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# Chapter 1

## Introduction to Social Psychology

Total Assessment Guide (T.A.G.)

Topic	Question Type	Factual	Conceptual	Applied
What Is Social Psychology?	Multiple Choice	1, 2, 3		
	True/False	101, 102		
	Short Answer			
	Essay			
Major Theoretical Perspectives of Social Psychology	Multiple Choice	5, 12, 13, 14, 16, 29	4, 6, 10, 11, 17, 19, 21, 25, 26, 27	7, 8, 9, 15, 18, 20 22, 23, 24, 28, 30
	True/False	103, 104		
	Short Answer	111		
	Essay	121, 122, 123		
Basic Principles of Social Behavior	Multiple Choice	31, 32, 35, 39, 40, 41, 42	33, 36	34, 37, 38
	True/False	105, 106		
	Short Answer	112		
	Essay			

Topic	Question Type	Factual	Conceptual	Applied
How Psychologists Study Social Behavior	Multiple Choice	43, 44, 45, 49, 50, 53, 55, 57, 59, 70, 71, 78, 86, 94, 95	47, 56, 58, 60, 65, 66, 68, 69, 72, 73, 74, 77, 79, 81, 83, 85, 88, 89, 90, 92	46, 48, 51, 52, 54, 61, 62, 63, 64, 67, 75, 76, 80, 82, 84, 87, 91, 93
	True/False		107, 108, 109, 110	
	Short Answer	113, 114, 115, 116, 117, 118, 120	119	
	Essay		124, 125, 126, 128, 129, 130	127
Social Psychology's Bridges with Other Areas of Knowledge	Multiple Choice	96, 97	98, 99, 100	
	True/False			
	Short Answer			
	Essay			

# Chapter 1 Introduction to Social Psychology

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## Multiple Choice Questions

- 1) Social psychology is the study of
- A) how one's social class influences one's thoughts and behaviors.
  - B) how one's thoughts, feelings, and behaviors are influenced by others.
  - C) how different cultures have different social norms and customs.
  - D) how social norms influence a person's thoughts, feelings, and behaviors.

Answer: B

Diff: 1 Page Ref: 5

Topic: What Is Social Psychology?

Skill: Factual

- 2) The two general tasks of a scientific social psychology are
- A) prediction and observation.
  - B) observation and evaluation.
  - C) ideographic and nomothetic explanation.
  - D) description and explanation.

Answer: D

Diff: 2 Page Ref: 5

Topic: What Is Social Psychology?

Skill: Factual

- 3) As defined in your text, a theory is
- A) a belief or statement that the majority agrees upon.
  - B) a scientific truth.
  - C) an explanation that connects and organizes existing observations.
  - D) an educated guess about what will happen in an experiment.

Answer: C

Diff: 2 Page Ref: 5

Topic: What Is Social Psychology?

Skill: Factual

- 4) A social psychologist explains that men are more likely to be aggressive than women because the norms of society are that men should be the "aggressive" sex. This view is most closely associated with the
- A) sociocultural perspective.
  - B) evolutionary perspective.
  - C) social cognitive perspective.
  - D) social learning perspective.

Answer: A

Diff: 2 Page Ref: 7

Topic: Major Theoretical Perspectives

Skill: Conceptual

5) From the sociocultural perspective, \_\_\_\_\_ and \_\_\_\_\_ guide much of our social behavior.

- A) instincts; social norms
- B) adaptations; culture
- C) social norms; culture
- D) culture; social learning

Answer: C

Diff: 1 Page Ref: 7

Topic: Major Theoretical Perspectives

Skill: Factual

6) The view that a person's prejudices and preferences are affected by group-level factors like nationality and social class is most consistent with the \_\_\_\_\_ perspective.

- A) sociocultural
- B) evolutionary
- C) historical
- D) social learning

Answer: A

Diff: 1 Page Ref: 7

Topic: Major Theoretical Perspectives

Skill: Conceptual

7) Like many other residents of Paris, Pauline speaks French and loves to eat snails. According to your text, these behaviors are

- A) based on social norms.
- B) part of Pauline's culture.
- C) counternormative.
- D) both A and B

Answer: D

Diff: 1 Page Ref: 8

Topic: Major Theoretical Perspectives

Skill: Applied

8) Nancee has just married again. She now has four husbands with whom she lives in a small town in Kansas. From a sociocultural perspective on social behavior, Nancee's behavior is a violation of

- A) naturally selected sex differences.
- B) fundamental goals.
- C) cultural relativity.
- D) social norms.

Answer: D

Diff: 2 Page Ref: 8

Topic: What Is Social Psychology?

Skill: Applied

9) Professor Honshu has noticed over the years that people are demonstrating fewer social communication skills than in the past. Based on her research, she attributes this to our fast paced society of drive-thrus, texting, iPods, and the Internet. This is consistent with which of the following points mentioned in the text?

- A) Modern technology violates principles of natural selection.
- B) Technological factors can override so-called "natural" inclinations.
- C) Technological features of our culture can have a powerful effect on our social behavior.
- D) none of the above

Answer: C

Diff: 1 Page Ref: 8

Topic: Major Theoretical Perspectives

Skill: Applied

10) According to the \_\_\_\_\_ perspective, human social behaviors (like smiling) were maintained in the population because they enhanced the survival and reproduction of our ancestors.

- A) evolutionary
- B) biological
- C) social constructivist
- D) social cognitive

Answer: A

Diff: 2 Page Ref: 8

Topic: Major Theoretical Perspectives

Skill: Conceptual

11) The evolutionary perspective concerns itself with \_\_\_\_\_ across cultures, whereas the sociocultural perspective is more concerned with \_\_\_\_\_ across cultures.

- A) norms; differences
- B) differences; similarities
- C) social behaviors; group behaviors
- D) similarities; differences

Answer: D

Diff: 2 Page Ref: 8

Topic: Major Theoretical Perspectives

Skill: Conceptual

12) According to the evolutionary perspective, fear

- A) is greater for women than for men.
- B) is no longer important for survival.
- C) puts humans needlessly at risk.
- D) helped our ancestors survive.

Answer: D

Diff: 2 Page Ref: 8

Topic: Major Theoretical Perspectives

Skill: Factual

- 13) According to the theory of natural selection,  
A) adaptations evolve to suit the environment.  
B) all animals survive and reproduce.  
C) adaptations that are better suited to the environment will be passed on.  
D) social behavior is wired in at birth.

