**CHAPTER 1: WHAT IS SOCIAL PSYCHOLOGY?**

**MULTIPLE CHOICE**

1. Social psychologists do *not* generally

|  |  |
| --- | --- |
| a. | work in settings outside of an academic context. |
| b. | consider the effects of external, nonsocial factors on behavior. |
| c. | study phenomena about which commonsense beliefs are held. |
| d. | pay more attention to group behavior than the behavior of individuals within groups. |

ANS: D REF: What Is Social Psychology? OBJ: 1

KEY: Factual

2. Which of the following questions would a social psychologist be *most* likely to study?

|  |  |
| --- | --- |
| a. | Are crime rates different among people of higher versus lower socioeconomic status? |
| 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? |

ANS: C REF: What Is Social Psychology? OBJ: 1

KEY: Conceptual

3. Social psychology is all of the following *except*

|  |  |
| --- | --- |
| a. | a science addressing a diverse array of topics. |
| b. | the study of how people think, feel, and behave. |
| c. | a compilation of anecdotal observations and case studies. |
| d. | an approach applying the scientific method of systematic observation, description, and measurement. |

ANS: C REF: What Is Social Psychology? OBJ: 1

KEY: Factual

4. Social psychology is primarily concerned with the ways in which

|  |  |
| --- | --- |
| a. | group factors contribute to the functioning of social institutions. |
| b. | unconscious forces influence conscious motivations and desires. |
| c. | specific personality characteristics predict behavior across situations. |
| d. | individuals think, feel, and behave with regard to others. |

ANS: D REF: What Is Social Psychology? OBJ: 1

KEY: Factual

5. Social psychology differs from history and philosophy in its

|  |  |
| --- | --- |
| a. | attention to the scientific method. |
| b. | concern with human behavior. |
| c. | greater focus on cultural influences. |
| d. | more narrow and refined bandwidth of interest. |

ANS: A REF: What Is Social Psychology? OBJ: 1

KEY: Factual

6. Which of the following is *not* considered an important part of the scientific method?

|  |  |
| --- | --- |
| a. | Systematic observation |
| b. | Variable definition |
| c. | Intuition |
| d. | Measurement |

ANS: C REF: What Is Social Psychology? OBJ: 1

KEY: Conceptual

7. 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

|  |  |
| --- | --- |
| a. | focus more on people’s thoughts than on their actual behavior. |
| b. | emphasize the importance of different personality types, such as “fun-loving” and “open to new experiences.” |
| c. | examine couples rather than individuals as the unit of analysis. |
| d. | include systematic observation and measurement of couples. |

ANS: D REF: What Is Social Psychology? OBJ: 1

KEY: Applied

8. Mariano is interested in how the diversity of a group affects its performance. If Mariano is a social psychologist, it is *unlikely* that he will

|  |  |
| --- | --- |
| a. | conduct experiments that compare diverse and non-diverse groups. |
| b. | focus more on the details of recent Supreme Court rulings regarding affirmative action than examining the actual behavior of groups. |
| c. | be interested in the thoughts as well as behaviors of people within those groups. |
| d. | expect the perceived influence of diversity among the members of the groups to be as influential as the actual changes in performance caused by diverse demographics. |

ANS: B REF: What Is Social Psychology? OBJ: 1

KEY: Applied

9. Which of the following is a central part of the definition of social psychology?

|  |  |
| --- | --- |
| a. | It uses historical events as its primary source of data. |
| b. | It assumes that thoughts and behaviors are influenced by other people. |
| c. | It focuses more on the behavior of groups than on that of individuals. |
| d. | It emphasizes the solitary nature of human behavior. |

ANS: B REF: What Is Social Psychology? OBJ: 1

KEY: Factual

10. Which of the following statements about social psychology is *false*?

|  |  |
| --- | --- |
| a. | A goal of social psychology is to develop general principles that describe human behavior. |
| b. | An assumption of social psychology is that only social factors influence human behavior. |
| c. | Social psychology relies on the scientific method to learn about human behavior. |
| d. | Social psychology is concerned with the way in which the imagined presence of others influences individuals. |

ANS: B REF: What Is Social Psychology? OBJ: 1

KEY: Conceptual

11. A social psychologist would be *least* likely to conduct a study examining the effect of

|  |  |
| --- | --- |
| a. | sleep on concentration ability. |
| b. | temperature on highway shootings. |
| c. | political attitudes on friendship formation. |
| d. | academic performance on self-esteem. |

ANS: A REF: What Is Social Psychology? OBJ: 1

KEY: Conceptual

12. Sarunas is a social psychologist. Of the following studies, he is probably *most* interested in reading about one demonstrating the effects of

|  |  |
| --- | --- |
| a. | attitude similarity on interpersonal attraction. |
| b. | immigration patterns on stock market activity. |
| c. | distraction on attention to a visual display. |
| d. | narcotic substances on neurotransmitter activity in the brain. |

ANS: A REF: What Is Social Psychology? OBJ: 1

KEY: Applied

13. Courses in social psychology are often required for students majoring in which of the following fields?

|  |  |
| --- | --- |
| a. | Education |
| b. | Journalism |
| c. | Business |
| d. | All of these |

ANS: D REF: What Is Social Psychology? OBJ: 1

KEY: Factual

14. The study conducted by Walton and Cohen (2011) on the impact of insecurity on academic performance focuses on

|  |  |
| --- | --- |
| a. | the influence of information on the temporary nature of belonging uncertainty on academic performance in male versus female students. |
| b. | gender differences in academic performance. |
| c. | racial differences in academic performance. |
| d. | the influence of information on the temporary nature of belonging uncertainty on academic performance in African-American versus Caucasian students. |

