Social Psychology 14th edition Branscombe Test Bank

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TB_Baron_Chapter 2

Key: Answer, Page, Type, Learning Objective, Level

Type
A=Applied
C=Conceptual
F=Factual
Level
(1)=Easy; (2)=Moderate; (3)=Difficult

LO=Learning Objective
SG=Used in Study Guide
p=page

TB_Baron_Chapter 2

Multiple Choice Single Select

M/C Question 1
One way to manage information overload is to make use of _____.

a) mental shortcuts, such as heuristics
b) the anchoring and adjustment stratagem
c) automatic priming
d) the complexity schema

ANS: a
Skill=Understand, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 2
Heuristics exert a strong influence on our thinking in large measure because they _____.

a) rely on our internal personal biases and unknown prejudices
b) are effortful processes that require an expenditure of mental energy
c) activate critical brain structures such as the amygdala
d) reduce the mental effort needed to make judgments and decisions

ANS: d
Skill=Understand, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

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M/C Question 3
Juanita finds that she has been given too much information about different new cars and their relative merits and drawbacks. She is having a difficult time making a decision about which car to buy because she cannot process all the information she has gathered. This is an example of _____.

a) non-automatic processing
b) information overload
c) anchoring and adjustment
d) the representativeness heuristic

ANS: b
Skill=Apply, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 4
Amanda has lost some money she needs for next semester's tuition. While betting on red, the roulette wheel has come up with five blacks in a row. To try to get her money back, Amanda is now doubling up her bet each time on red, believing that red will come up soon. She bases her belief on the (roughly) 50/50 odds of red and black occurring over a large number of spins of the wheel. Amanda's strategy appears to be based on _____.

a) the representativeness heuristic
b) the advice of a successful gambler
c) a magical thinking perspective
d) the availability heuristic

ANS: a
Skill=Apply, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 5
Sabiha is left-handed and prefers left-handed men. She is going to be introduced to Wilbur. Left-handers comprise about 10 percent of the population. She has been truthfully informed that Wilbur is either a left-handed Chinese psycholinguist or a left-handed used car salesman from the Midwestern region of the United States. If Sabiha makes good use of base rates, which of the following outcomes should she expect?

a) Wilbur is a left-handed Chinese psycholinguist.
b) Wilbur is a new car salesman from the Midwestern region of the United States.
c) She has been misinformed about Wilbur's existence as a crude statistical prank.
d) Wilbur is a used car salesman from the Midwestern region of the United States who also happens to be left-handed.

ANS: d
Skill=Apply, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

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M/C Question 6
Suppose you are telling your friend about a woman you just met. You tell your friend that this person seemed very compassionate and was interested in helping others; however, you couldn't recall whether she said she was a nurse or a businesswoman. On the basis of the _____ heuristic, your friend would probably think that she is a _____.

a) availability; nurse
b) availability; businesswoman
c) representativeness; nurse
d) representativeness; businesswoman

ANS: c
Skill=Apply, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 7
Blair watches the newscast each evening, with its usual diet of fires and other accidents. She often eats at Herby's Fried Snacks, a restaurant located in a brick building, despite the fact that her eating there has resulted in bad indigestion several times. She avoids the well-respected Korean restaurant because the Korean restaurant is in a wooden building. Blair's eating habits are probably being guided by _____.

a) the availability heuristic
b) an anti-Korean prejudice
c) the anchoring and adjustment heuristic
d) an addiction to fried snacks

ANS: a
Skill=Apply, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 8
If you would like for your student government to pass a bill putting more lights along major walkways, how could you use ease of retrieval to persuade them?

a) Ask them to generate 10 instances in which the lack of lighting led to student harm.
b) Ask them to think of 2 instances in which the lack of lighting made them or someone they know feel fearful while walking on campus after dark.
c) Have them generate 6 newspaper stories in which students were harmed on campus at night.
d) Give them one instance in which someone was afraid walking home at night, but include many details.