Answer: C

Diff: 3 Page Ref: 8

Topic: Major Theoretical Perspectives

Skill: Factual

- 14) New characteristics that are well designed for particular environments are known as  
A) adaptations.  
B) design features.  
C) genotypes.  
D) evolutionary advances.

Answer: A

Diff: 1 Page Ref: 8

Topic: Major Theoretical Perspectives

Skill: Factual

- 15) Ants have brains that allow them to understand a complex social order, whereas lions have brains that allow them to survive largely on their own. These are examples of

- A) social learning acting on the brain.  
B) natural selection acting on the brain.  
C) hard-wired instincts.  
D) survival of the fittest.

Answer: B

Diff: 3 Page Ref: 8

Topic: Major Theoretical Perspectives

Skill: Applied

- 16) A central assumption of natural selection is that variability in characteristics  
A) enhances survival.  
B) makes animals better able to reproduce.  
C) is the result of the environment.  
D) is heritable.

Answer: D

Diff: 3 Page Ref: 8

Topic: Major Theoretical Perspectives

Skill: Factual

17) Because evolutionary theorists are interested in general characteristics of our species, they have searched for common patterns in human social behavior around the world. Which of the following is mentioned in the text as a pattern found across all human societies, but not in other mammalian species?

- A) The male has the dominant role in the family unit.
- B) Both males and females help in raising the children.
- C) Males provide protection for the family while females supply nurturance.
- D) Males and females mate in monogamous relationships rather than polygamous ones.

Answer: B

Diff: 2 Page Ref: 9

Topic: Major Theoretical Perspectives

Skill: Conceptual

18) According to the evolutionary perspective, why do dolphins have fins while cows have legs?

- A) Cows are mammals while dolphins are not.
- B) Cows are vertebrates and dolphins are invertebrates.
- C) Fins are better suited to an underwater environment.
- D) Dolphins are too heavy to be able to walk with legs.

Answer: C

Diff: 1 Page Ref: 9

Topic: Major Theoretical Perspectives

Skill: Applied

19) Modern evolutionary social psychologists believe that

- A) human social behaviors are wired in at birth and can't be changed.
- B) human behavior is an interaction between biological influences and the environment.
- C) animal behavior is wired in at birth, but human behavior is the result of the environment.
- D) most social behavior is learned.

Answer: B

Diff: 3 Page Ref: 9

Topic: Major Theoretical Perspectives

Skill: Conceptual

20) According to the evolutionary perspective, why do human males help their female partner to raise their children?

- A) Human males are kinder than the males of other species.
- B) The offspring of fathers who help are better able to survive and reproduce.
- C) Because human children nurse frequently, they are more difficult to raise than the offspring of other species.
- D) Human females are helpless after the birth of a child.

Answer: B

Diff: 2 Page Ref: 9

Topic: Major Theoretical Perspectives

Skill: Applied



21) The \_\_\_\_\_ perspective views social behavior as the product of experiences with reward and punishment.

- A) social learning
- B) behavioral evolution
- C) primary reinforcement
- D) environmental

Answer: A

Diff: 2 Page Ref: 10

Topic: Major Theoretical Perspectives

Skill: Conceptual

22) Bobby pushes his little sister out of his way, and she is hurt in the fall. Bobby's mother tells him he has been very bad, and makes him sit in "time out" the rest of the day. In the future, Bobby stops pushing his sister to avoid punishment. This example fits best with which perspective?

- A) social learning
- B) social cognitive
- C) sociocultural
- D) evolutionary

Answer: A

Diff: 3 Page Ref: 10

Topic: Major Theoretical Perspectives

Skill: Applied

23) Tiger Woods was rewarded by his father for his early interest in golf. The view that these early reward experiences led him to want to be a golf superstar are most consistent with

- A) the social learning perspective.
- B) the social cognitive perspective.
- C) the sociocultural perspective.
- D) the person/situation/interaction perspective.

Answer: A

Diff: 2 Page Ref: 10

Topic: Major Theoretical Perspectives

Skill: Applied

24) A 3-year-old girl watches an older boy grab candy away from his younger brother and eat it happily. According to the \_\_\_\_\_ perspective discussed in your text, the little girl may now start to grab desirable things away from other children.

- A) behavioral emulation
- B) social learning
- C) indirect reinforcement
- D) response acquisition

Answer: B

Diff: 2 Page Ref: 10

Topic: Major Theoretical Perspectives

Skill: Applied

25) Some researchers have suggested that violent video games may teach children to associate violence with rewards because many games give a player points for killing or hurting an opponent. This view is most consistent with the

- A) sociocultural perspective.
- B) evolutionary perspective.
- C) social cognitive perspective.
- D) social learning perspective.

Answer: D

Diff: 2 Page Ref: 10

Topic: Major Theoretical Perspectives

Skill: Conceptual

26) In comparing the sociocultural and social learning perspectives, all of the following statements are true EXCEPT

- A) the social learning perspective focuses on an individual's unique experiences.
- B) both perspectives emphasize relatively rapid change in behavior.
- C) the sociocultural perspective focuses on social groups, such as ethnic groups.
- D) both perspectives emphasize the environment over biology.

Answer: B

Diff: 2 Page Ref: 10-11

Topic: Major Theoretical Perspectives

Skill: Conceptual

27) Researchers working from the social cognitive perspective place central importance on

- A) social norms that differ by culture.
- B) how people interpret social events.
- C) the ways in which natural selection influences social behavior.
- D) the influence of past experience with reward and punishment.

Answer: B

Diff: 3 Page Ref: 11

Topic: Major Theoretical Perspectives

Skill: Conceptual

28) In an experiment, a researcher finds that people tend to notice and remember information that is vivid and relevant to their own lives. This researcher is taking the \_\_\_\_\_ perspective.

- A) social cognitive
- B) social learning
- C) sociocultural
- D) person-situation

Answer: A

Diff: 2 Page Ref: 11

Topic: Major Theoretical Perspectives

Skill: Applied

29) The social cognitive perspective emphasizes all of the following EXCEPT

- A) attention.
- B) memory.
- C) interpretation.
- D) reinforcement.

