

Multiple Choice

1. Social psychologists typically
 - a. focus their studies on behavior only.
 - b. use the scientific method in their research.
 - c. avoid studying individuals in favor of groups.
 - d. view behavior in the same ways as sociologists.

ANSWER: b

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.1 - Define social psychology and identify the kinds of questions that social psychologists try to answer.

KEYWORDS: Bloom's: Remember

2. Which question would a social psychologist be *most* likely to study?
 - a. What developmental factors contribute to adult cognitive abilities?
 - b. What risk factors contribute to the onset of schizophrenia?
 - c. Is there a link between playing violent video games and engaging in aggressive behavior?
 - d. Do citizens in countries with democratic governments report greater life satisfaction than citizens in countries with autocratic governments?

ANSWER: c

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.1 - Define social psychology and identify the kinds of questions that social psychologists try to answer.

KEYWORDS: Bloom's: Apply

3. The scientific study of how individuals think, feel, and behavior when in the real, implied or imagined presence of others is called ____ psychology.
 - a. clinical
 - b. social
 - c. personality
 - d. interactive

ANSWER: b

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Remember

4. Social psychology is all of the following *except*
- a science addressing a diverse set of topics.
 - the study of how people think, feel, and behave.
 - a compilation of anecdotal observations and case studies.
 - an approach applying the scientific method.

ANSWER: c

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Remember

5. Social psychology is primarily concerned with the ways in which
- group factors contribute to the functioning of social institutions.
 - unconscious forces influence conscious motivations and desires.
 - specific personality characteristics predict behavior across situations.
 - individuals think, feel, and behave in a social context.

ANSWER: d

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Remember

6. The question, "When is a bystander more or less likely to help you in an emergency?" examines which major domain of social psychology?
- social perception
 - social cognition
 - social influence
 - social interaction

ANSWER: d

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.1 - Define social psychology and identify the kinds of questions that social psychologists try to answer.

KEYWORDS: Bloom's: Apply

7. Social psychology differs from history and philosophy in its
- attention to the scientific method.
 - concern with human behavior.
 - greater focus on cultural influences.
 - more narrowly defined areas of interest.

ANSWER: a

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.1 - Define social psychology and identify the kinds of questions that social psychologists try to answer.

KEYWORDS: Bloom's: Analyze

8. Anita wants to spend her career studying the factors that predict whether the members of a couple are satisfied with their marriage. If she chooses to do so as a social psychologist, it is likely that her pursuit will
- focus more on people's thoughts than on their actual behavior.
 - emphasize the importance of different personality types.
 - examine couples rather than individuals as the unit of analysis.
 - include systematic observation, description, and measurement of couples.

ANSWER: d

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.1 - Define social psychology and identify the kinds of questions that social psychologists try to answer.

KEYWORDS: Bloom's: Apply

9. Which statement describes a central characteristic of social psychology?
- Social psychology uses historical events as its primary source of data.
 - Social psychology assumes that thoughts and behaviors are influenced by other people.
 - Social psychology focuses more on the behavior of groups than on that of individuals.
 - Social psychology emphasizes the solitary nature of human behavior.

ANSWER: b

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.1 - Define social psychology and identify the kinds of questions that social psychologists try to answer.

KEYWORDS: Bloom's: Understanding

10. Which statement about social psychology is *false*?
- A goal of social psychology is to develop general principles that describe human behavior.
 - An assumption of social psychology is that only social factors influence human behavior.
 - Social psychology relies on the scientific method to learn about human behavior.
 - Social psychology considers the way in which the imagined presence of others influences individuals.

ANSWER: b

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.1 - Define social psychology and identify the kinds of questions that social psychologists try to answer.

KEYWORDS: Bloom's: Understand

11. A social psychologist would be *least* likely to conduct a study examining the effect of
- sleep on the ability to concentrate.
 - temperature on highway shootings.
 - political attitudes on friendship formation.
 - academic performance on self-esteem.

ANSWER: a

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Apply

12. Sarunas is a social psychologist. He is probably *most* interested in reading about a study demonstrating the effects of
- similarity of attitudes on interpersonal attraction.
 - immigration patterns on stock market activity.
 - distraction of attention to a visual display.
 - narcotic substances on neurotransmitter activity in the brain.

ANSWER: a

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.1 - Define social psychology and identify the kinds of questions that social psychologists try to answer.

KEYWORDS: Bloom's: Apply

13. Courses in social psychology are most often required for students majoring in which area?
- biological sciences
 - journalism
 - performing arts
 - philosophy

ANSWER: b

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Remember

14. Walton and colleagues (2015) studied students in an engineering program, focusing on specific factors related to first year grade point averages (GPAs). They found that women's GPAs were very similar to men's when
- the students received the brief information designed to counter concerns about belonging.
 - academic advisors were trained in avoiding gender stereotypes in class assignments.
 - professors were recorded giving class lectures to help them identify unequal behaviors.
 - residence hall advisors were instructed to "urge" females to take more difficult classes.

ANSWER: a

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Remember

15. Sociologists tend to study behavior at the ____ level, whereas social psychologists study behavior at the ____ level.
- group; individual
 - interpersonal; cultural
 - specific; general
 - social; cognitive

ANSWER: a

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.2 - Explain how social psychology differs from sociology and other fields of psychology, and assess the statement that all social psychological findings are simply common sense.

KEYWORDS: Bloom's: Understand

16. Sociologists studying the effects of media violence would be *more* likely than social psychologists to
- conduct experiments manipulating the amount of media violence viewed by participants.
 - assess changes in television availability and in murder rates in populations of entire cities over the last 30 years.
 - concern themselves with situational variables that moderate the effects of media violence on its viewers.
 - focus on the types of individuals who choose to view media violence.