ANS: D REF: What Is Social Psychology? OBJ: 2

KEY: Factual

15. The results of the “belongingness uncertainty” study conducted by Walton and Cohen (2011) indicate that

|  |  |
| --- | --- |
| a. | knowing that initial insecurity as a university freshman is normal and temporary improved academic performance through the end of the freshman year for African-American and Caucasian students, but not beyond that year. |
| b. | knowing that initial insecurity as a university freshman is normal and temporary improved academic performance through the end of the freshman year for African-American students, but not beyond that year. |
| c. | knowing that initial insecurity as a university freshman is normal and temporary improved academic performance through the senior year for both African-American and Caucasian students. |
| d. | knowing that initial insecurity as a university freshman is normal and temporary improved academic performance through the senior year for African-American students. |

ANS: D REF: What Is Social Psychology? OBJ: 1

KEY: Conceptual

16. Extrapolating from the Walton and Cohen (2011) study of belongingness uncertainty and academic performance, knowing that feeling insecure at the outset of one’s freshman year is normal and temporary should help

|  |  |
| --- | --- |
| a. | all students perform better throughout all the years of college. |
| b. | African-American, but not Caucasian, students perform better throughout all the years of college. |
| c. | all students perform better during their freshman year, but not much beyond that. |
| d. | African-American, but not Caucasian, students perform better during their freshman year, but not much beyond that. |

ANS: B REF: What Is Social Psychology? OBJ: 1

KEY: Applied

17. How did Walton and Cohen (2011) explain the failure of information on belongingness uncertainty to help Caucasian students improve academic performance, as compared to their African-American counterparts?

|  |  |
| --- | --- |
| a. | Caucasian students don’t experience belongingness uncertainty at all. |
| b. | Caucasian students have less persistent experience of belongingness uncertainty. |
| c. | Caucasian students have more persistent experience of belongingness uncertainty. |
| d. | Caucasian students did not listen to or process the message on belongingness uncertainty. |

ANS: B REF: What Is Social Psychology? OBJ: 1

KEY: Conceptual

18. Bianca is African American, and she is a new university student. She is feeling quite nervous about being part of a university. Based on research by Walton and Cohen (2011), what can you tell her that will help her succeed?

|  |  |
| --- | --- |
| a. | Study hard--it pays off! |
| b. | Get involved so you will have social support. |
| c. | Feeling nervous about school is normal and temporary. |
| d. | Be very organized so that you will be able to do everything on time. |

ANS: C REF: What Is Social Psychology? OBJ: 1

KEY: Applied

19. Which student will be helped *most* by being given information on how normal it is to feel stress and uncertainty during their freshman year?

|  |  |
| --- | --- |
| a. | Jacey, an African-American female. |
| b. | Jorey, a Caucasian female. |
| c. | Liam, a Caucasian male. |
| d. | Xiao-Ping, a Chinese-American female. |

ANS: A REF: What Is Social Psychology? OBJ: 1

KEY: Applied

20. Sociologists tend to study behavior at the \_\_\_\_\_ level, whereas social psychologists study behavior at the \_\_\_\_\_ level.

|  |  |
| --- | --- |
| a. | group; individual |
| b. | interpersonal; cultural |
| c. | specific; general |
| d. | social; cognitive |

ANS: A REF: What Is Social Psychology? OBJ: 2

KEY: Factual

21. Sociologists studying the effects of media violence would be *more* likely than social psychologists to

|  |  |
| --- | --- |
| a. | conduct experiments manipulating the amount of media violence viewed by participants. |
| b. | assess changes in television availability and in murder rates over the last 30 years. |
| c. | concern themselves with situational variables that moderate the effects of media violence on its viewers. |
| d. | focus on the types of individuals who choose to view media violence. |

ANS: B REF: What Is Social Psychology? OBJ: 2

KEY: Conceptual

22. 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 what field of study?

|  |  |
| --- | --- |
| a. | Social psychology |
| b. | Clinical psychology |
| c. | Personality psychology |
| d. | Sociology |

ANS: D REF: What Is Social Psychology? OBJ: 2

KEY: Applied

23. 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 their aggressive behavior during the game, comparing participants in the “warm” condition to those in the “comfortable” condition. Priti's research *best* characterizes what field of study?

|  |  |
| --- | --- |
| a. | Sociology |
| b. | Social psychology |
| c. | Clinical psychology |
| d. | Personality psychology |

ANS: B REF: What Is Social Psychology? OBJ: 2

KEY: Applied

24. Brad is a social psychologist. Marion is a sociologist. Which of the following research questions is *most* likely of interest to both of them?

|  |  |
| --- | --- |
| a. | How do societal and immediate factors influence racial differences in academic achievement? |
| b. | How does positive and negative feedback impact conceptions of the self? |
| c. | Do different socioeconomic groups express different political attitudes? |
| d. | Can an authority figure influence people to act in ways that they normally would not? |

ANS: A REF: What Is Social Psychology? OBJ: 2

KEY: Applied

25. Which of the following statements concerning social psychology and sociology is *false*?

|  |  |
| --- | --- |
| a. | Sociologists tend to study societal level variables, whereas social psychologists focus on more specific and immediate variables. |
| b. | Social psychology studies human behavior at the level of the individual, whereas sociology studies human behavior at the group level. |
| c. | Social psychologists and sociologists often study the same issues and publish in the same journals. |
| d. | Sociologists are more likely than social psychologists to rely on experimentation to study human behavior. |