Answer: D

Diff: 1 Page Ref: 11

Topic: Major Theoretical Perspectives

Skill: Factual

30) Two students listen to the same lecture. One student thinks the professor is a great lecturer, while the other student thinks the professor is dreadfully dull. According to the social cognitive perspective, what is a possible reason this difference of opinion occurred?

- A) The students were paying different amounts of attention to the professor.
- B) The students interpreted what the professor said differently.
- C) The students remembered different parts of the professor's lecture.
- D) all of the above

Answer: D

Diff: 2 Page Ref: 11-12

Topic: Major Theoretical Perspectives

Skill: Applied

31) What view of social behavior do the four major perspectives in social psychology have in common?

- A) Social behavior is goal-oriented.
- B) Social behavior represents an interaction between the person and the situation.
- C) Social behavior is affected by evolved dispositions to act in certain ways.
- D) both A and B

Answer: D

Diff: 1 Page Ref: 13

Topic: Basic Principles of Social Behavior

Skill: Factual

32) Which of the following is NOT a fundamental goal discussed in the text?

- A) to attract and retain mates
- B) to gain and maintain status
- C) to raise children effectively
- D) to defend ourselves and others

Answer: C

Diff: 2 Page Ref: 14-15

Topic: Basic Principles of Social Behavior

Skill: Factual

33) The day-to-day goal of being nice to the new person on your dorm floor is probably most closely associated with the fundamental goal of

- A) establishing social ties.
- B) gaining and maintaining status.
- C) defending ourselves and others.
- D) being seen as likeable.

Answer: A

Diff: 1 Page Ref: 14

Topic: Basic Principles of Social Behavior

Skill: Conceptual

34) Which of the following is an example of a behavior that serves the fundamental goal to understand ourselves and others?

- A) John, who has just lost a game of one-on-one, picks a fight with his opponent.
- B) Your psychology professor stands at the front of the room while he speaks.
- C) Cindy reads People magazine every week to keep up on the latest celebrity gossip.
- D) all of the above

Answer: C

Diff: 1 Page Ref: 15

Topic: Basic Principles of Social Behavior

Skill: Applied

35) All of the following are fundamental social motives mentioned in the text EXCEPT

- A) to defend ourselves and those we value.
- B) to establish social ties.
- C) to reward our friends and punish our enemies.
- D) to understand ourselves and others.

Answer: C

Diff: 1 Page Ref: 15-16

Topic: Basic Principles of Social Behavior

Skill: Factual

36) Which of the following perspectives would emphasize most strongly the social motive of attracting and retaining mates?

- A) sociocultural
- B) evolutionary
- C) social learning
- D) social cognitive

Answer: B

Diff: 2 Page Ref: 14-15

Topic: Basic Principles of Social Behavior

Skill: Conceptual

37) Susan is shy and introverted, whereas her friend Beth is extremely outgoing. They find out that they have to give a presentation in front of the 42 other people in their class. Susan is terrified, and Beth is thrilled. This is an example of

- A) the effects of motivation on the situation.
- B) an interaction between the person and the situation.
- C) the influence of the situation on behavior.
- D) goal-oriented behavior.

Answer: B

Diff: 2 Page Ref: 16-17

Topic: Basic Principles of Social Behavior

Skill: Applied

38) All of the following illustrate person-situation interactions EXCEPT

- A) Rosa is quiet at home but talkative at work.
- B) Pierre chose his favorite restaurant for his birthday party.
- C) Lacey was accepted by Yale University.
- D) Suzanne has very high self-esteem.

Answer: D

Diff: 3 Page Ref: 16-17

Topic: Basic Principles of Social Behavior

Skill: Applied

39) The features or characteristics that individuals carry with them into social situations are called

- A) determinants of social behavior.
- B) situational constraints.
- C) the person.
- D) hereditary factors.

Answer: C

Diff: 1 Page Ref: 16

Topic: Basic Principles of Social Behavior

Skill: Factual

40) Your text uses the term \_\_\_\_\_ to refer to environmental events outside the person.

- A) situation
- B) cultural context
- C) environmental pressure
- D) extraneous variables

Answer: A

Diff: 1 Page Ref: 16

Topic: Basic Principles of Social Behavior

Skill: Factual of Social Behavior

41) Social psychologists talk about "the person," "the situation," and "person-situation interactions." All of the following are discussed as characteristics of the person EXCEPT

- A) family members.
- B) physical characteristics.
- C) psychological traits.
- D) attitudes.

Answer: A

Diff: 2 Page Ref: 16

Topic: Basic Principles of Social Behavior

Skill: Factual

42) Which of the following is described in your text as a way in which persons and situations interact?

- A) Situations choose people.
- B) Situations change people.
- C) People change their situations.
- D) all of the above

Answer: D

Diff: 2 Page Ref: 16-17

Topic: Basic Principles of Social Behavior

Skill: Factual

43) A hypothesis is

- A) a researcher's predictions about what she or he will find in a study.
- B) an explanation that connects and organizes existing observations.
- C) a conclusion about cause and effect.
- D) a step-by-step description of an experiment.

Answer: A

Diff: 2 Page Ref: 17

Topic: How Psychologists Study Social Behavior

Skill: Factual

44) According to the textbook, the DARE program

- A) has been a great success.
- B) decreased drug use but increased self-esteem.
- C) did not clearly decrease drug use.
- D) should begin at an earlier age.

Answer: C

Diff: 2 Page Ref: 18

Topic: How Psychologists Study Social Behavior

Skill: Factual

45) The two main methods used by social psychologists to conduct research can be grouped into \_\_\_\_\_ methods and \_\_\_\_\_ methods.

- A) experimental; descriptive
- B) observational; experimental
- C) field research; laboratory research
- D) naturalistic; observational

Answer: A

Diff: 2 Page Ref: 19

Topic: How

Psychologists Study Social Behavior

Skill: Factual

46) As discussed in the text, which of the following behaviors would be MOST difficult to study using naturalistic observation?

- A) flirting behavior
- B) children's playground behavior
- C) violent behavior
- D) subway behavior

Answer: C

Diff: 1 Page Ref: 20

Topic: How Psychologists Study Social Behavior

Skill: Applied

47) What is one weakness of Moore's (1985) naturalistic observation of flirting behavior in a single's bar?