ANS: b
Skill=Apply, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

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M/C Question 9
Norman chronically buys and sells things on eBay. He is used to establishing an anchor in negotiating his way toward some endpoint, a sales price, an agreement about delivery time, shipping costs, etc. The anchor for him is almost always a way of dealing with _____.

a) others' likely business judgments
b) knowing what the item likely sells for elsewhere
c) uncertainty
d) frequent ups and downs in the market price

ANS: c
Skill=Apply, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 10
Once it is activated, the status quo heuristic may have automatic effects on behavior. This can cause individuals to _____.

a) develop information overload and a temporarily diminished cognitive capacity
b) behave inconsistently with the schema without realizing the stress this puts on their mental frameworks
c) behave consistently with the schema without being aware of the reason for the behavior
d) notice information that is inconsistent with the schema more readily than consistent information

ANS: c
Skill=Understand, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 11
One way that schemas influence social thought is by _____.

a) ensuring that inconsistent information is stored in our memories and retrieved rapidly
b) increasing our cognitive load by activating more information from our long-term memory stores
c) activating the availability heuristic and enabling automatic priming
d) acting as a filter to direct our attention towards some information and away from other information

ANS: d
Skill=Understand, Objective=2.2: Describe the role of schemas in guiding our thoughts and actions, Topic=2.2: Schemas: Mental Frameworks for Organizing Social Information, Difficulty=Medium

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M/C Question 12
One evening, after seeing a _____ at the Cineplex, you are on your way home. You drive into a store parking lot, where another driver grabs a parking place you had spotted and were waiting for. You perceive the behavior as very _____.

a) violent movie; aggressive
b) comedy; aggressive
c) drama; meaningless
d) violent movie; funny

ANS: a
Skill=Apply, Objective=2.2: Describe the role of schemas in guiding our thoughts and actions, Topic=2.2: Schemas: Mental Frameworks for Organizing Social Information, Difficulty=Medium

M/C Question 13
Which of the following individuals is exhibiting behaviors or thoughts consistent with priming?

a) After finishing a romantic novel, Natalie passionately embraces her boyfriend and tells him how much she loves him.
b) After watching a horror film, Jane comments on the fact that she did not find the film to be scary at all.
c) Hector, a medical school student, realizes that his sore throat is probably the sign of a mild cold and not a serious illness.
d) George, a business student, decides that the fastest way for him to become wealthy is to start his own business while still a student.

ANS: a
Skill=Apply, Objective=2.2: Describe the role of schemas in guiding our thoughts and actions, Topic=2.2: Schemas: Mental Frameworks for Organizing Social Information, Difficulty=Medium

M/C Question 14
Tracy encounters a member of a certain political group whose views and attributes are inconsistent with her schemas about that group. Due to a strong perseverance effect, what is the MOST likely conclusion that Tracy will make?

a) Tracy will completely change her schema about the group.
b) Tracy will continue to believe that most members of that group fit her schemas.
c) Tracy will decide the member is lying about her political affiliation.
d) Tracy will suppress conscious awareness of this conflicting information, but it will exert an influence on her behavior without her awareness.

ANS: b
Skill=Apply, Objective=2.2: Describe the role of schemas in guiding our thoughts and actions, Topic=2.2: Schemas: Mental Frameworks for Organizing Social Information, Difficulty=Medium

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M/C Question 15
The fact that we can make judgments and evaluations about different aspects of the world in either a controlled, reflective way or an automatic way suggests _____.

a) we have several different evaluative systems that operate relatively independently of each other and generally address different aspects of the world
b) we have only one system for evaluating the social world, but this system can be controlled or operated in two different ways
c) our reasoning abilities can overcome most of our automatic processes if we pay attention to the judgments we are making at any particular time
d) we have two systems for evaluating the social world which may be located in different areas of the brain

ANS: d
Skill=Understand, Objective=2.3: Distinguish between automatic and controlled processing modes of social thought, Topic=2.3: Automatic and Controlled Processing in Social Thought, Difficulty=Medium

M/C Question 16
Five students are preparing to take a mid-term exam in Political Science. Going in to the exam, who would be most likely to suffer from the overconfidence barrier?

a) This is Ronald's first political science course and first semester of college.
b) Greg is a junior and a political science major.
c) Linda is a straight "A" student who is in her 7th year of college.
d) Michele is a sophomore who hasn't missed a class and thinks the professor is interesting.