ANS: D REF: What Is Social Psychology? OBJ: 2

KEY: Conceptual

26. When comparing social psychology to sociology, a major difference is the

|  |  |
| --- | --- |
| a. | target populations studied. |
| b. | number of variables explored. |
| c. | focus on the individual or the group. |
| d. | emphasis on how social context affects behavior. |

ANS: C REF: What Is Social Psychology? OBJ: 2

KEY: Conceptual

27. Marilyn is interested in whether schizophrenic individuals 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

|  |  |
| --- | --- |
| a. | evolutionary psychology. |
| b. | sociology. |
| c. | personality psychology. |
| d. | clinical psychology. |

ANS: D REF: What Is Social Psychology? OBJ: 2

KEY: Applied

28. Although related to other fields, social psychology is distinct in that its emphasis is on

|  |  |
| --- | --- |
| a. | understanding the immediate situational factors that influence human behavior. |
| b. | classifying and treating psychological disorders. |
| c. | identifying individual characteristics that are relatively stable across time. |
| d. | describing the relationship between human behavior and societal variables. |

ANS: A REF: What Is Social Psychology? OBJ: 2

KEY: Conceptual

29. Which of the following is *true* regarding social psychology and clinical psychology?

|  |  |
| --- | --- |
| a. | Researchers in both fields might conduct studies investigating outcomes such as anxiety or depression. |
| b. | Research in social psychology utilizes the scientific method, whereas research in clinical psychology does not. |
| c. | Both fields are primarily concerned with the underlying causes of atypical behavior. |
| d. | Psychologists in both fields must become certified in therapy aimed toward helping individuals with mental illness. |

ANS: A REF: What Is Social Psychology? OBJ: 2

KEY: Conceptual

30. Which of the following branches of psychology is *most* interested in “the power of the situation”?

|  |  |
| --- | --- |
| a. | Clinical psychology |
| b. | Cognitive psychology |
| c. | Personality psychology |
| d. | Social psychology |

ANS: D REF: What Is Social Psychology? OBJ: 2

KEY: Factual

31. 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. |

ANS: C REF: What Is Social Psychology? OBJ: 2

KEY: Conceptual

32. Astrid has developed a 12-item questionnaire to help her identify individuals who tend to be skeptical of authority figures across different situations. Astrid is *most* likely a \_\_\_\_\_ psychologist.

|  |  |
| --- | --- |
| a. | cognitive |
| b. | social |
| c. | clinical |
| d. | personality |

ANS: D REF: What Is Social Psychology? OBJ: 2

KEY: Applied

33. The interaction between individual characteristics and situational constraints on the way people behave *best* reflects the intersection of

|  |  |
| --- | --- |
| a. | cognitive and personality psychology. |
| b. | personality and social psychology. |
| c. | social and clinical psychology. |
| d. | clinical and developmental psychology. |

ANS: B REF: What Is Social Psychology? OBJ: 2

KEY: Conceptual

34. 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 what two fields of study?

|  |  |
| --- | --- |
| a. | Social psychology and clinical psychology |
| b. | Social psychology and cognitive psychology |
| c. | Social psychology and personality psychology |
| d. | Social psychology and sociology |

ANS: C REF: What Is Social Psychology? OBJ: 2

KEY: Applied

35. 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.

|  |  |
| --- | --- |
| a. | social; personality |
| b. | clinical; personality |
| c. | personality; clinical |
| d. | personality; social |

ANS: D REF: What Is Social Psychology? OBJ: 2

KEY: Applied

36. Which of the following research questions does *not* involve the interaction of social and cognitive psychology?

|  |  |
| --- | --- |
| a. | What situational factors influence whether someone interprets an event as an emergency and then makes a decision to offer help to a stranger? |
| b. | How does injury to a particular part of the brain influence the ability to form new memories? |
| c. | How does a threat to self-esteem influence people’s ability to pay attention to complex stimuli? |
| d. | How do stereotypes influence our memory of social interactions? |

ANS: B REF: What Is Social Psychology? OBJ: 2

KEY: Conceptual

37. 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

|  |  |
| --- | --- |
| a. | personality, cognitive, and clinical psychology. |
| b. | cognitive, social, and personality psychology. |
| c. | social, clinical, and cognitive psychology. |
| d. | clinical, personality, and social psychology. |

ANS: C REF: What Is Social Psychology? OBJ: 2

KEY: Applied

38. It could be argued that social psychology supplements common sense about human behavior in all of the following ways *except* that

|  |  |
| --- | --- |
| a. | social psychology tests commonsense assumptions using scientific methods. |
| b. | social psychology addresses many of the same issues about which people have intuitions. |
| c. | social psychological theories are as broad in scope as common sense. |
| d. | social psychological findings tend to support most intuitive beliefs about human behavior. |

ANS: D REF: What Is Social Psychology? OBJ: 2

KEY: Conceptual

39. Social psychological research is a necessary endeavor because our commonsense intuitions

|  |  |
| --- | --- |
| a. | tend to be very unstable. |
| b. | often contradict each other. |
| c. | are not as shared by other people as we think. |
| d. | are generally accurate but are held with little confidence. |