- A) Participants were consciously aware that they were being observed.
- B) The researcher may have had biased expectations about what she would see in a bar.
- C) The participants' behavior was not spontaneous.
- D) The behavior did not occur in a natural setting.

Answer: B

Diff: 3 Page Ref: 20

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

48) A social psychologist is interested in aggression and wants to study the phenomenon of adolescents bringing weapons to school and killing their classmates and teachers. Which method would be most appropriate for this type of research question?

- A) an experiment
- B) a naturalistic observation
- C) a case study
- D) a field experiment

Answer: C

Diff: 3 Page Ref: 20

Topic: How Psychologists Study Social Behavior

Skill: Applied

49) Which of the following is an advantage of conducting a case study like the Schaller (1987) study of Kurt Cobain discussed in your text?

- A) They allow the researcher to make strong cause-and-effect statements.
- B) They are generalizable to other persons, situations, and times.
- C) They are not susceptible to observer bias.
- D) They are rich sources of hypotheses for the causes of behavior.

Answer: D

Diff: 2 Page Ref: 20

Topic: How Psychologists Study Social Behavior

Skill: Factual

50) All of the following are potential problems with case studies EXCEPT

- A) results of case studies are hard to generalize.
- B) hypotheses of experimenters often can bias their analysis of a person's life.
- C) cause and effect relationships are hard to establish.
- D) case studies often contain too much information about a person.

Answer: D

Diff: 3 Page Ref: 20

Topic: How Psychologists Study Social Behavior

Skill: Factual

51) Wilson and Daly (1985) studied police reports of over 500 homicides committed in Detroit in 1972. This is an example of

- A) a case study.
- B) a naturalistic observation.
- C) an archival study.
- D) a survey.

Answer: C

Diff: 2 Page Ref: 20-21

Topic: How Psychologists Study Social Behavior

Skill: Applied

52) Winston wished to discover if there were any commonalities in the victims of serial killers over the last fifty years. The best method for investigating this would be

- A) a case study.
- B) a naturalistic observation.
- C) an archival study.
- D) a survey.

Answer: C

Diff: 2 Page Ref: 21

Topic: How Psychologists Study Social Behavior

Skill: Applied



53) In which technique do people report their beliefs, feelings, or behaviors to the researcher?

- A) survey
- B) archival method
- C) naturalistic observation
- D) historical analysis

Answer: A

Diff: 2 Page Ref: 21

Topic: How Psychologists Study Social Behavior

Skill: Factual

54) Dr. Garcia really likes Twinkies. Her students often see her eating them for breakfast, lunch, and snack. Garcia gives her students a survey to determine whether they prefer Twinkies or Ho Hos. Although most students prefer Ho Hos, most report liking Twinkies better. The students' responses demonstrate a/an

- A) placebo effect.
- B) social desirability bias.
- C) independent variable.
- D) junk food effect.

Answer: B

Diff: 2 Page Ref: 21

Topic: How Psychologists Study Social Behavior

Skill: Applied

55) All of the following are potential problems with the survey method EXCEPT

- A) respondents may not accurately remember the answers to the questions.
- B) respondents may be dishonest.
- C) it is difficult to obtain enough data about important issues with a survey.
- D) if respondents select themselves for participation, they may not be a representative sample.

Answer: C

Diff: 2 Page Ref: 21

Topic: How Psychologists Study Social Behavior

Skill: Factual

56) Einon et al. (1994) found that men report having a much larger number of sexual partners than do women. According to your textbook, what is one possible reason for this discrepancy?

- A) It was not a representative sample.
- B) observer bias
- C) social desirability bias
- D) none of the above

Answer: C

Diff: 3 Page Ref: 21

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

57) Social desirability bias is defined as

- A) the desire to be involved in social psychological research.
- B) a tendency of research participants to say what they believe is appropriate.
- C) the bias of a researcher to only report results that are consistent with his or her hypothesis.
- D) a sample that does not accurately reflect the composition of the population.

Answer: B

Diff: 3 Page Ref: 21

Topic: How Psychologists Study Social Behavior

Skill: Factual

58) One problem with Kinsey's sex survey is that the sample was composed of volunteers, and many segments of U.S. society were left out. Thus, Kinsey's sample was not

- A) valid.
- B) representative.
- C) reliable.
- D) honest in their responses.

Answer: B

Diff: 1 Page Ref: 21-22

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

59) The term \_\_\_\_\_ refers to an instrument that measures individual differences in abilities, motivations, or behaviors.

- A) psychological test
- B) assessment tool
- C) individual index
- D) field study

Answer: A

Diff: 1 Page Ref: 22

Topic: How Psychologists Study Social Behavior

Skill: Factual

60) In order to be useful, a psychological test must be \_\_\_\_\_ and \_\_\_\_\_.

- A) accurate; representative
- B) valid; convergent
- C) reliable; valid
- D) representative; reliable

Answer: C

Diff: 3 Page Ref: 22

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

61) If you take an extraversion-introversion test several times and consistently receive similar scores, the test is said to have high

- A) reliability.
- B) representativeness.
- C) validity.
- D) convergence.

Answer: A

Diff: 1 Page Ref: 22

Topic: How Psychologists Study Social Behavior

Skill: Applied

62) Jan completes a test called "Your Skill as a Lover" in Cosmopolitan magazine. The test has questions like "what is your favorite color?" and "what kind of pet do you have?" She scores very low and is quite upset. You tell Jan that she should not be upset because the test

- A) probably isn't applicable to her age group.
- B) is unlikely to be reliable.
- C) wasn't written by a psychologist.
- D) is unlikely to be a valid measure of skill as a lover.

Answer: D

Diff: 3 Page Ref: 22

Topic: How Psychologists Study Social Behavior

Skill: Applied

63) You weigh 150 pounds. You step on the scale at the gym and it says you weigh 180. You weigh yourself on the same scale the next three days and each time it says you weigh 180. The scale at the gym appears to be a measure that is \_\_\_\_\_, but not \_\_\_\_\_.

- A) valid; accurate
- B) reliable; valid
- C) definitive; accurate
- D) valid; reliable

Answer: B

Diff: 3 Page Ref: 22

Topic: How Psychologists Study Social Behavior

Skill: Applied

64) A researcher finds a correlation of  $-.75$  between hours of television watched per week and GPA among high school students. What can the researcher conclude?

