer:

Answers should address the following points:

- 1) Informed consent is the practice of providing research participants as much information as possible about the procedures to be used in an experiment before the potential subjects decide whether or not to participate. Ideally, complete disclosure of the experimental procedures and expected results are given.
- 2) However, some research questions cannot be directly studied if the research participants know the true purpose of the experiment because that knowledge might have an effect on the participants' behavior and, thus, become a confounding factor in the experiment.
- 3) Therefore, is necessary in some cases to provide only partial or misleading information when obtaining informed consent from potential research participants.
- 4) This deception could possibly harm the research participants to some extent.
- 5) Most researchers believe that deception should only be used when other alternatives to gathering the desired information cannot be employed.
- 6) As soon as possible after the experiment ends, researchers should also provide research participants with a full debriefing that includes an explanation of any deception that was used and the reasons for that deception.
- 7) Evidence indicates that informed consent and debriefing reduces the potential dangers of deception in psychological research.
- 8) Evidence also indicates that the use of deception leaves research participants somewhat more skeptical and suspicious about future research they may participate in.

Page Ref: 31 - 32

MYPSYCHLAB FEATURE ESSAY QUESTION

1) From MyPsychLab SIMULATE: "Predicting the Results of Scientific Research"
(To access this asset go to MyPsychLab and click on "Course Documents." Under the heading "Index of Multimedia," click on the "here" link. Select Chapter 1, Social Psychology: The Science of the Social Side of Life, and click on "Find Now." For the Chapter 1 items, click on the "Simulate" item called "Predicting the Results of Scientific Research.")

This activity offered you a chance to guess how long you would have taken to complete an anagram after being shown the completed anagram. Once you were not given the answer, your time to complete probably took longer. Please write about hindsight bias. What is it and how would it affect estimates of how long it will take you to do something? In what way would hindsight bias impact how you felt about the outcomes of scientific research? How might this bias hurt you in your studying for a social psychology exam?

Answer:

Hindsight bias is the tendency of people to believe they "knew it all along" after learning the outcome of some past event. In the anagram simulation, being able to see an answer makes you believe that that answer was inevitable. Thus you give low estimates for the amount of time it should take you to solve future anagrams. In scientific research, sometimes people will say that the results of an experiment were predictable by common sense, that the outcome was obvious. That is an effect of hindsight bias. In studying for social psychology, people tend to believe that social psychology is "just common sense," and so obvious that questions on an exam will surely be easy--making studying more difficult.