ANSWER: b

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Understand

17. To examine the relationship between economic conditions and violence, Gunther compares the murder rates for counties with different median incomes. Gunther's research *best* characterizes the field of
- social psychology.
 - clinical psychology.
 - personality psychology.
 - sociology.

ANSWER: d

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Apply

18. To examine the relationship between temperature and violence, Priti manipulates the thermostat in her laboratory while participants are engaged in a military simulation game. She then looks at the effect of this manipulation on aggressive behavior during the game, comparing participants in the “warm” condition to those in the “comfortable” condition. Priti's research *best* characterizes the field of
- sociology.
 - social psychology.
 - clinical psychology.
 - personality psychology.

ANSWER: b

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Apply

19. Brad is a social psychologist. Marion is a sociologist. Which research question is *most* likely of interest to both of them?
- How do societal factors influence racial differences in academic achievement?
 - How does positive and negative feedback impact conceptions of the self?
 - Do different socioeconomic groups express different political attitudes?
 - Can an authority figure influence people to act in ways that they normally would not?

ANSWER: a

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Apply

20. Which statement concerning social psychology and sociology is *false*?
- Sociologists tend to study societal level variables, whereas social psychologists focus on more specific and immediate variables.
 - Social psychology studies human behavior at the level of the individual, whereas sociology studies human behavior at the group level.
 - Social psychologists and sociologists often study the same issues and publish in the same journals.
 - Sociologists are more likely than social psychologists to rely on experimental studies to study human behavior.

ANSWER: d

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Understand

21. A major difference between social psychology and sociology is
- whether the scientific method is applied.
 - the number of variables explored.
 - whether the focus is on the individual or the group.
 - an emphasis on how social context and behavior.

ANSWER: c

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Understand

22. Marilyn is interested in whether individuals with schizophrenia tend to interpret verbal feedback from others as negative even if it is positive. It might be said that Marilyn is doing research at the intersection of social psychology and
- evolutionary psychology.
 - sociology.
 - personality psychology.
 - clinical psychology.

ANSWER: d

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Apply

23. Although related to other fields, social psychology is distinct in its emphasis on
- understanding the immediate situational factors that influence human behavior.
 - classifying and treating psychological disorders.
 - identifying individual characteristics that are relatively stable across time.
 - describing the relationship between human behavior and societal variables.

ANSWER: a

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.2 - Explain how social psychology differs from sociology and other fields of psychology, and assess the statement that all social psychological findings are simply common sense.

KEYWORDS: Bloom's: Understand

24. Which branch of psychology is *most* interested in “the power of the social context”?
- a. clinical psychology
 - b. cognitive psychology
 - c. personality psychology
 - d. social psychology

ANSWER: d

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.2 - Explain how social psychology differs from sociology and other fields of psychology, and assess the statement that all social psychological findings are simply common sense.

KEYWORDS: Bloom’s: Remember

25. What distinguishes social psychology from other specialties in psychology is its
- a. use of the scientific method in research design.
 - b. emphasis on correlational research design.
 - c. attention to the influence of situational context on behavior.
 - d. willingness to consider cross-cultural differences in human behavior and cognition.

ANSWER: c

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom’s: Understand

26. Astrid has developed a 12-item questionnaire to help her identify individuals who tend to be skeptical of authority figures across all sorts of different situations. Astrid is *most* likely a ____ psychologist.
- a. cognitive
 - b. social
 - c. clinical
 - d. personality

ANSWER: d

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom’s: Apply

27. The interaction between stable individual characteristics and situational constraints on the way people behave *best* reflects the intersection of
- cognitive and personality psychology.
 - personality and social psychology.
 - social and clinical psychology.
 - clinical and developmental psychology.

ANSWER: b

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Understand

28. Hyunwoo believes that image-oriented ads will be more persuasive for individuals concerned with the way they appear to others, whereas ads that stress product quality will be more effective for individuals who are less concerned with their public image. This belief represents the intersection of social psychology and
- clinical psychology.
 - cognitive psychology.
 - personality psychology.
 - sociology.

ANSWER: c

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Apply

29. Ryland wants to study the subfield of psychology that is most closely related to social psychology. According to the text, she should focus on ____ psychology because its theories complement social psychology very well.
- clinical
 - cognitive
 - personality
 - evolutionary

ANSWER: c

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Apply

30. Diane is interested in whether women with nurturing personalities are more reliable friends, both inside and outside the workplace. Rebecca is interested in the hypothesis that women tend to be more nurturing outside the workplace because others expect them to be nurturing. It is likely that Diane is a _____ psychologist and Rebecca is a _____ psychologist.
- social; personality
 - clinical; personality
 - personality; clinical
 - personality; social

ANSWER: d

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Apply

31. Which research question does *not* involve the interaction of social and cognitive psychology?
- What situational factors influence whether someone learns more effectively in a classroom setting?
 - How does injury to a particular part of the brain influence the ability to form new memories?
 - How does a threat to self-esteem influence people's ability to pay attention to complex stimuli?
 - How do stereotypes influence our memory of social interactions?

ANSWER: b

REFERENCES: What Is Social Psychology?

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KEYWORDS: Bloom's: Understand

32. Antoine investigates the extent to which depressed individuals have difficulty forming accurate memories of social interactions, particularly when those interactions are stressful. His research is *best* described as being at the intersection of
- personality, cognitive, and clinical psychology.
 - cognitive, social, and personality psychology.
 - social, clinical, and cognitive psychology.
 - clinical, personality, and social psychology.

ANSWER: c

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.2 - Explain how social psychology differs from sociology and other fields of psychology, and assess the statement that all social psychological findings are simply common sense.

KEYWORDS: Bloom's: Apply

33. Which statement about commonsense explanations and social psychology is the most accurate?
- a. Social psychology typically avoids studying phenomena for which there are widely-accepted commonsense explanations.
 - b. Commonsense explanations form the basis of nearly all modern social psychological theories.
 - c. At least at present, commonsense explanations can more accurately predict behavior than can social psychology.
 - d. The scientific approach of social psychology does not always yield results that support commonsense explanations.