- A) Watching television causes kids to get bad grades in high school.
- B) Smart kids don't watch television.
- C) As hours of television watched per week increases, GPA decreases.
- D) Having a lower GPA causes kids to watch more television.

Answer: C

Diff: 2 Page Ref: 23

Topic: How Psychologists Study Social Behavior

Skill: Applied

65) Which of the following correlation coefficients expresses the strongest relationship between two variables?

- A) -1.00
- B) +.33
- C) +.03
- D) +.41

Answer: A

Diff: 1 Page Ref: 23

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

66) Which of the following correlation coefficients expresses the weakest relationship between two variables?

- A) -1.00
- B) +.33
- C) +.03
- D) +.41

Answer: C

Diff: 1 Page Ref: 23

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

67) As the outside temperature goes down, use of home heating oil in New England goes up. This relationship between temperature and heating oil use is an example of a

- A) positive correlation.
- B) negative correlation.
- C) zero correlation.
- D) reverse causal relationship.

Answer: B

Diff: 2 Page Ref: 23

Topic: How Psychologists Study Social Behavior

Skill: Applied

68) Mann (1981) found a significant positive correlation between crowd size and suicide baiting. What is the most correct way to interpret Mann's findings?

- A) People in large crowds feel anonymous and it causes them to bait.
- B) Once suicide baiting starts, it causes a crowd to gather.
- C) There is no relationship between crowd size and suicide baiting.
- D) As crowd size increases, suicide baiting increases.

Answer: D

Diff: 3 Page Ref: 23

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

69) If you observe a correlation between 2 variables, A and B, then you can assume that

- A) A may cause B.
- B) B may cause A.
- C) A third variable C may cause both A and B.
- D) any of the above is possible

Answer: D

Diff: 2 Page Ref: 23

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

70) The variable that is manipulated by the researcher in an experiment is the

- A) independent variable.
- B) naturalistic variable.
- C) dependent variable.
- D) random variable.

Answer: A

Diff: 1 Page Ref: 24

Topic: How Psychologists Study Social Behavior

Skill: Factual

71) The variable that is measured by the researcher in an experiment is the

- A) independent variable.
- B) naturalistic variable.
- C) dependent variable.
- D) random variable.

Answer: C

Diff: 1 Page Ref: 24

Topic: How Psychologists Study Social Behavior

Skill: Factual

72) In a study by Phillip Zimbardo, women were either disguised or in regular clothing with name tags. The amount of shock they administered to another person was then measured. The dependent variable in this experiment was

- A) the type of dress the women wore.
- B) whether or not the women wore name tags.
- C) the amount of shock they administered.
- D) the amount of time the women waited before delivering the shock.

Answer: C

Diff: 2 Page Ref: 24

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

73) When every participant in an experiment has an equally likely chance of receiving any one of the treatments, the researcher is using

- A) independent assignment.
- B) random assignment.
- C) direct assignment to condition.
- D) systematic assignment.

Answer: B

Diff: 1 Page Ref: 24

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

74) Randomly assigning participants to condition allows the researcher to minimize the effects of

- A) demand characteristics.
- B) the experimental treatments.
- C) systematic differences between the groups.
- D) placebos.

Answer: C

Diff: 3 Page Ref: 24

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

75) A researcher wants to conduct an experiment to examine the effect of looking at fashion models on women's self-image. She has ten women from a psychology class come in and look at female models, and has ten women from a different class look at pictures of regular females. She then measures the self-esteem of the women in both groups. What is the problem with this design?

- A) Self-esteem isn't a measure of self-image.
- B) Men aren't included in her study.
- C) Looking at models has no effect on women's self-image.
- D) Participants are not randomly assigned to condition.

Answer: D

Diff: 3 Page Ref: 24

Topic: How Psychologists Study Social Behavior

Skill: Applied

76) Dr. Street wants to measure the effects of watching a movie on mood. He asks students to select either a comedy or a tragedy to watch in a controlled setting. He administers a mood test afterward and finds that the comedy group is significantly happier than the tragedy group. Dr. Street cannot make a causal statement about the effects of movies on mood because

- A) he failed to manipulate a variable.
- B) he failed to include a dependent variable.
- C) he failed to randomly assign participants.
- D) he found no correlation between movie and mood.

Answer: C

Diff: 2 Page Ref: 24

Topic: How Psychologists Study Social Behavior

Skill: Applied

77) Which of the following is the main advantage of experiments?

- A) The researcher can make causal statements.
- B) The research is ecologically valid.
- C) The findings generalize to other situations.
- D) They allow the researcher to generate many hypotheses.

Answer: A

Diff: 2 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

78) In which type of study do researchers manipulate one factor while holding others constant?

- A) correlational
- B) multivariate
- C) experimental
- D) empirical

Answer: C

Diff: 2 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Factual

79) Which of the following could be considered a limitation to the experimental method?

- A) The laboratory settings can be very artificial.
- B) The researcher can't make causal statements.
- C) The researcher has very little control over what happens in the study.
- D) The researcher can't manipulate the independent variable.

Answer: A

Diff: 1 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

80) To study the effects of aging, Professor Drake compares the reaction times of 60-year-olds with those of 30-year-olds. She tests all younger subjects in the morning, and all older subjects in the afternoon. She concludes that aging causes a decline in the speed of responses. This study lacks \_\_\_\_\_ because of potential \_\_\_\_\_.

- A) external validity; demand characteristics
- B) external validity; confounds
- C) internal validity; demand characteristics
- D) internal validity; confounds

Answer: D

Diff: 2 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Applied

81) When a researcher can make strong conclusions that the independent variable caused changes in the dependent variable, the study has high \_\_\_\_\_.

- A) complexity
- B) external validity
- C) internal validity
- D) experimenter bias

Answer: C

Diff: 1 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

82) The more tightly controlled the experimental setting, the less that setting reflects the real world. This suggests there is a trade-off between \_\_\_\_\_ and \_\_\_\_\_ in experimental research.

- A) random assignment; systematic variation
- B) internal validity; external validity
- C) external validity; confounds
- D) demand characteristics; confounds

Answer: B

Diff: 3 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Applied

83) If there is a confound in an experiment, then the experiment lacks

- A) internal validity.
- B) generalizability.
- C) external validity.
- D) both B and C

Answer: A

Diff: 3 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

84) In an experiment on the effects of room color on mood, the participants in the pink room condition are asked to read a boring computer manual, while the participants in the bright blue room are asked to read a section from a romance novel. Their mood is then measured. This study lacks \_\_\_\_\_ because of \_\_\_\_\_.