ANS: a
Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Medium

M/C Question 17
In thinking about a major assignment that is due in one week, Jacey focuses on the tasks to be accomplished and how she thinks she will approach each task. She does not spend much time thinking about how long similar tasks have taken her in the past. As a result, Jacey is likely to underestimate the amount of time needed for the assignment. This is probably because Jacey has _____.

a) fallen prey to the negativity bias
b) activated an inappropriate schema
c) entered a planning or narrative mode of thought
d) never attempted a similar type of assignment in the past

ANS: d
Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Medium

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M/C Question 18
During finals week, Jonah tells his friend that he'll be able to write four term papers over the next few days. Jonah is shocked and upset when he is barely able to complete two of these four papers. Jonah's behavior is consistent with _____.

a) counterfactual thinking
b) the pessimistic bias
c) the negativity bias
d) the planning fallacy

ANS: d
Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Easy

M/C Question 19
Molly and Emily are members of a girls' basketball team who are responsible for helping to organize fundraising efforts for their team. Molly is extremely motivated to complete this task; in contrast, Emily only shows a mild interest in completing the required task. Which of the following statements BEST summarizes the likelihood that Molly and Emily will complete their tasks?

a) Molly's motivation will likely cause her to predict that she will finish her task quickly; however, this will have no effect on whether she actually completes her task quicker than Emily.
b) Molly will definitely complete the task in a prompt manner due to her high level of motivation; Emily might not complete the task at all due to her lack of motivation.
c) Molly's level of motivation should not have any effect on how she thinks about proceeding with this task; consequently, Molly and Emily should complete the task at about the same time.
d) Molly's motivation will probably cause her to become overly optimistic which, in turn, will cause her to not complete the task at all; Emily's lack of motivation will likely cause her to complete the task, surprising even herself.

ANS: a
Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Hard

M/C Question 20
Andrew saw a TV commercial for a new video game that he had been wanting. The game was on sale for 50% off, but the store was set to close in two hours. Andrew was 15 minutes late getting to the store and missed the sale. To ease his distress about missing the sale, Andrew reasoned that he never really had a chance to get to the store before it closed because traffic was too heavy, even though he could have taken a different, quicker route. This is an example of _____.

a) affective shifting
b) contra-affective cognition
c) affective heuristics

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d) counterfactual thinking

ANS: d
Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Medium

M/C Question 21
Gabriel and Jim were involved in a car accident and they both suffered a broken bone. Gabriel told Jim, "Hey, at least we only broke a few bones—we could've died!" Jim's response to Gabriel was, "Yes, but I'm now thinking about how I can be a better driver so that I never get in an accident again." Gabriel's statement reflects a(n) _____ counterfactual thought and Jim's response reflects a(n) _____ counterfactual thought.

a) downward; upward
b) upward; downward
c) upward; upward
d) downward; downward

ANS: a
Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Medium

M/C Question 22
Greg has just stopped his car to allow a funeral procession to pass by. The cars in the procession all have stickers from his alma mater and are similar to the car he is driving. At this point, he realizes that he too will certainly die at some point. Based on the concept of terror management, which of the following is Greg likely to do next?

a) Buy funeral insurance.
b) Commit suicide.
c) Reconfirm his belief in supernatural powers.
d) Become an atheist.

ANS: c
Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Hard

M/C Question 23
Shortly before being interviewed for a job she really wants, Meredith finds that the human resources director was involved in a minor traffic accident during lunch. Should Meredith be concerned that the traffic accident may have a negative influence on the outcomes of the job interview?

a) Yes, research indicates that even experienced interviewers are influenced by their current moods.
b) No, other factors, such as the strength of the applicants who have already been interviewed will strongly outweigh any lingering effect of the director's mood.