ANSWER: d

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.2 - Explain how social psychology differs from sociology and other fields of psychology, and assess the statement that all social psychological findings are simply common sense.

KEYWORDS: Bloom's: Understand

34. Social psychological research is a necessary endeavor because our commonsense intuitions
- a. tend to be very unstable.
 - b. often are at opposite ends of each other.
 - c. are not as shared by other people as we think.
 - d. are generally accurate but are held with little confidence.

ANSWER: b

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.2 - Explain how social psychology differs from sociology and other fields of psychology, and assess the statement that all social psychological findings are simply common sense.

KEYWORDS: Bloom's: Understand

35. Social psychology differs from common sense in that
- a. common sense tends to produce more accurate knowledge about human behavior than social psychology.
 - b. common sense captures the full complexity of human behavior.
 - c. social psychology is far more intuitive than common sense.
 - d. social psychology relies on the scientific method to test its theories.

ANSWER: d

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.2 - Explain how social psychology differs from sociology and other fields of psychology, and assess the statement that all social psychological findings are simply common sense.

KEYWORDS: Bloom's: Understand

36. The phenomenon that makes people question how social psychology is different from common sense is called the ____ phenomenon.
- a. “I knew it all along”
 - b. “science is stupid”
 - c. “self-superiority”
 - d. “hale and hearty”

ANSWER: a

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.2 - Explain how social psychology differs from sociology and other fields of psychology, and assess the statement that all social psychological findings are simply common sense.

KEYWORDS: Bloom’s: Remember

37. The field of social psychology emerged as a distinct discipline around the end of the
- a. 17th century.
 - b. 18th century.
 - c. 19th century.
 - d. 20th century.

ANSWER: c

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom’s: Remember

38. Ringelmann and Triplett are *best* labeled as
- a. the first researchers to explore conformity.
 - b. sociologists who established social psychology as a distinct discipline.
 - c. pioneers in the field of social cognition.
 - d. the founders of social psychology.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

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KEYWORDS: Bloom’s: Remember

39. Which researcher is regarded as one of the original founders of social psychology?

- a. Norman Triplett
- b. Stanley Milgram
- c. Michael Norton
- d. Philip Zimbardo

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

40. American psychologist Norman Triplett is credited with which accomplishment?

- a. emphasizing the use of empiricism in research
- b. focusing his writings on larger cultural surroundings
- c. noting that people often perform worse when watched
- d. publishing the first research article in social psychology

ANSWER: d

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.1 - Define social psychology and identify the kinds of questions that social psychologists try to answer.

KEYWORDS: Bloom's: Remember

41. Which individual is credited with publishing the first research article in social psychology?

- a. Max Ringelmann
- b. Norman Triplett
- c. Floyd Allport
- d. John Haharwood

ANSWER: b

REFERENCES: A Brief History of Social Psychology

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KEYWORDS: Bloom's: Remember

42. Blaine works in a factory producing car stereos. He notices that workers produce more stereos by the end of the day when they work together in the same room than when they work in separate rooms. His observation is consistent with a classic study conducted by which researcher?
- Lewin
 - Asch
 - Triplet
 - Sherif

ANSWER: c

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Apply

43. "Founders of social psychology" Norman Triplett and Max Ringelmann both performed research that examined
- the influence groups exert on their members.
 - the impact of the presence of others on performance.
 - how behaviors are shaped by perceptions.
 - the impact of different leadership strategies on group performance.

ANSWER: b

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

44. Which event is regarded as having established social psychology as a distinct field of study?
- the publication of the first three textbooks in social psychology
 - the publication of the first research article in social psychology
 - the formation of the Society for the Psychological Study of Social Issues
 - the introduction of the interactionist perspective to the field of psychology

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

45. Floyd Allport's social psychology textbook, published in 1924, is credited with
- establishing the field's emphasis on experimentation and the scientific method.
 - imbuing the field with a cross-cultural orientation.
 - introducing the major theories of social psychology.
 - bridging the "hot" and "cold" perspectives on behavior and cognition.

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

46. Which individual did *not* author one of social psychology's first textbooks?
- William McDougall
 - Muzafer Sherif
 - Edward Ross
 - Floyd Allport

ANSWER: b

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

47. Annie wants to find the first source that established social psychology as a separate field with an emphasis on experimentation and the scientific method. What should she probably read?
- Allport's (1924) text
 - Ringelmann's (1913) article
 - McDougall's (1908) text
 - Triplet's (1897–1898) article

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Apply

48. According to your text, one of the people who had the greatest impact on the developing field of social psychology was *not* a psychologist. Who was this person?
- Plato
 - Charles Lindbergh
 - Adolf Hitler
 - Jackie Robinson

ANSWER: c

REFERENCES: A Brief History of Social Psychology

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KEYWORDS: Bloom's: Remember

49. Which historical event sparked great interest in and gave shape to the field of social psychology?
- the Great Depression
 - the U.S. military involvement in Korea
 - the actions of Nazis during World War II
 - the American Civil Rights Movement

ANSWER: c

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

50. Of the following important figures in the history of social psychology, who *most* explicitly emphasized the importance of making important practical contributions to society?
- Gordon Allport
 - Fritz Heider
 - Max Ringelmann
 - Muzafer Sherif

ANSWER: a

REFERENCES: A Brief History of Social Psychology

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KEYWORDS: Bloom's: Remember

51. Which classic investigation does not have its roots in violence, war, or wartime culture?

- a. Sherif's experiments on social influence
- b. Triplett's research on performance in groups
- c. Milgram's study of destructive obedience
- d. Lewin's research on conservation

ANSWER: b

REFERENCES: A Brief History of Social Psychology

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KEYWORDS: Bloom's: Remember

52. Which social psychologist is credited with demonstrating that it is possible to study complex and important social issues in a rigorous, scientific manner?