- A) generalizability; a systematic characteristic
- B) external validity; the independent variable
- C) generalizability; demand characteristics
- D) internal validity; a confound

Answer: D

Diff: 2 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Applied



85) As discussed in your text, if you can generalize the results of an experiment to other circumstances, the experiment is said to

- A) have external validity.
- B) have construct integrity.
- C) be reliable.
- D) have internal validity.

Answer: A

Diff: 1 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

86) Cues in the experiment that tell the participant how they are expected to behave are

- A) confounds.
- B) experimenter biases.
- C) demand characteristics.
- D) social desirability cues.

Answer: C

Diff: 2 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Factual

87) A researcher wants to study the effects of frustration on later aggressive behavior by frustrating half the participants and then measuring the amount of hot sauce they give to a confederate. She tells the participants this is a study of "Individual Differences in Taste Preference." Why did she tell them this?

- A) to prevent demand characteristics
- B) to sensitize participants to the purpose of the study
- C) to manipulate frustration
- D) to prevent confounds

Answer: A

Diff: 3 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Applied

88) The main difference between a laboratory experiment and a field experiment is

- A) laboratory experiments are less controlled.
- B) field experiments are more artificial.
- C) field experiments are conducted in a natural setting.
- D) laboratory experiments have better external validity.

Answer: C

Diff: 3 Page Ref: 25-26

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

89) Diener et al. (1976) observed that trick-or-treaters who were asked for their names took less candy than those allowed to remain anonymous. This type of study is best characterized as

- A) a case study.
- B) a field experiment.
- C) a naturalistic observation.
- D) a correlational study.

Answer: B

Diff: 1 Page Ref: 26

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

90) Which of the following is a disadvantage of field experiments relative to laboratory experiments?

- A) There is less control over extraneous factors.
- B) They do not allow cause-effect conclusions.
- C) They are in unnatural settings.
- D) There is no ability to manipulate the independent variable.

Answer: A

Diff: 2 Page Ref: 26

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

91) A social psychologist who combines a correlational study, a laboratory experiment, and a field experiment to test the same hypothesis so that she can be sure of her conclusions is

- A) using too many different methods.
- B) wasting her time.
- C) taking a "full cycle" approach.
- D) confounding her results.

Answer: C

Diff: 1 Page Ref: 27-28

Topic: How Psychologists Study Social Behavior

Skill: Applied

92) A "full cycle" approach to social psychology is

- A) useful since each method has different strengths and weaknesses.
- B) the use of multiple methods to study the same research question.
- C) the process of going back and forth between the laboratory and the natural world.
- D) all of the above

Answer: D

Diff: 3 Page Ref: 27-28

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

93) Participants in a research study believe that they have given painful electric shocks to a confederate. After the experiment is over, the researcher tells the participant that there really were no shocks, and the confederate is unharmed. This discussion after an experiment is

- A) the debriefing.
- B) the informed discussion.
- C) the cost/benefit analysis.
- D) the therapeutic interview.

Answer: A

Diff: 2 Page Ref: 29

Topic: How Psychologists Study Social Behavior

Skill: Applied

94) The debriefing after an experiment should include

- A) addressing negative reactions of the participants.
- B) discussing the procedures with the participants.
- C) alleviating any problems the participant had with the study.
- D) all of the above

Answer: D

Diff: 2 Page Ref: 29

Topic: How Psychologists Study Social Behavior

Skill: Factual

95) In most colleges and universities, which group evaluates whether a potential study meets ethical guidelines for the protection of human participants?

- A) the board of regents
- B) the board of researchers in psychology
- C) the institutional review board
- D) the board of ethics

Answer: C

Diff: 1 Page Ref: 29

Topic: How Psychologists Study Social Behavior

Skill: Factual

96) Dr. Templeton is interested in studying how the crowded living conditions in inner city neighborhoods affect blood pressure and heart rate. Dr. Templeton's research falls within the new branch of social psychology called

- A) positive psychology
- B) social neuroscience
- C) social physiological interactionism
- D) cultural psychology

Answer B

Diff: 1 Page Ref: 30

Topic: Social Psychology's Bridges with Other Areas of Knowledge

Skill: Factual

97) Tanisha is studying which factors lead to virtuous behavior, positive emotions and optimal performance in people and groups. Tanisha's research falls most clearly within the field of

- A) personality psychology
- B) health psychology
- C) social neuroscience
- D) positive psychology

Answer D

Diff: 1 Page Ref: 31

Topic: Social Psychology's Bridges with Other Areas of Knowledge

Skill: Factual

98) The field that also studies such topics as prejudice and aggression, but from the level of the group is

- A) anthropology.
- B) sociology.
- C) cognitive neuroscience.
- D) biology.

Answer: B

Diff: 2 Page Ref: 32

Topic: Social Psychology's Bridges with Other Areas of Knowledge

Skill: Conceptual

99) Social psychology focuses primarily on the \_\_\_\_\_, whereas sociology focuses mostly on the \_\_\_\_\_.

- A) situation; group
- B) individual; situation
- C) abnormal; normal
- D) individual; group

Answer: D

Diff: 2 Page Ref: 32

Topic: Social Psychology's Bridges with Other Areas of Knowledge

Skill: Conceptual

100) Social psychology is intimately linked not only to other areas of psychology, but also to other domains of knowledge. As discussed in the text, an example of this would be

- A) anthropology
- B) law
- C) business
- D) all of the above

Answer D

Diff: 2 Page Ref: 32

Topic: Social Psychology's Bridges with Other Areas of Knowledge

Skill: Conceptual

## True/False Questions

101) The two principal tasks of a scientific social psychology are description and explanation.

Answer: TRUE

Diff: 1 Page Ref: 5

Topic: What Is Social Psychology?

Skill: Factual

102) Social psychology is the study of a person's thoughts and behaviors.

Answer: FALSE

Diff: 1 Page Ref: 5

Topic: What Is Social Psychology?

Skill: Factual

103) According to the evolutionary perspective, social behavior is a result of both heredity and the environment.