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c) Yes, but only if Meredith mentions the accident in a way that accentuates the director's presumed bad mood.
d) No, research indicates that experienced interviewers are not influenced by accident-related current moods.

ANS: a
Skill=Apply, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Hard

M/C Question 24
Jack recently had a job interview that seemed to go exceedingly well by all objective standards. However, Jack noted that his interviewer seemed to be in a bad mood that day. To what extent should Jack be concerned about the latter piece of information?
a) He should be aware that he will likely be viewed less favorably by the interviewer than if the interviewer was in a good mood.
b) He should be very concerned about the interviewer's bad mood unless something happened immediately after the interview to improve the interviewer's mood.
c) He should assume there is virtually no chance he will be offered the position due to the interviewer's negative mood.
d) He should not be concerned at all because the interviewer's mood should have no bearing on how he or she evaluates Jack.

ANS: a
Skill=Apply, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Medium

M/C Question 25
Jason is undergoing treatment for depression. His therapist has encouraged Jason to remember as many details as possible about times when Jason was not feeling depressed. Jason is having difficulties remembering a time when he was not depressed. This is probably because of the effects of _____.
a) mood-dependent memories
b) information-evoked memories
c) inappropriate retrieval cues
d) depression suppressing pleasant memories

ANS: a
Skill=Apply, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Easy

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M/C Question 26
Sarah supervises a work group of six colleagues in an advertising agency. Recently, the creativity of her work group has not been as high as it should be. To help boost the group's creativity, and keeping in mind the effects of mood on cognition, Sarah might _____.

a) speak to each member privately about performance issues
b) ask the group to remember what they were doing the last time they were highly creative
c) take steps to put her group's members in a happier mood during work hours
d) remind the group that creativity is an important aspect of their job

ANS: c
Skill=Apply, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Medium

M/C Question 27
Zoë is in a fairly good mood. Consequently, we should expect her to show a(n) _____ in her use of _____.

a) increase; heuristics
b) increase; effortful cognitive processing
c) decrease; thought suppression
d) decrease; heuristics

ANS: a
Skill=Understand, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Medium

M/C Question 28
Two drivers on a highway are cut off by a third driver. The first driver is startled but shrugs, thinking, "that other driver was careless, but I don't think he noticed me." The second driver is furious, thinking, "that other driver deliberately tried to run me off the road." This scenario MOST clearly illustrates how_____.

a) mood influences affect and arousal
b) affect influences arousal
c) cognition influences affect
d) affect influences cognition

ANS: c
Skill=Apply, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelingsadd topic, Difficulty=Easy

M/C Question 29
People often forecast that they will feel _____ when reading about a large-scale tragedy compared to a smaller tragedy. However, findings indicate that people who actually read about such tragedies _____.

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a) worse; feel the same regardless of the size of the tragedy
b) more overwhelmed; felt worse about the smaller tragedy
c) less concerned; feel the same regardless of the size of the tragedy
d) helpless; felt more empathy for the smaller tragedy's victims

ANS: a
Skill=Understand, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Easy

M/C Question 30
Bob and Joe are given the task of dividing $10 between them. Bob initially makes an offer to divide the money such that he takes $7 for himself and gives Joe $3. If you were looking at an MRI scan of Joe's brain, what would you see?
a) No activity in the limbic system as this is clearly a rational task.
b) Activity in the limbic system, but little activity anywhere else.
c) Activity in both the limbic system and the dorsolateral prefrontal cortex because both emotion and rationality are involved.
d) Bob's MRI scan would be more informative than Joe's to understand how Joe will react.

ANS: c
Skill=Apply, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Medium

M/C Question 31
Maria is driving her children to school. She is watching the road carefully and following a series of detour signs. One of her children in the back seat of the car is telling her a story, and on the radio a weather report is playing. Maria is trying to listen to her child's story, but she finds that she is unable to concentrate on what the child is saying. Maria is experiencing
a) information overload.
b) conditions of uncertainty
c) a representativeness heuristic.
d) anchoring adjustment.