- a. Sherif
- b. F. Allport
- c. Heider
- d. Lewin

ANSWER: a

REFERENCES: A Brief History of Social Psychology

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KEYWORDS: Bloom's: Remember

53. The work of Muzafer Sherif was important for the development of social psychology because he

- a. demonstrated the interaction between personality characteristics and situational factors.
- b. developed professional associations for social psychologists.
- c. showed that complex social behavior could be examined scientifically.
- d. helped to find solutions to the crisis in the field during the 1960s and 1970s.

ANSWER: c

REFERENCES: A Brief History of Social Psychology

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KEYWORDS: Bloom's: Understand

54. Muzafer Sherif's research was crucial for the development of social psychology because it

- a. introduced the idea of cognitive dissonance.
- b. marked the beginning of the pluralistic approach that continues to characterize the field.
- c. firmly established the importance of an interactionist perspective.
- d. demonstrated the feasibility of studying complex social issues in a rigorous manner.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

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KEYWORDS: Bloom's: Understand

55. According to the interactionist perspective, behavior is a result of the interaction between
- motivation and cognition.
 - introverts and extraverts.
 - personality and environmental characteristics.
 - theoretical and practical concerns.

ANSWER: c

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

56. By stressing both internal differences among individuals and differences among external situations, the interactionist perspective is an approach combining
- personality psychology with social psychology.
 - social psychology with clinical psychology.
 - cognitive psychology with social psychology.
 - social psychology with sociology.

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Understand

57. An emphasis on experiments addressing the interaction of individuals and their social context is particularly clear in the writings of
- John Cacioppo.
 - Norman Triplett.
 - Muzafer Sherif.
 - Kurt Lewin.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

58. Which perspective in social psychology was the result of the bold and creative work of Kurt Lewin?
- the multicultural perspective
 - evolutionary psychology
 - the interactionist perspective
 - behavioral economics

ANSWER: c

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

59. Phoebe is a graduate student in social psychology who will only agree to conduct research that will help address an ongoing social problem. Phoebe's desire is *most* consistent with the philosophies of which pair of individuals?
- Gordon Allport and Floyd Allport
 - Gordon Allport and Kurt Lewin
 - Kurt Lewin and Leon Festinger
 - Leon Festinger and Gordon Allport

ANSWER: b

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Apply

60. Which statement regarding Kurt Lewin is most accurate?
- His interactionist perspective argues that human behavior is mostly a function of situational pressures.
 - His push for practical research was met with great resistance in the early days of social psychology.
 - He was the first to test social psychological hypotheses in a scientific manner.
 - He conducted research on what kinds of leaders elicit the best work from group members.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

61. Lewin's research concerning both how to promote economical and nutritious eating habits, and what kinds of leaders elicit the best work from group members, was important in establishing the idea that
- different topics require different research strategies.
 - social psychology could be used to understand and help solve practical problems.
 - early theories in social psychology were often historically and culturally limited.
 - social psychologists may unwittingly influence the behavior of research participants.

ANSWER: b

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Apply

62. Because of his research on practical issues, such as the research he conducted in the 1940s concerning promotion of more economical and nutritious eating habits, Kurt Lewin could be considered one of the founders of
- evolutionary social psychology.
 - psychoneuroimmunology.
 - "hot" theories of social psychology.
 - applied social psychology.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

63. Mona would like to understand the interactionist perspective. She has enough time to skim two textbooks. She should probably read one textbook in social psychology and one in
- evolutionary psychology.
 - cognitive psychology.
 - clinical psychology.
 - personality psychology.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Apply

64. Which of the following *best* illustrates Lewin's interactionist perspective?
- a. Sally is a very creative kind of person who likes to build things.
 - b. Jerry only works because he receives a very large income.
 - c. Rikki is usually shy, but at work she appears to be quite outgoing.
 - d. Maury gives money to charities because he wants other people to think he is very generous.

ANSWER: c

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Apply

65. Abe understands human behaviors through the lens of the theories of psychoanalysis. Abe's view probably differs from that of Kurt Lewin in that Abe is more likely to emphasize the power of
- a. external rewards.
 - b. internal motives.
 - c. situational factors.
 - d. interpersonal relationships.

ANSWER: b

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Apply

66. Sarai studies stereotypes and prejudice; Kevin studies how people learn about themselves by comparing themselves to others. Sarai and Kevin probably feel particular gratitude to _____ and _____, respectively, for helping to establish these areas in social psychology.
- a. Solomon Asch; Gordon Allport
 - b. Gordon Allport, Leon Festinger
 - c. Leon Festinger; Muzafer Sherif
 - d. Muzafer Sherif; Solomon Asch

ANSWER: b

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Apply

67. Elliot is interested in how people can change their attitudes through their own behavior. The *best* approach for him would be to read the writings of
- Gordon Allport.
 - Solomon Asch.
 - Leon Festinger.
 - Stanley Milgram.

ANSWER: c

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Apply

68. Ashraf would like to read about social psychological research on conformity. He should look at the research of
- Solomon Asch.
 - Kurt Lewin.
 - Leon Festinger.
 - Floyd Allport.

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Apply

69. Research on the social psychological underpinnings of prejudice might be said to have its roots in research by
- Kurt Lewin.
 - Gordon Allport.
 - Solomon Asch.
 - Leon Festinger.

ANSWER: b

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom's: Remember

70. Much of the debate in social psychology during the period of “confidence and crisis” occurred in reaction to
- the usefulness of applied research.
 - the use of laboratory experiments.
 - new technological developments in the research lab.
 - Lewin’s interactionist perspective.

ANSWER: b

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as “pluralistic.”

KEYWORDS: Bloom’s: Understand

71. The reference to social psychology in the 1960s and 1970s as being in the midst of “confidence and crisis” reflects an expansion in the types of issues studied by researchers, as well as increased criticism that largely came from
- sociologists.
 - fellow social psychologists.
 - the general public.
 - the popular media.