ANS: B REF: What Is Social Psychology? OBJ: 2

KEY: Factual

40. 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. |

ANS: D REF: What Is Social Psychology? OBJ: 2

KEY: Conceptual

41. 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” |

ANS: A REF: What Is Social Psychology? OBJ: 2

KEY: Factual

42. 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. |

ANS: C REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

43. 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. |

ANS: D REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

44. Among the following social psychologists, who was one of the original founders of social psychology?

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

ANS: A REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

45. Which of the following people is credited with publishing the first research article in social psychology?

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

ANS: B REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

46. 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 of the following researchers?

|  |  |
| --- | --- |
| a. | Lewin |
| b. | Asch |
| c. | Triplett |
| d. | Sherif |

ANS: C REF: A Brief History of Social Psychology

OBJ: 3 KEY: Applied

47. “Founders of social psychology” Norman Triplett and Max Ringelmann both did research examining

|  |  |
| --- | --- |
| a. | the influence groups exert on their members. |
| b. | the impact of the presence of others on performance. |
| c. | how behaviors are shaped by perceptions. |
| d. | the impact of different leadership strategies on group performance. |

ANS: B REF: A Brief History of Social Psychology

OBJ: 3 KEY: Conceptual

48. Which of the following events is regarded as having established social psychology as a distinct field of study?

|  |  |
| --- | --- |
| a. | The publication of the first three textbooks in social psychology |
| b. | The publication of the first research article in social psychology |
| c. | The formation of the Society for the Psychological Study of Social Issues |
| d. | The introduction of the interactionist perspective to the field of psychology |

ANS: A REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

49. Floyd Allport’s social psychology textbook, published in 1924, is credited with

|  |  |
| --- | --- |
| a. | establishing the field’s emphasis on the scientific method. |
| b. | imbuing the field with a cross-cultural orientation. |
| c. | introducing the major theories of social psychology. |
| d. | bridging the “hot” and “cold” perspectives on behavior and cognition. |

ANS: A REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

50. Which of the following people did *not* author one of social psychology’s first textbooks?

|  |  |
| --- | --- |
| a. | William McDougall |
| b. | Muzafer Sherif |
| c. | Edward Ross |
| d. | Floyd Allport |

ANS: B REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

51. If a student wants to find the first source that established social psychology as a separate field with an emphasis on experimentation, he or she should probably read

|  |  |
| --- | --- |
| a. | Allport’s (1924) text. |
| b. | Ringelmann’s (1913) article. |
| c. | McDougall’s (1908) text. |
| d. | Triplett’s (1897–1898) article. |

ANS: A REF: A Brief History of Social Psychology

OBJ: 3 KEY: Conceptual

52. According to your textbook, one of the people who had the greatest impact on the developing field of social psychology was *not* a psychologist. Who was this person?

|  |  |
| --- | --- |
| a. | Plato |
| b. | Charles Lindbergh |
| c. | Adolf Hitler |
| d. | Jackie Robinson |

ANS: C REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

53. Which historical event sparked great interest in and gave shape to the field of social psychology?

|  |  |
| --- | --- |
| a. | The Great Depression |
| b. | The use of two atomic bombs by the United States during World War II |
| c. | The Nazi Holocaust during World War II |
| d. | The American Civil Rights Movement |

ANS: C REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

54. Of the following important figures in the history of social psychology, who *most* explicitly emphasized application of the field to social problems in society?

|  |  |
| --- | --- |
| a. | Gordon Allport |
| b. | Fritz Heider |
| c. | Max Ringelmann |
| d. | Muzafer Sherif |

ANS: A REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

55. Which of the following classic investigations is *not* thought to have arisen from the researcher’s attempt to understand events in Nazi Germany?

|  |  |
| --- | --- |
| 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 |

ANS: B REF: A Brief History of Social Psychology

OBJ: 3 KEY: Conceptual

56. Which social psychologist is credited with demonstrating that complex social processes could be studied scientifically?

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

ANS: A REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

57. 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. |

ANS: C REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

58. 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, scientific manner. |

ANS: D REF: A Brief History of Social Psychology

OBJ: 3 KEY: Conceptual

59. According to the interactionist perspective, behavior is a result of the interaction between

|  |  |
| --- | --- |
| a. | motivation and cognition. |
| b. | introverts and extraverts. |
| c. | personality and situations. |
| d. | theoretical and practical concerns. |

ANS: C REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

60. By stressing both internal differences among individuals and differences among external situations, the interactionist perspective is an approach combining

|  |  |
| --- | --- |
| a. | personality psychology with social psychology. |
| b. | social psychology with clinical psychology. |
| c. | cognitive psychology with social psychology. |
| d. | social psychology with sociology. |

ANS: A REF: A Brief History of Social Psychology

OBJ: 3 KEY: Conceptual

61. An emphasis on experiments addressing the interaction of individuals and their social context is particularly clear in the writings of

|  |  |
| --- | --- |
| a. | Rich Petty and John Cacioppo. |
| b. | Max Ringelmann and Norman Triplett. |
| c. | Norman Triplett and Kurt Lewin. |
| d. | Kurt Lewin and Floyd Allport. |

ANS: D REF: A Brief History of Social Psychology

OBJ: 3 KEY: Conceptual

62. Phoebe is a graduate student in social psychology who will only agree to conducting research that will help address an ongoing social problem. Phoebe’s desire is *most* consistent with the philosophies of which of the following pairs of individuals?