ANS: a
Skill=Apply, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 32
Eric knows that plane crashes are extremely rare and statistically unlikely. However, he avoids flying and instead drives everywhere, even though he knows the likelihood of being injured in a car accident is far more likely than in a plane accident. Eric is being affected by the _____ heuristic.
a) anchoring and adjustment

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b) representativeness
c) status quo
d) availability

ANS: d
Skill=Apply, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 33
Jonathan continues to buy Orange computers even though his colleagues and friends have informed him that there are newer, better, and cheaper types of computers on the market. Which heuristic is affecting Jonathan?
a) representativeness
b) status quo
c) uncertainty
d) anchoring and adjustment

ANS: b
Skill=Apply, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 34
When people deal with uncertainty in a situation by using something they know as a starting point and then modifying their thinking from there, they are using the _____ heuristic.
a) representativeness
b) status quo
c) anchoring and adjustment
d) information overload

ANS: c
Skill=Understand, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

M/C Question 35
Bill's wife informs him that they will be attending the opera. Bill has never been to the opera, but he immediately has a mental image of he and his wife sitting in an ornate theater and wearing formal eveningwear. Bill is drawing up a(n) _____.
a) schema
b) heuristic
c) anchor
d) cognitive load

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ANS: a
Skill=Apply, Objective=2.2: Describe the role of schemas in guiding our thoughts and actions, Topic=2.2: Schemas: Mental Frameworks for Organizing Social Information, Difficulty=Medium

M/C Question 36
Which process of social cognition refers to the information we notice?
a) Encoding
b) Attention
c) Retrieval
d) Cognitive load

ANS: b
Skill=Understand, Objective=2.2: Describe the role of schemas in guiding our thoughts and actions, Topic=2.2: Schemas: Mental Frameworks for Organizing Social Information, Difficulty=Easy

M/C Question 37
Carl watches a documentary about a man who survived after being stranded on an island. Not long after, his wife asks him if he wants to go hiking or go to the library. Carl chooses hiking. This is an example of _____.
a) priming
b) anchoring
c) unpriming
d) adjusting

ANS: a
Skill=Apply, Objective=2.2: Describe the role of schemas in guiding our thoughts and actions, Topic=2.2: Schemas: Mental Frameworks for Organizing Social Information, Difficulty=Medium

M/C Question 38
Which of the following is a downside of schemas?
a) They can cause us to process social information at a slower rate.
b) They can remain unchanged in the face of contradictory information.
c) They are unable to guide our thoughts or actions.
d) They cause social information to be disorganized in our brain.

ANS: b
Skill=Understand, Objective=2.2: Describe the role of schemas in guiding our thoughts and actions, Topic=2.2: Schemas: Mental Frameworks for Organizing Social Information, Difficulty=Medium

M/C Question 39
Which of the following contrasts controlled processing and automatic processing?
a) Controlled processing occurs very quickly, whereas automatic processing occurs at a much slower rate.

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b) Controlled processing is largely intuitive, whereas automatic processing is largely logical.
c) Controlled processing occurs in the amygdala, whereas automatic processing occurs in the prefrontal cortex.
d) Controlled processing is systematic and effortful, whereas automatic processing is fast and relatively effortless.

ANS: d
Skill=Analyze, Objective=2.3: Distinguish between automatic and controlled processing modes of social thought, Topic=2.3: Automatic and Controlled Processing in Social Thought, Difficulty=Medium

M/C Question 40
Which of the following is an example of controlled processing?
a) Learning to ride a bike
b) Walking down your street
c) Breathing while sleeping
d) Blinking your eyes

ANS: a
Skill=Understand, Objective=2.3: Distinguish between automatic and controlled processing modes of social thought, Topic=2.3: Automatic and Controlled Processing in Social Thought, Difficulty=Easy