ANSWER: b

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as “pluralistic.”

KEYWORDS: Bloom’s: Understand

72. Which statement is *not* a valid criticism of laboratory experimentation in the 1960s and 1970s?
- Experiments were sometimes unethical.
 - Experimenters’ expectations might influence the results.
 - The theories being tested in the laboratory were often historically and culturally limited.
 - Experiments did not allow researchers to draw conclusions about causal relationships.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as “pluralistic.”

KEYWORDS: Bloom’s: Understand

73. Which criticism has been leveled against social psychology in the 1960s and 1970s?
- The discipline failed to address topics of social relevance.
 - The discipline failed to distinguish itself from other fields of psychology.
 - Researchers had not yet agreed upon a conventional methodology.
 - The findings were limited to current historical circumstances.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as “pluralistic.”

KEYWORDS: Bloom’s: Understand

74. Raynei criticized the field of social psychology during the 1960s and 1970s. It is likely that Raynei despaired about the ability of social psychological researchers to do all of the following *except*
- suggest possible solutions to everyday social concerns.
 - acknowledge their role in artificially producing the results of their studies.
 - consider the cultural context in which their findings were obtained.
 - design ethical experimental contexts.

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as “pluralistic.”

KEYWORDS: Bloom’s: Apply

75. Arguably, the most famous research in social psychology focused on the situational factors influencing obedience to authority and was conducted by
- Floyd Allport.
 - Muzafer Sherif.
 - Leon Festinger.
 - Stanley Milgram.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as “pluralistic.”

KEYWORDS: Bloom’s: Remember

76. During the 1960s and 1970s, social psychologists who favored laboratory experiments rebuffed critics about the limitations of laboratory work by arguing that
- critics' concerns regarding experimenter bias were exaggerated and misplaced.
 - it did not matter that some studies were unethical because the benefits of running these experiments outweighed the costs.
 - experimental studies were easier to conduct than non-experimental studies.
 - the theoretical principles being tested in the lab were widely applicable across eras and cultures.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as "pluralistic."

KEYWORDS: Bloom's: Understand

77. Social psychologists reacted to critiques of the field in the 1960s and 1970s by doing all of the following *except*
- adopting more rigorous and formalized ethical standards.
 - paying more attention to cross-cultural differences in cognition and behavior.
 - denouncing experiments as unacceptably artificial.
 - developing more stringent procedures to avoid the effects of experimenter bias.

ANSWER: c

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as "pluralistic."

KEYWORDS: Bloom's: Remember

78. From the middle 1970s through the 2000s, social psychology is best characterized by
- confidence and crisis.
 - social activism.
 - pluralism.
 - interactionism.

ANSWER: c

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as "pluralistic."

KEYWORDS: Bloom's: Remember

79. When Taka is teaching his social psychology class, he emphasizes that the field must encompass a range of research techniques and cultural perspectives if it is to flourish. Taka's emphasis reflects a(n)
- contextualist orientation.
 - empirical approach.
 - "hot" approach to studying social behavior.
 - pluralistic orientation.

ANSWER: d

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as "pluralistic."

KEYWORDS: Bloom's: Apply

80. The pluralistic approach to social psychology
- encourages research outside of controlled settings.
 - emphasizes the motivational more than the cognitive underpinnings of behavior.
 - has been supplanted by other approaches in the past 30 years.
 - limits the kinds of topics that social psychologists can study.

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as "pluralistic."

KEYWORDS: Bloom's: Understand

81. Pluralism in social psychology can be seen in all of the following areas *except* the
- procedures used to secure government funding.
 - emphasis on different aspects of human behaviors.
 - methods social psychologists use to study behavior.
 - inclusion of various cultural perspectives.

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as "pluralistic."

KEYWORDS: Bloom's: Understand

82. Social cognition can be *best* described as the study of
- how we perceive, remember, and interpret information about the self and others.
 - how cultural differences are manifested in social behavior.
 - the extent to which social behavior is rooted in the chemistry of the brain.
 - the interaction of people and new “thinking” computers.

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Remember

83. A social cognition researcher might study the
- impact of negative versus positive information in impression formation.
 - role of similarity in values in mate selection.
 - impact of different types of leaders on group performance.
 - role of peers in conformity as a function of age.

ANSWER: a

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Understand

84. Kieran is studying how people form impressions of others and remember those first impressions. He discovers that when we receive negative information about other people, it seems to be weighted more towards the impression than on positive information. Kiernan is studying
- group processes.
 - the power of the situation.
 - social cognition.
 - leadership and social influence.

ANSWER: c

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Apply

85. Chauncy is interested in how behavior is influenced by the way people think about their social world. Chauncy subscribes to the ____ perspective in social psychology.
- “cold”
 - “hot”
 - interactionist
 - cross-cultural

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Apply

86. The “hot” perspective in social psychology emphasizes ____, whereas the “cold” perspective emphasizes ____.
- positive information; negative information
 - feelings; behavior
 - facts; motives
 - emotion and motivation; cognition

ANSWER: d

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Understand

87. Fernando studies the relationship between emotions and behavior in social settings. Fernando’s research epitomizes the ____ perspective in social psychology.
- pluralistic
 - interactionist
 - “cold”
 - “hot”

ANSWER: d

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Apply

88. Benny wants to adopt both the “hot” and “cold” perspectives in his research on why married couples get divorced. Which description *best* exemplifies his approach?
- He wants to understand what motivates people to stay in marriages that they know from past experience will only get worse.
 - He wants to study the difference between passive and active aggression in marriages.
 - He wants to investigate how spur-of-the-moment marriage problems are solved relative to ongoing problems.
 - He wants to determine whether simple factors, such as mismatches in attitudes, can predict breakups better than communication patterns.