|  |  |
| --- | --- |
| a. | Gordon Allport and Floyd Allport |
| b. | Gordon Allport and Kurt Lewin |
| c. | Kurt Lewin and Leon Festinger |
| d. | Leon Festinger and Gordon Allport |

ANS: B REF: A Brief History of Social Psychology

OBJ: 3 KEY: Applied

63. Which of the following is *true* regarding Kurt Lewin?

|  |  |
| --- | --- |
| a. | His interactionist perspective argues that human behavior is mostly a function of situational pressures. |
| b. | His push for practical research was met with great resistance in the early days of social psychology. |
| c. | He was the first to test social psychological hypotheses in a scientific manner. |
| d. | He conducted research on what kinds of leaders elicit the best work from group members. |

ANS: D REF: A Brief History of Social Psychology

OBJ: 3 KEY: Conceptual

64. 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 which of the following?

|  |  |
| --- | --- |
| a. | Different topics require different research strategies. |
| b. | Social psychology could be used to understand and help solve practical problems. |
| c. | Early theories in social psychology were often historically and culturally limited. |
| d. | Social psychologists may unwittingly influence the behavior of research participants. |

ANS: B REF: A Brief History of Social Psychology

OBJ: 3 KEY: Conceptual

65. 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

|  |  |
| --- | --- |
| a. | evolutionary social psychology. |
| b. | psychoneuroimmunology. |
| c. | “hot” theories of social psychology. |
| d. | applied social psychology. |

ANS: D REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

66. 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

|  |  |
| --- | --- |
| a. | evolutionary psychology. |
| b. | cognitive psychology. |
| c. | clinical psychology. |
| d. | personality psychology. |

ANS: D REF: A Brief History of Social Psychology

OBJ: 3 KEY: Applied

67. 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. |

ANS: C REF: A Brief History of Social Psychology

OBJ: 3 KEY: Applied

68. Abe subscribes to a psychoanalytic view of human behavior. 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. |

ANS: B REF: A Brief History of Social Psychology

OBJ: 3 KEY: Applied

69. 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. | Asch; G. Allport |
| b. | G. Allport, Festinger |
| c. | Festinger; Sherif |
| d. | Sherif; Asch |

ANS: B REF: A Brief History of Social Psychology

OBJ: 3 KEY: Applied

70. Elliot is interested in how people can change their attitudes through their own behavior. He would do *best* to read the writings of

|  |  |
| --- | --- |
| a. | G. Allport. |
| b. | Asch. |
| c. | Festinger. |
| d. | Milgram. |

ANS: C REF: A Brief History of Social Psychology

OBJ: 3 KEY: Applied

71. Ashraf would like to read about social psychological research on conformity. He should look at the research of

|  |  |
| --- | --- |
| a. | Asch. |
| b. | Lewin. |
| c. | Festinger. |
| d. | F. Allport. |

ANS: A REF: A Brief History of Social Psychology

OBJ: 3 KEY: Applied

72. Research on the social psychological underpinnings of prejudice might be said to have its roots in research by

|  |  |
| --- | --- |
| a. | F. Allport. |
| b. | G. Allport. |
| c. | Asch. |
| d. | Festinger. |

ANS: B REF: A Brief History of Social Psychology

OBJ: 3 KEY: Factual

73. Much of the debate in social psychology during the period of “confidence and crisis” occurred in reaction to

|  |  |
| --- | --- |
| a. | the usefulness of applied research. |
| b. | the use of laboratory experiments. |
| c. | new technological developments in the research lab. |
| d. | Lewin’s interactionist perspective. |

ANS: B REF: A Brief History of Social Psychology

OBJ: 4 KEY: Factual

74. 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

|  |  |
| --- | --- |
| a. | sociologists. |
| b. | fellow social psychologists. |
| c. | the general public. |
| d. | the popular media. |

ANS: B REF: A Brief History of Social Psychology

OBJ: 4 KEY: Conceptual

75. Which of the following was *not* a criticism of laboratory experimentation in the 1960s and 1970s?

|  |  |
| --- | --- |
| a. | Experiments were sometimes unethical. |
| b. | Experimenters’ expectations might influence the results. |
| c. | The theories being tested in the laboratory were often historically and culturally limited. |
| d. | Experiments did not allow researchers to draw conclusions about the causal relationship between variables. |

ANS: D REF: A Brief History of Social Psychology

OBJ: 4 KEY: Factual

76. Which of the following represented a critique of social psychology in the 1960s and 1970s?

|  |  |
| --- | --- |
| a. | The discipline failed to address topics of social relevance. |
| b. | The discipline failed to distinguish itself from other fields of psychology. |
| c. | Researchers had not yet agreed upon a conventional methodology. |
| d. | The findings were limited to current historical circumstances. |

ANS: D REF: A Brief History of Social Psychology

OBJ: 4 KEY: Conceptual

77. 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*

|  |  |
| --- | --- |
| a. | suggest possible solutions to everyday social concerns. |
| b. | acknowledge their role in artificially producing the results of their studies. |
| c. | consider the cultural context in which their findings were obtained. |
| d. | design ethical experimental contexts. |

ANS: A REF: A Brief History of Social Psychology

OBJ: 4 KEY: Applied

78. Arguably, the most famous research in social psychology focused on the situational factors influencing obedience to authority and was conducted by

|  |  |
| --- | --- |
| a. | F. Allport. |
| b. | G. Allport |
| c. | Festinger. |
| d. | None of these |