M/C Question 41
Arlene walks into the room her husband has just painted. She immediately dislikes the color. Arlene has experienced _____.
a) a controlled evaluative reaction
b) an automatic evaluative reaction
c) an evaluative reaction schema
d) controlled priming

ANS: b
Skill=Apply, Objective=2.3: Distinguish between automatic and controlled processing modes of social thought, Topic=2.3: Automatic and Controlled Processing in Social Thought, Difficulty=Medium

M/C Question 42
Which of the following is a benefit of automatic processing?
a) It allows us to approach decisions in a systematic and logical way.
b) It allows us to dedicate our full attention to a problem at hand.
c) It allows us to deal with problems when our attention is directed elsewhere.
d) It allows us to weigh all relevant aspects of a situation before taking action.

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ANS: c
Skill=Understand, Objective=2.3: Distinguish between automatic and controlled processing modes of social thought, Topic=2.3: Automatic and Controlled Processing in Social Thought, Difficulty=Medium

M/C Question 43
"Seeing the world through rose-colored glasses" refers to the _____ bias.
a) optimistic
b) overconfidence
c) magical thinking
d) counterfactual

ANS: a
Skill=Understand, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Easy

M/C Question 44
Jordan recently won third place in his city's creative writing contest, even though he hasn't written creatively in years and he submitted a story he wrote years ago. He thinks to himself, "If only I had been working on my writing this whole time, I might have won first place." This is an example of _____ thinking.
a) magical
b) optimist
c) overconfident
d) counterfactual

ANS: d
Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Medium

M/C Question 45
Karen has always felt that if she looks at the back of a person's head, she can cause that person to turn around and look at her. This is an example of _____ thinking.
a) counterfactual
b) magical
c) optimist
d) rational

ANS: b
Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Medium

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M/C Question 46
On the walk to work yesterday, Randall was nearly run over by a bus. While the bus barely touched him, he was knocked off his feet and suffered many bruises and a concussion. Randall hasn't considered himself to be religious in many years, but after the accident he felt an increased sense of religiously and spirituality. Randall's increased religiosity is a form of _____.

a) overconfidence bias
b) terror management
c) rational thinking
d) counterfactual bias

ANS: b
Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Medium

M/C Question 47
Which of the following effects describe how moods strongly determine which information in a given situation is noticed and entered into one's memory?

a) affective forecasts effect
b) mood-dependent memory effect
c) mood congruence effect
d) retrieval cue effect

ANS: c
Skill=Understand, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Medium

M/C Question 48
Matt has never been to a professional baseball game, but he has a strong conviction that he wouldn't enjoy going to one. This prediction is known as a(n) _____.

a) affective forecast
b) mood congruence
c) mood dependency
d) interplay

ANS: a
Skill=Apply, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Medium

M/C Question 49
Research indicates that there are two distinct systems that interact in complex ways during cognitive processes. The two systems are those involving _____.

a) retrieval and production
b) rationality and magical thinking

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c) reason and emotion
d) congruence and dependency

ANS: c
Skill=Understand, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Medium

M/C Question 50
Sarah recently went to a party even though she was in a very poor mood. At the party, she met a man named Alan, an architect from San Diego. In one month's time, Sarah will more easily remember these details if she _____.
a) has spoken to Alan again during this month
b) tries to recall them while in a negative mood
c) tries to recall them while in a positive mood
d) is at another party and is in a positive mood

ANS: b
Skill=Apply, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Medium

Essay

Essay Question 51
Describe the impact of schemas on memory. Explain how this may influence social thought.

ANS: Global Correct Feedback: Schemas act as a filter in that they call our attention to some information and away from other information. This ensures that information that is consistent with our schemas is more likely to enter the memory system. Inconsistent information may be remembered, but will be marked with a "tag" to indicate that it is exceptional information. Next, schemas may guide our recall of information and the use of remembered information. Research suggests that information that is consistent with our schemas is more easily recalled and used than is information that is inconsistent with our schemas. These effects are more pronounced with well-developed schemas and when individuals are facing a heavy cognitive load. The effect of schemas on memory may influence social thought directly by influencing the memories we record and retrieve and indirectly by creating self-fulfilling prophecies.