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Apply

89. Jeff is a social psychologist who favors the “cold” approach to understanding human behavior. He is conducting research on why people fail to use condoms even when they know that condoms can reduce their risk of contracting HIV. Jeff is *least* likely to devote his attention to people’s
- drive to avoid this inconsistency.
 - ability to detect the inconsistency.
 - awareness of the actual risk of unprotected sex.
 - memories of behaving inconsistently with attitudes.

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Apply

90. Which statement would *best* represent the “hot” perspective in social psychology?
- A good mood can foster attitude change.
 - Distraction can lead to overdependence on first impressions.
 - Failure to recognize that a situation is an emergency can interfere with helping.
 - People can be genetically programmed to aggress against others.

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Apply

91. Which matter is *not* identified by your textbook as an influential factor in today's social psychology?
- new technological advances
 - behavioral genetics
 - the split between "red" and "blue" states in the U.S.
 - online communication

ANSWER: c

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom's: Remember

92. Characteristic of the field of social psychology today include all of the following *except*
- an interest in the way cognition and motivation interact.
 - a focus the role of culture in shaping behavior.
 - an integration of biological and social perspectives.
 - a concern for the lack of ethical standards in research.

ANSWER: d

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom's: Understand

93. A contemporary social psychologist who studies stereotyping is likely to focus on
- controlled, but not automatic processes.
 - automatic, but not controlled processes.
 - both controlled and automatic processes.
 - neither controlled nor automatic processes.

ANSWER: c

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom's: Remember

94. Wanting to be accurate in our judgments of ourselves is often in conflict with wanting to feel good about ourselves. This conflict illustrates the importance of integrating the ____ perspectives in social psychology.
- “hot” and “cold”
 - controlled and automatic
 - social and biological
 - economic and cognitive

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Understand

95. Research suggests that a portion of stereotyping and prejudice may happen quite automatically and be outside of our control. This finding illustrates the importance of understanding the integration of
- cognition, motivation, and emotion.
 - culture and neuroscience.
 - behavioral genetics and evolutionary psychology.
 - technology and social psychology.

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Understand

96. Social neuroscience is *best* described as the study of the
- evolution of the brain.
 - interplay between genes and the environment.
 - social functioning of neurons.
 - interaction of social and neural processes.

ANSWER: d

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom’s: Remember

97. The study of the relationship between neural and social processes is called
- evolutionary psychology
 - social psychology
 - social neuroscience.
 - behavioral genetics

ANSWER: c

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

98. Which field is most concerned with how the brain influences social behavior?
- evolutionary psychology
 - social cognition
 - social neuroscience
 - behavioral genetics

ANSWER: c

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Understand

99. Which question would be of *most* interest to a social psychologist who studies behavioral genetics?
- To what extent are attitudes inherited?
 - What brain structures are involved in describing the self?
 - Does high self-esteem help people to resist disease?
 - What role does testosterone play in aggression?

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Apply

100. Which statement about behavioral genetics is most accurate?
- a. It is a subfield of sociology.
 - b. It examines the extent to which behavioral tendencies may be inherited.
 - c. It is synonymous with evolutionary psychology.
 - d. It considers social experiences to have a negligible effect on behavior.

ANSWER: b

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

101. The role of natural selection processes in the development of social behavior is a primary concern in
- a. behavioral genetics.
 - b. social cognition.
 - c. personality psychology.
 - d. evolutionary psychology.

ANSWER: d

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

102. Izzy finds that when people vacate a parking spot, they do so more slowly when there is someone waiting to take their spot than if there is no one waiting. He attributes this behavior to an innate predisposition toward territoriality. It might be said that Izzy's findings represent a combination of work in social psychology and
- a. clinical psychology.
 - b. behavior genetics.
 - c. anthropology.
 - d. evolutionary psychology.

ANSWER: d

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Apply

103. Fatma investigates whether the tendency for people to return favors is the result of natural selection. Fatma's research is in the area of
- evolutionary psychology.
 - cross-cultural psychology.
 - personality psychology.
 - multicultural psychology.

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Apply

104. Jessica and Nick are behavioral researchers. Jessica believes that her sons have been aggressive from birth because she and her husband Nick have inborn aggressive tendencies. Nick, however, believes that their sons are aggressive because throughout history, it has been adaptive for men to be aggressive so that they can protect their territory and possessions. Nick's beliefs reflect the influence of ____, whereas Jessica's beliefs reflect ____.
- behavioral genetics; multicultural psychology
 - multicultural psychology; cross-cultural psychology
 - cross-cultural research; evolutionary psychology research
 - evolutionary psychology; behavioral genetics

ANSWER: d

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Apply

105. Cross-cultural research looking at performance on a difficult letter-unscrambling task indicates that
- Asian-American students worked harder than the European-American students if they were first asked to think about their mothers.
 - Asian-American students worked harder than the European-American students if they were first asked to think about themselves.
 - Asian-American and European-American worked equally hard if they were first asked to think about their mothers.
 - European-American students worked harder than the Asian-American students if they were first asked to think about their mothers.

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Understand

106. Christine conducts cross-cultural research and Betty conducts multicultural research. Which statement is most likely to be *true*?
- Christine is more interested in discovering differences between her samples than is Betty.
 - Betty is more likely to use social psychological research methods.
 - Christine is more likely to sample individuals from many different cultures.
 - Betty is more likely to find differences between her samples than is Christine.

ANSWER: c

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Apply

107. What kind of research is designed to examine racial and ethnic groups within a given culture?
- cross-cultural research
 - idiographic research
 - multicultural research
 - nomothetic research

ANSWER: c

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

108. Of the following, which *best* illustrates an interest in multicultural psychology?
- identifying what behaviors are caused more by culture than by genetics
 - evaluating the behavior of two different racial groups within the same culture
 - understanding the historical forces that have led to hatred between groups
 - endorsing a "hot" perspective more than a "cold" perspective of human behavior

ANSWER: b

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Understand

109. An interdisciplinary subfield that focuses on how social and cognitive psychology relate to economic decision making is called
- embodied cognition.
 - behavioral economics.
 - social neuroscience.
 - social political science.