ANS: D REF: A Brief History of Social Psychology

OBJ: 4 KEY: Factual

79. During the 1960s and 1970s, social psychologists who favored laboratory experiments rebuffed critics by arguing that

|  |  |
| --- | --- |
| a. | critics’ concerns regarding experimenter bias were exaggerated and misplaced. |
| b. | it did not matter that some studies were unethical because the benefits of running these experiments outweighed the costs. |
| c. | experimental studies were easier to conduct than non-experimental studies. |
| d. | the theoretical principles being tested in the lab were widely applicable across eras and cultures. |

ANS: D REF: A Brief History of Social Psychology

OBJ: 4 KEY: Conceptual

80. Social psychologists reacted to critiques of the field in the 1960s and 1970s by doing all of the following *except*

|  |  |
| --- | --- |
| a. | adopting more rigorous and formalized ethical standards. |
| b. | paying more attention to cross-cultural differences in cognition and behavior. |
| c. | denouncing experiments as unacceptably artificial. |
| d. | developing more stringent procedures to avoid the effects of experimenter bias. |

ANS: C REF: A Brief History of Social Psychology

OBJ: 4 KEY: Factual

81. Social psychology in the period from the middle 1970s through the 1990s can *best* be described as a time of

|  |  |
| --- | --- |
| a. | confidence and crisis. |
| b. | social activism. |
| c. | pluralism. |
| d. | interactionism. |

ANS: C REF: A Brief History of Social Psychology

OBJ: 4 KEY: Factual

82. 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)

|  |  |
| --- | --- |
| a. | contextualist orientation. |
| b. | empirical approach. |
| c. | “hot” approach to studying social behavior. |
| d. | pluralistic orientation. |

ANS: D REF: A Brief History of Social Psychology

OBJ: 4 KEY: Applied

83. A pluralistic approach to social psychology

|  |  |
| --- | --- |
| a. | encourages research outside of controlled settings. |
| b. | emphasizes the motivational more than the cognitive underpinnings of behavior. |
| c. | has been supplanted by other approaches in the past 30 years. |
| d. | limits the kinds of topics that social psychologists can study. |

ANS: A REF: A Brief History of Social Psychology

OBJ: 4 KEY: Conceptual

84. Pluralism in social psychology can be seen in all of the following areas *except* the

|  |  |
| --- | --- |
| a. | procedures used to secure government funding. |
| b. | integration of “hot” and “cold” perspectives. |
| c. | methods social psychologists use to study behavior. |
| d. | inclusion of various cultural perspectives. |

ANS: A REF: A Brief History of Social Psychology

OBJ: 4 KEY: Conceptual

85. Social cognition can be *best* described as the study of

|  |  |
| --- | --- |
| a. | how we perceive, remember, and interpret information about the self and others. |
| b. | how cultural differences are manifested in social behavior. |
| c. | the extent to which social behavior is rooted in the chemistry of the brain. |
| d. | the interaction of people and new “thinking” computers. |

ANS: A REF: A Brief History of Social Psychology

OBJ: 5 KEY: Factual

86. Which of the following is an example of a topic a social cognition researcher might study?

|  |  |
| --- | --- |
| a. | The impact of negative versus positive information in impression formation |
| b. | The role of similarity in values in mate selection |
| c. | The impact of different types of leaders on group performance |
| d. | The role of peers in conformity |

ANS: A REF: A Brief History of Social Psychology

OBJ: 5 KEY: Conceptual

87. Kieran is studying how people forms impressions of others. He discovers that when we get negative information about other people, it seems to be weighted more into the impression than positive information. Kiernan is studying

|  |  |
| --- | --- |
| a. | group processes. |
| b. | the power of the situation. |
| c. | social cognition. |
| d. | leadership and social influence. |

ANS: C REF: A Brief History of Social Psychology

OBJ: 5 KEY: Applied

88. 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.

|  |  |
| --- | --- |
| a. | “cold” |
| b. | “hot” |
| c. | interactionist |
| d. | cross-cultural |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Applied

89. The “hot” perspective in social psychology emphasizes \_\_\_\_\_, whereas the “cold” perspective emphasizes \_\_\_\_\_.

|  |  |
| --- | --- |
| a. | positive information; negative information |
| b. | feelings; behavior |
| c. | facts; motives |
| d. | emotion; cognition |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Factual

90. Fernando studies the relationship between emotions and behavior in social settings. Fernando’s research epitomizes the \_\_\_\_ perspective in social psychology.

|  |  |
| --- | --- |
| a. | pluralistic |
| b. | interactionist |
| c. | “cold” |
| d. | “hot” |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Applied

91. Benny wants to adopt both a “hot” and “cold” perspective in his research on why married couples get divorced. Which of the following *best* exemplifies his approach?

|  |  |
| --- | --- |
| a. | He wants to understand what motivates people to stay in marriages that they know from past experience will only get worse. |
| b. | He wants to study the difference between passive and active aggression in marriages. |
| c. | He wants to investigate how spur-of-the-moment marriage problems are solved relative to ongoing problems. |
| d. | He wants to determine whether simple factors, such as mismatches in attitudes, can predict breakups better than communication patterns. |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Applied

92. 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 they can reduce their risk of obtaining HIV by doing so. Jeff is *least* likely to devote his attention to people’s

|  |  |
| --- | --- |
| a. | drive to avoid this inconsistency. |
| b. | ability to detect the inconsistency. |
| c. | awareness of the actual risk of unprotected sex. |
| d. | memory for past cases in which they have behaved in a manner inconsistent with their attitudes. |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Applied