Answer: TRUE

Diff: 1 Page Ref: 8

Topic: Major Theoretical Perspectives of Social Psychology

Skill: Factual

104) The social learning perspective emphasizes the impact of culture and social norms on human behavior.

Answer: FALSE

Diff: 1 Page Ref: 10

Topic: Major Theoretical Perspectives of Social Psychology

Skill: Factual

105) One of the principles of social behavior described in the textbook is that all social behavior is a product of heredity.

Answer: FALSE

Diff: 1 Page Ref: 14

Topic: Basic Principles of Social Behavior

Skill: Factual

106) One fundamental human motive mentioned in the text is the desire to gain and maintain status.

Answer: TRUE

Diff: 1 Page Ref: 15

Topic: Basic Principles of Social Behavior

Skill: Factual

107) One of the weaknesses of the case study approach is that its results are not easily generalizable.

Answer: TRUE

Diff: 1 Page Ref: 20

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

108) In an experiment, participants must be randomly assigned to condition in order to avoid a social desirability bias.

Answer: FALSE

Diff: 1 Page Ref: 21

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

109) Validity refers to the consistency of a psychological test's results.

Answer: FALSE

Diff: 1 Page Ref: 22

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

110) The extent to which an experiment allows confident conclusions about cause and effect is called internal validity.

Answer: TRUE

Diff: 1 Page Ref: 25

Topic: How Social Psychologists Study Social Behavior

Skill: Conceptual

## Short Answer Questions

111) Describe the social learning perspective in social psychology, including the assumptions it makes about the causes of social behavior.

Answer: The social learning perspective focuses on past learning experiences as determinants of a person's social behavior. It assumes that both direct and indirect learning experiences impact social behavior.

Diff: 1 Page Ref: 10-11

Topic: Major Theoretical Perspectives of Social Psychology

Skill: Factual

112) Describe the two principles of social behavior. Give a clear example of each.

Answer: Principles: social behavior is goal-oriented; social behavior represents a continual interaction between the person and the situation.

Diff: 2 Page Ref: 14

Topic: Basic Principles of Social Behavior

Skill: Factual

113) What is a case study and what is one advantage of a case study?

Answer: A case study is an intensive examination of an individual or group. Two advantages of case studies are that they can be a rich source of hypotheses and they facilitate the study of rare behaviors.

Diff: 1 Page Ref: 20

Topic: How Psychologists Study Social Behavior

Skill: Factual

114) What is archival research and what is one of its advantages?

Answer: Archival research involves the examination of systematic data originally collected for other purposes (such as marriage licenses or arrest records). The primary advantage of archival research is that it provides easy access to large amounts of pre-recorded data.

Diff: 1 Page Ref: 20-21

Topic: How Psychologists Study Social Behavior

Skill: Factual

115) Define reliability. Define validity.

Answer: Reliability is the consistency of a score yielded by a psychological test. Validity is the extent to which a test measures what it is designed to measure.

Diff: 1 Page Ref: 22

Topic: How Psychologists Study Social Behavior

Skill: Factual

116) What is a positive correlation? A negative one?

Answer: A positive correlation is a relationship in which as one variable goes either up or down, the other variable goes in the same direction. A negative correlation is a relationship in which as one variable goes either up or down, the other variable goes in the opposite direction.

Diff: 1 Page Ref: 23

Topic: How Psychologists Study Social Behavior

Skill: Factual

117) What is random assignment and what is its key advantage?

Answer: Random assignment is the practice of assigning participants to treatments so each person has an equal chance of being in any condition. Random assignment's key advantage is that it minimizes differences between the groups in an experiment.

Diff: 1 Page Ref: 24

Topic: How Psychologists Study Social Behavior

Skill: Factual

118) What is an independent variable? What is a dependent variable? In an experiment, which is considered the "cause" and which the "effect?"

Answer: An independent variable is the variable that is manipulated by the experimenter. A dependent variable is the variable that is measured by the experimenter. The independent variable is considered the cause, and the dependent variable the effect.

Diff: 2 Page Ref: 24

Topic: How Psychologists Study Social Behavior

Skill: Factual

119) What is a confound and how can researchers try to avoid confounds in experiments?

Answer: A confound is a variable that systematically changes along with the independent variable, potentially leading to a mistaken conclusion about the effect of the independent variable. Random assignment is the best way to help avoid confounds in experiments.

Diff: 1 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

120) Describe the two main strategies that psychologists utilize to minimize ethical risks in research.

Answer: Psychologists use debriefing to alleviate any potential harm to participants in a study. In addition, Institutional Review Boards have been established to review all research involving humans to ensure that it is conducted ethically.

Diff: 1 Page Ref: 29

Topic: How Psychologists Study Social Behavior

Skill: Factual

## Essay Questions

121) Name and define the four major perspectives of social psychology. What are two views of social behavior that all four perspectives have in common?

Answer: The sociocultural perspective is the theoretical approach that searches for the causes of social behavior in influences from larger social groups, such as nationality and social class. The evolutionary perspective is a theoretical viewpoint in social psychology that searches for the causes of social behavior in the physical and psychological predispositions that helped our ancestors survive and reproduce. The social learning perspective focuses on past learning experiences as determinants of a person's social behavior, including both direct and indirect learning experiences. The social cognitive perspective locates the causes of social behavior in the mental processes involved in paying attention to, interpreting, and remembering social experiences.

The two common views are that : a) Social behavior is goal oriented; and b) Social behavior represents a continual interaction between the person and the situation.

Diff: 3 Page Ref: 7-12

Topic: Major Theoretical Perspectives of Social Psychology

Skill: Factual

122) Compare and contrast the sociocultural and social learning perspectives. Define each and describe how they are similar and how they are different.

Answer: The sociocultural perspective is the theoretical approach that searches for the causes of social behavior in influences from larger social groups, such as nationality and social class. The social learning perspective focuses on past learning experiences as determinants of a person's social behavior, including both direct and indirect learning experiences. The two perspectives are similar in that both search for the causes of social behavior in a person's environment. They differ slightly in their breadth of focus over time and place. Social learning theorists emphasize the individual's unique experiences in a particular family, school, or peer group. Sociocultural theorists are less concerned with specific individuals or their unique experiences and are more focused on larger groups of individuals, such as Asian Canadians, Hispanic Americans, college students in sororities, or members of the upper class.