ANSWER: b

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

110. The research of Jonathan Haidt (2012, 2017) addresses the question of whether we can understand the different concepts of morality that separate
- atheists and religious individuals.
 - homosexual and heterosexual persons.
 - older adults and younger adults.
 - liberals and conservatives.

ANSWER: d

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

111. The interdisciplinary subfield that examines the close link between our minds and the positioning, experiences, and actions of our bodies is called
- behavioral economics.
 - embodied cognition.
 - social neuroscience.
 - evolutionary psychology.

ANSWER: b

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

112. According to research on embodied cognition, if you are feeling guilty, how can you reduce that feeling?
- Wash your hands.
 - Confess to a priest.
 - Call your best friend.
 - Think about something else.

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Apply

113. Mischa has just met a lovely fellow at a dance. She would really like for him to feel as attracted to her as she feels to him. Based on research on embodied cognition, what should Mischa do to promote his attraction to her?
- Try to hand him a large object that will make his arms open towards her in the same motion as a bear hug.
 - Try to hand him something that he will have to push away, thus bringing his hands closer to her.
 - Ask him to go get her a drink and then act delighted when he does.
 - Leave to go get herself a drink so that he will miss her.

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Apply

114. Virtual reality allows social psychologists to
- more effectively deceive research participants.
 - test questions that might otherwise be impractical or unethical.
 - scan the brain as it processes stimuli.
 - explore "hot" processes more so than "cold" processes.

ANSWER: b

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

115. Positron emission tomography (PET) and functional magnetic resonance imaging (fMRI) are technologies that enable social psychologists to
- record research participants' true attitudes without their awareness.
 - present visual stimuli to research participants for one-hundredth of a second.
 - see images of the brain as people think, feel, and behave.
 - induce a particular mood state in people.

ANSWER: c

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

116. Which method is a relatively new technology used in contemporary social psychological research?
- positron emission tomography (PET)
 - arterial blood gasses (ABG)
 - electroencephalography (EEG)
 - electromyography (EMG)

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

117. Which statement regarding the relationship between online communication and contemporary social psychology research is most accurate?
- Online communication facilitates collaboration among researchers, but is also, in and of itself, a provocative topic for empirical inquiry.
 - Online communication has increased the number of different variables that can be studied at one time, but at the same time, has led to an unfortunate increase in the cost of running psychological studies.
 - Online communication allows researchers to combat the artificiality of laboratory experiments, and increases the demographic diversity of the participant sample used in most studies.
 - Online communication is still years away from having a significant impact on the nature and topics of research in social psychology.

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Understand

118. Dr. White is using a recently-developed technology to conduct research on how the brain responds to visual images that are culturally familiar or unfamiliar. Which tool might he employ in his laboratory?
- event-related potential (ERP)
 - electrooculography (EOG)
 - x-ray images
 - phrenology mapping (PM)

ANSWER: a

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Apply

119. Which technology is *not* mentioned in your text as one that is used in social psychological research?
- ERP
 - fMRI
 - TMS
 - EEG

ANSWER: d

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

120. The ability to communicate and collaborate with other social psychologists and to recruit research participants from across the world through the Internet has produced
- an increase in the number of social psychologists learning new languages.
 - the internationalization of social psychology.
 - controversy within the field about what type of training is appropriate.
 - research on the integration of biological and social processes.

ANSWER: b

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom's: Remember

Essay

121. How does social psychology differ from each of the following: (a) sociology, (b) the other subdisciplines of psychology, and (c) the approach taken by a journalist who examines the social behaviors of various individuals?

ANSWER:

Although social psychologists and sociologists often study related issues, an important difference between social psychology and sociology is the level of analysis used in each discipline. Sociologists tend to classify people in terms of groups, such as socioeconomic class, nationality, or race, whereas social psychologists tend to focus on the individual, even in the context of groups. In addition, social psychologists use experiments to study human behavior to a greater extent than do sociologists. Compared to the other subdisciplines of psychology, social psychology is more concerned with human behavior in *social* situations—that is, with thoughts, feelings, beliefs, and desires that are relevant to social behavior. A critical difference between social psychology and the approach taken by a journalist who examines the social behaviors of various individuals is that social psychologists use the scientific method of systematic observation, description, and measurement, whereas the journalist would tend to use much less scientific methods and might rely more on personal observation and specific anecdotal observations. A brief description of some of the other subfields of psychology can be found in Table 1.2 of your text.

REFERENCES:

What Is Social Psychology?

LEARNING OBJECTIVES:

SOCP.KASS.17.1.2 - Explain how social psychology differs from sociology and other fields of psychology, and assess the statement that all social psychological findings are simply common sense.

KEYWORDS:

Bloom's: Analyze

122. How does a common sense approach to answering questions differ from the methods employed in social psychology? Give an example of a question posed in the text that illustrates these differences.

ANSWER: Common sense may seem to explain many social psychological findings after the fact. The problem is distinguishing commonsense fact from commonsense myth. After all, for many commonsense notions, there is an equally sensible sounding notion that says the opposite. Is it “Birds of a feather flock together” or “Opposites attract”? Is it “Two heads are better than one” or “Too many cooks spoil the broth”? Which are correct? We have no reliable way to answer such questions through common sense or intuition alone. Social psychology, unlike common sense, uses the scientific method to put its theories to the test. How it does so will be discussed in greater detail in the next chapter. But before we leave this section, one word of caution: Those four “findings” listed above? *They are all false.* Although there may be sensible reasons to believe each of the statements to be true, research indicates otherwise. Therein lies another problem with relying on common sense: Despite offering very compelling predictions and explanations, it is sometimes wildly inaccurate. And even when it is not completely wrong, common sense can be misleading in its simplicity. Often there is no simple answer to a question such as “Does absence make the heart grow fonder?” In reality, the answer is more complex than common sense would suggest, and social psychological research reveals how such an answer depends on a variety of factors.