93. Which of the following would *best* represent the “hot” perspective in social psychology?

|  |  |
| --- | --- |
| a. | A good mood can foster attitude change. |
| b. | Distraction can lead to overdependence on first impressions. |
| c. | Failure to recognize that a situation is an emergency can interfere with helping. |
| d. | People can be genetically programmed to aggress against others. |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Applied

94. Which of the following is *not* identified by your textbook as an influential factor in today’s social psychology?

|  |  |
| --- | --- |
| a. | New technological advances |
| b. | Behavioral genetics |
| c. | The split between “red” and “blue” states in the U.S. |
| d. | The Internet |

ANS: C REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Factual

95. All of the following are characteristic of the field of social psychology today *except*

|  |  |
| --- | --- |
| a. | an interest in the way cognition and motivation interact. |
| b. | an emphasis on the role of culture in shaping behavior. |
| c. | an integration of biological and social perspectives. |
| d. | a concern for the lack of ethical standards in research. |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Conceptual

96. A contemporary social psychologist who studies stereotyping is likely to focus on

|  |  |
| --- | --- |
| a. | controlled, but not automatic processes. |
| b. | automatic, but not controlled processes. |
| c. | both controlled and automatic processes. |
| d. | None of these |

ANS: C REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Factual

97. 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.

|  |  |
| --- | --- |
| a. | “hot” and “cold” |
| b. | controlled and automatic |
| c. | social and biological |
| d. | economic and cognitive |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Conceptual

98. 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

|  |  |
| --- | --- |
| a. | cognition, motivation, and emotion. |
| b. | culture and neuroscience. |
| c. | behavioral genetics and evolutionary psychology. |
| d. | technology and social psychology. |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 5 KEY: Conceptual

99. Biological perspectives are increasingly being integrated into

|  |  |
| --- | --- |
| a. | sociology and social psychology, but not other branches of psychology. |
| b. | social psychology, but not clinical psychology. |
| c. | personality psychology, but not social psychology. |
| d. | all branches of psychology. |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

100. Social neuroscience is *best* described as the study of

|  |  |
| --- | --- |
| a. | the evolution of the brain. |
| b. | the interplay between genes and the environment. |
| c. | the social functioning of neurons. |
| d. | the interaction of social and neural processes. |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

101. Which of the following is concerned with how the brain influences social behavior?

|  |  |
| --- | --- |
| a. | Evolutionary psychology |
| b. | Social cognition |
| c. | Social neuroscience |
| d. | Behavioral genetics |

ANS: C REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

102. Which of the following questions would be of *most* interest to a social psychologist who studies behavioral genetics?

|  |  |
| --- | --- |
| a. | To what extent are attitudes inherited? |
| b. | What brain structures are involved in describing the self? |
| c. | Does high self-esteem help people to resist disease? |
| d. | What role does testosterone play in aggression? |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Applied

103. Which of the following is *true* of behavioral genetics?

|  |  |
| --- | --- |
| 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. |

ANS: B REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

104. The role of natural selection processes in the development of social behavior is a concern in

|  |  |
| --- | --- |
| a. | behavioral genetics. |
| b. | social cognition. |
| c. | personality psychology. |
| d. | evolutionary psychology. |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

105. 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. |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Applied

106. Fatma investigates whether the tendency for people to return favors is the result of natural selection. Fatma’s research is in the area of

|  |  |
| --- | --- |
| a. | evolutionary psychology. |
| b. | cross-cultural psychology. |
| c. | personality psychology. |
| d. | multicultural psychology. |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Applied

107. 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 \_\_\_\_\_.

|  |  |
| --- | --- |
| a. | behavioral genetics; multicultural psychology |
| b. | multicultural psychology; cross-cultural psychology |
| c. | cross-cultural research; evolutionary psychology research |
| d. | evolutionary psychology; behavioral genetics |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Applied

108. Cross-cultural research regarding attitudes about the self indicate that

|  |  |
| --- | --- |
| a. | people from individualistic cultures are more likely than people from collectivist cultures to seek out information that makes them feel good about themselves. |
| b. | people from individualistic cultures are more likely than people from collectivist cultures to seek out information that points to a need for self-improvement. |
| c. | people from individualistic cultures write more balanced and accurate self-descriptions than do people from collectivist cultures. |
| d. | None of these |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Conceptual

109. Cross-cultural research by Carl Falk and colleagues (2009), in which self-ratings by Canadian and Japanese participants were compared, indicated that

|  |  |
| --- | --- |
| a. | Canadian participants endorsed more positive traits about the self than did Japanese participants. |
| b. | Canadian participants endorsed a more balanced and accurate self-description than did Japanese participants. |
| c. | Canadian participants endorsed more negative traits about the self than did Japanese participants. |
| d. | there were no significant differences in the self-descriptions endorsed by Canadian and Japanese participants. |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

110. Christine conducts cross-cultural research and Betty conducts multicultural research. Which of the following is probably *true*?

|  |  |
| --- | --- |
| a. | Christine is more interested in discovering differences between her samples than Betty is. |
| b. | Betty is more likely to use social psychological research methods. |
| c. | Christine is more likely to sample individuals from many different countries. |
| d. | Betty is more likely to find differences between her samples than Christine is. |

ANS: C REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Applied

111. Of the following, which *best* illustrates an interest in multicultural psychology?

|  |  |
| --- | --- |
| a. | Identifying what behaviors are caused more by culture than by genetics |
| b. | Evaluating the behavior of two different racial groups within the same country |
| c. | Understanding the historical forces that have led to hatred between groups |
| d. | Endorsing a “hot” perspective more than a “cold” perspective of human behavior |