Diff: 3 Page Ref: 7-8, 10-11

Topic: Major Theoretical Perspectives of Social Psychology

Skill: Factual



123) Describe the evolutionary perspective in social psychology. Where does it look for the causes of social behavior? What is natural selection? What are adaptations? How are these important to the evolutionary perspective?

Answer: The evolutionary perspective is a theoretical viewpoint in social psychology that searches for the causes of social behavior in the physical and psychological predispositions that helped our ancestors survive and reproduce. Natural selection is the process by which characteristics that help animals survive and reproduce are passed on to their offspring. An adaptation is a characteristic that is well designed for survival and reproduction in a particular environment. Natural selection may be considered the driving force behind evolution (what makes evolution happen), and adaptations are the products of natural selection: they are essentially our evolutionary legacy.

Diff: 3 Page Ref: 8-10

Topic: Major Theoretical Perspectives of Social Psychology

Skill: Factual

124) Define descriptive methods, naturalistic observation, and surveys. Discuss the advantages and disadvantages of naturalistic observation and surveys.

Answer: Descriptive methods are procedures for measuring or recording behaviors, thoughts, and feelings in their natural state. Naturalistic observation involves recording everyday behaviors as they unfold in their natural settings. Advantages to naturalistic observation include the ability to observe spontaneous behaviors and the fact that it does not rely on a person's ability to report on his/her own experiences. Disadvantages to naturalistic observation are that the researcher may interfere with ongoing behavior, that some interesting behaviors are hard to observe because they are rare, the possibility of researcher bias, and that they may be time consuming. Surveys are techniques in which the researcher asks people to report on their beliefs, feelings, or behaviors. The primary advantage of surveys is that they allow for the study of difficult-to-observe behaviors, thoughts, and feelings. Disadvantages of the survey approach are that the participants may not be representative of the appropriate population and that they may be untruthful or biased in their self-reports.

Diff: 3 Page Ref: 19-22

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

125) Define experimental and descriptive methods in social psychology. Define the descriptive methods of naturalistic observation and survey studies. What advantages do experimental methods have over these descriptive methods?

Answer: Experimental methods are procedures for uncovering causal processes by systematically manipulating some aspect of a situation.

Descriptive methods are procedures for measuring or recording behaviors, thoughts, and feelings in their natural state. Naturalistic observation involves recording everyday behaviors as they unfold in their natural settings. Surveys are techniques in which the researcher asks people to report on their beliefs, feelings, or behaviors. The advantages of the experimental method over these descriptive methods are the ability to manipulate variables, carefully control the participants' environment, and to infer causality.

Diff: 3 Page Ref: 19-28

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

126) Define the experimental method in social psychology. Describe the advantages and disadvantages to this approach.

Answer: Experimental methods are procedures for uncovering causal processes by systematically manipulating some aspect of a situation. The advantages of the experimental method are the ability to manipulate variables, carefully control the participants' environment, and to infer causality. Disadvantages of the experimental method include limits to cause-effect conclusions if potential confounds are not controlled for and to the generalizability or external validity of the findings. In addition, experiments are unable to study many kinds of naturally-occurring behavior.

Diff: 3 Page Ref: 23-26

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

127) Say you are a researcher interested in studying the effects of drinking Gatorade or plain water on college student performance on a four-hour math test. Describe how you would conduct this experiment. What is the independent variable? The dependent variable? How would you decide who drinks Gatorade and who drinks water? Is deception appropriate here and, if so, what deception would you use and why?

Answer: The independent variable would be type of drink (Gatorade or water). The dependent variable would be performance or score on the math test. Assignment to condition (Gatorade or water) would be performed randomly in order to ensure that most confounds are controlled, and as a result each testing session should include approximately equal numbers of participants from each condition. Finally, the participants would have to be deceived about the type of drink each consumed (they would have to look and taste the same) so they cannot "guess" the hypothesis and behave in a socially desirable way.

Diff: 3 Page Ref: 23-26

Topic: How Psychologists Study Social Behavior

Skill: Applied

128) Explain the difference between internal validity and external validity in experimental research. Why must experimenters usually make a "trade-off" between internal and external validity?

Answer: External validity refers to the extent to which the results of an experiment can be generalized to other circumstances, such as other populations or places. Internal validity is the degree to which an experiment allows confident statements about cause and effect.

Experimenters often are forced to make a "trade-off" between external and internal validity. The reason is that externally valid studies--those that are most generalizable to the world outside the laboratory--tend to be less controlled (and therefore have less internal validity) as a result.

Conversely, experiments that have high internal validity often are so well controlled that they produce a very artificial environment, and therefore are more limited in the degree to which they generalize to the outside world.

Diff: 3 Page Ref: 25

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

129) Why do social psychologists combine different research methods? What is the "full cycle" approach to the study of social psychology and how does it exemplify such combining?

Answer: Social psychologists combine different research methods because each method has unique strengths and weaknesses. By combining these methods, social psychologists can gain greater confidence in results that are consistent across several methods. The "full cycle" approach involves moving back and forth between the laboratory and the real world. Here, the social psychologist utilizes evidence drawn from descriptive studies of the real world to develop theories and subsequently test them in rigorous experiments. The results of these theory-testing experiments can lead back to new hypotheses about natural events in the real world.

Diff: 3 Page Ref: 26-28

Topic: How Psychologists Study Social Behavior

Skill: Conceptual

130) Why do social psychologists sometimes choose to deceive participants about the true purpose of an experiment? What is the primary argument against deception in experiments? What is debriefing and how does it relate to experimental deception? In other words, what is the purpose of debriefing?

Answer: Social psychologists sometimes deceive experimental participants in order to avoid the problem of demand characteristics, or cues in the study that make participants aware of how the experimenter wants them to behave. By distracting participants from the actual purpose of the study, researchers are better able to produce natural reactions in participants. Debriefing is a post-experimental procedure in which the experimenter discusses procedures, hypotheses, and participant reactions with the participant. Its primary purpose is to alleviate any problems or concerns that the participant might have as a result of participation in the study. Debriefing should be performed for any experiment, but it is particularly important when deception is involved. Debriefing may also include a discussion of the costs and benefits of the research.

Diff: 3 Page Ref: 28-29

Topic: How Psychologists Study Social Behavior

Skill: Conceptual