REFERENCES: What Is Social Psychology?

LEARNING OBJECTIVES: SOCP.KASS.17.1.2 - Explain how social psychology differs from sociology and other fields of psychology, and assess the statement that all social psychological findings are simply common sense.

KEYWORDS: Bloom’s: Analyze

123. Max Ringelmann, Floyd Allport, and Kurt Lewin all made singularly important contributions to the development of social psychology as a field. Summarize these contributions.

ANSWER: Max Ringelmann was a French agricultural engineer who, around the beginning of the 20th century, found that individuals who carry out simple tasks in the presence of other people tend to perform worse than they would if they carried out the task by themselves. Because this finding represents an effect of social factors on performance, it is social psychological in nature. Thus, Ringelmann is often considered one of the founders of the field. Floyd Allport wrote one of the first social psychology textbooks, and helped establish the use of the scientific method and the focus on individuals in a social context as part of the field’s doctrine. Kurt Lewin emphasized the importance of seeing behavior as an interaction between an individual’s personality and the situational factors influencing that individual, and also argued that social psychology must be applicable to important, practical issues. Social psychology today is applied to many domains, including advertising, business, education, environmental protection, health, law, politics, public policy, religion, and sports, as well as other disciplines.

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.3 - Identify the major founders of and events in the field of social psychology and describe the contributions made by Allport, Sherif, and Lewin.

KEYWORDS: Bloom’s: Analyze

124. The middle of the 20th century was an important period in the establishment of social psychology as a field. Name two general themes in the topics studied by researchers of that era, and give examples of each.

ANSWER: Because of the events of World War II (and in particular, Nazi Germany), one general theme in research of that era was an investigation of social influence. For example, Asch and Sherif conducted studies with the aim of understanding the conditions under which people conform with majority behavior, and Milgram studied destructive obedience to authority figures. Another theme concerned social perception, with a particular focus on stereotyping and prejudice. For example, Gordon Allport published *The Nature of Prejudice* in 1954. Festinger showed how attitudes could be influenced by one's own behavior. To the extent that prejudice is an attitude, inducing behavioral change could result in alteration of the prejudiced attitude.

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as "pluralistic."

KEYWORDS: Bloom's: Analyze

125. The field of social psychology endured significant critique in the 1960s and 1970s. What were the most important elements of this critique, and how has the field addressed them?

ANSWER: During that time, social psychology was criticized because some thought that its findings did not take historical and cultural context into consideration, and that its use of an experimental methodology suffered from ethical problems, artificiality, and potential experimenter bias. Social psychology has responded to the latter problems by adopting a multi-method approach while at the same time tightening ethical standards for conducting experiments and taking measures to reduce experimenter bias. Moreover, many social psychologists are now considering cross-cultural and multicultural similarities and differences in human behavior. All of these changes represent a more "pluralistic" approach to research in the field.

REFERENCES: A Brief History of Social Psychology

LEARNING OBJECTIVES: SOCP.KASS.17.1.4 - Describe the state of social psychology from the 1960s to the present, and explain the various ways in which contemporary social psychology can be referred to as "pluralistic."

KEYWORDS: Bloom's: Analyze

126. Distinguish between the "cold" and "hot" perspectives in social psychology and discuss how they have developed in recent trends in the field.

ANSWER:

In the earlier days of social cognition research in the 1970s and 1980s, the dominant perspective was called “cold” because it emphasized the role of cognition and deemphasized the role of emotion and motivation in explaining social psychological issues. This was contrasted with a “hot” perspective, focusing on emotion and motivation as determinants of our thoughts and actions. Today there is growing interest in integrating both “hot” and “cold” perspectives, as researchers study how individuals’ emotions and motivations influence their thoughts and actions, and vice versa. For example, researchers examine how motivations we aren’t even consciously aware of (such as being motivated to treat others fairly, or being motivated to feel superior to others) can bias how we interact with or interpret information about another person (Dunning, 2015; Hggins & Scholer, 2015; Moskowitz, 2014; Spencer et al., 2005).

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.5 - Distinguish between different perspectives social psychologists use to understand human behavior and cognition, and summarize the increasing effort in social psychology to develop a multicultural perspective.

KEYWORDS: Bloom’s: Analyze

127. Describe the current trends in social psychology today.

ANSWER:

There are at least five identifiable trends in social psychology presently. First, there is a move to integrate cognition (the “cold” side of the field) with emotion and motivation (the “hot” side of the field) to promote better understanding of how these two sides function together. Second, the role of genetics and the evolutionary perspectives has increasing importance in the field. This is no doubt fueled by the development of technologies that allow better study of the links between biological and social processes. In fact, technology and its role in our lives represents a third trend in the field. Technology has not only increased the ability of social psychologists to collaborate more widely across the globe, but has also created new content areas of study—do social processes operate similarly online as they do “live”? A fourth trend is influenced by technological advancement—the elevation of the importance of understanding culture in social processes. Being able to collaborate with others around the world has heightened social psychologists’ ability to engage in cross-cultural research. Finally, there is an increasing move in the field toward interdisciplinary areas of study such as embodied cognition or behavioral economics. These sorts of areas integrate previously disparate fields into a more coherent picture of human social experience.

REFERENCES: Social Psychology Today: What Is Trending Now?

LEARNING OBJECTIVES: SOCP.KASS.17.1.6 - Explain how social psychology incorporates biological, evolutionary, and sociocultural perspectives of human behavior, and describe the role of new technologies such as PET and fMRI in the investigation of social behavior.

KEYWORDS: Bloom’s: Analyze