ANS: B REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Conceptual

112. An interdisciplinary subfield that focuses on how social and cognitive psychology relate to economic decision making is called

|  |  |
| --- | --- |
| a. | embodied cognition. |
| b. | behavioral economics. |
| c. | social neuroscience. |
| d. | social political science. |

ANS: B REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

113. Pettit and Sivanathan (2011) found that if people experienced threat to self-esteem, they were more likely to make a status-driven purchase with credit. This sort of study is part of the newly emerging field of

|  |  |
| --- | --- |
| a. | behavioral economics. |
| b. | social neuroscience. |
| c. | multicultural research. |
| d. | embodied cognition. |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Conceptual

114. Aimee recently found out that she flunked math again. She is feeling pretty bad about herself. Research in behavioral economics suggests that Aimee will

|  |  |
| --- | --- |
| a. | go shopping for a high-status item with her credit card. |
| b. | go shopping for a high-status item with cash. |
| c. | go shopping for a low-status item with her credit card. |
| d. | go shopping for a low-status item with cash. |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Applied

115. The interdisciplinary subfield that examines the close link between our minds and the positioning, experiences, and actions of our bodies is called

|  |  |
| --- | --- |
| a. | behavioral economics. |
| b. | embodied cognition. |
| c. | social neuroscience. |
| d. | evolutionary psychology. |

ANS: B REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

116. According to research on embodied cognition, if you are feeling guilty, how can you reduce that feeling?

|  |  |
| --- | --- |
| a. | Wash your hands |
| b. | Go confess to a priest |
| c. | Exercise |
| d. | Think about something else |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Conceptual

117. 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 is attraction to her?

|  |  |
| --- | --- |
| a. | Try to hand him a large object that will make his arms open towards her in the same motion as a bear hug |
| b. | Try to hand him something that he will have to push away |
| c. | Ask him to go get her a drink |
| d. | Leave to go get herself a drink so that he will miss her |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Applied

118. Research shows that liberals and conservatives process information

|  |  |
| --- | --- |
| a. | very similarly, and have similar patterns of brain activity. |
| b. | very similarly, but have different patterns of brain activity. |
| c. | very differently, but have similar patterns of brain activity. |
| d. | very differently, and have different patterns of brain activity. |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

119. Research suggests that the reactions of the audience watching a presidential debate influences those viewing the debate on television

|  |  |
| --- | --- |
| a. | more than the substance of the debate itself. |
| b. | as much as the substance of the debate itself. |
| c. | less than the substance of the debate. |
| d. | only if the viewer is high in certain personality traits. |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

120. Virtual reality allows social psychologists to

|  |  |
| --- | --- |
| a. | more effectively deceive research participants. |
| b. | test questions that might otherwise be impractical or unethical. |
| c. | scan the brain as it processes stimuli. |
| d. | explore “hot” processes more so than “cold” processes. |

ANS: B REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

121. Positron emission tomography (PET) and functional magnetic resonance imaging (fMRI) are technologies that enable social psychologists to

|  |  |
| --- | --- |
| a. | record research participants’ true attitudes without their awareness. |
| b. | present visual stimuli to research participants at one-hundredth of a second. |
| c. | see images of the brain as people think, feel, and behave. |
| d. | induce a particular mood state in people. |

ANS: C REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

122. Which of the following is a new technology used in contemporary social psychological research?

|  |  |
| --- | --- |
| a. | Positron emission tomography |
| b. | Functional magnetic resonance imaging |
| c. | Virtual reality |
| d. | All of these |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

123. Which of the following is an accurate statement regarding the relationship between the Internet and contemporary social psychology research?

|  |  |
| --- | --- |
| a. | The Internet facilitates collaboration among researchers, but is also, in and of itself, a provocative topic for empirical inquiry. |
| b. | The Internet 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. |
| c. | The Internet allows researchers to combat the artificiality of laboratory experiments, and increases the demographic diversity of the participant sample used in most studies. |
| d. | The Internet is still years away from having a significant impact on the nature and topics of research in social psychology. |

ANS: A REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Conceptual

124. Which of the following is *not* a new technology mentioned in your text as being used in social psychological research?

|  |  |
| --- | --- |
| a. | ERP |
| b. | fMRI |
| c. | TMS |
| d. | EEG |

ANS: D REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 MSC: Factual

125. The ability to communicate and collaborate with other social psychologists through the Internet has produced

|  |  |
| --- | --- |
| a. | an increase in the number of social psychologists learning new languages. |
| b. | the internationalization of social psychology. |
| c. | controversy within the field about what type of training is appropriate. |
| d. | research on the integration of biological and social processes. |

ANS: B REF: Social Psychology in a New Century: What Is Trending Today?

OBJ: 6 KEY: Factual

**ESSAY**

1. 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?

ANS:

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.

REF: What Is Social Psychology?

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

ANS:

Max Ringelmann was an 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 law, business, health, politics, education, medicine, and many others.

REF: A Brief History of Social Psychology

3. 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.

ANS:

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.

REF: A Brief History of Social Psychology

4. 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?

ANS:

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.

REF: A Brief History of Social Psychology

5. Describe the current trends in social psychology today.

ANS:

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 biology and 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.

REF: Social Psychology in a New Century: What Is Trending Today?