Skill=Understand, Objective=2.2: Describe the role of schemas in guiding our thoughts and actions, Topic=2.2: Schemas: Mental Frameworks for Organizing Social Information, Difficulty=Easy

Essay Question 52
Briefly describe how the availability heuristic affects our judgments or decisions. This heuristic appears to be used for two different kinds of judgments. What two "rules" are to be

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found in our use of the availability heuristic and for what two kinds of judgments are they likely to be used?

ANS: Global Correct Feedback: The availability heuristic is a cognitive rule of thumb that is based on the ease of bringing information to mind. If something is easier to bring to mind, then we think that it must be important or diagnostic, and that we should use it to make a judgment or decision. But ease of use is not the only way in which this heuristic is employed. We are more likely to use the ease-of-use rule for judgments involving feelings, whereas we tend to rely more on an "amount-of-info" rule when our judgment or decision is being based on information or facts.

Skill=Understand, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

Essay Question 53
Explain the difference between automatic processing and controlled processing of information.

ANS: Global Correct Feedback: Automatic processing of information is nonconscious, unintentional, and involuntary. It requires relatively little effort on our part. Controlled processing, on the other hand, requires greater effort and is conscious. Beyond that, automatic processing frequently relies more heavily on schemas and heuristics, while controlled processing tends to rely more heavily on rational thinking and logical processes.

Skill=Understand, Objective=2.3: Distinguish between automatic and controlled processing modes of social thought, Topic=2.3: Automatic and Controlled Processing in Social Thought, Difficulty=Easy

Essay Question 54
Explain the distinction between how a prime might trigger schema-consistent behavior and how a prime might trigger a preparation to interact with a person from a particular group. How did Cesario, Plaks, and Higgins (2006) examine this experimentally?

ANS: Global Correct Feedback: Cesario, et al., (2006) provided participants with photos of men that were labeled as "gay" or "straight" with an exposure of 11ms, which is well below conscious awareness of the stimuli. During the exposure trials, the computers would malfunction and the program would instruct the participant to seek out the experimenter. The male experimenter then acted in a hostile manner and the experimenters measured whether the participants with negative attitudes toward gay men would respond in a more hostile manner than those who had seen only straight men or participants who had positive attitudes. Their findings suggest that being primed with "gay" labeled photos did not activate a stereotype of gay men as passive/non-aggressive but rather activated an expectation of interaction with a disliked group, which led to more hostility toward a hostile experimenter. Thus, primes may not only bring to mind stereotype content and valence, but if the prime is associated with individuals or groups, may lead people to prepare to interact with those people. If the group is disliked, then this could lead to more

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hostile interactions, but it is also potentially the case that priming a liked group would lead to more favorable interactions.

Skill=Understand, Objective=2.3: Distinguish between automatic and controlled processing modes of social thought, Topic=2.3: Automatic and Controlled Processing in Social Thought, Difficulty=Hard

Essay Question 55
Describe what is meant by mood-dependent memory, and give an example.

ANS: Global Correct Feedback: Mood-dependent memories are memories that are influenced by our moods. That is, mood may serve as a retrieval cue, making it easier to retrieve memories when we are in the same mood as we were when the memories were first stored. If I remember a particular research talk when I was in a good mood, I'm more likely to remember that research talk when I am in a similarly good mood.

Skill=Understand, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Easy

Essay Question 56
Compare and contrast the representative heuristic and the availability heuristic.

ANS: Global Correct Feedback: Both heuristics are simple rules for making complex decisions or drawing inferences in a rapid and efficient manner. The representative heuristic involves making a decision based on how similar something is a to a given group. The availability heuristic involves making a decision based on how easily it is to bring certain information to mind.

Skill=Understand, Objective=2.1: Examine how heuristic strategies are employed to judge complex information, Topic=2.1: Heuristics: How We Employ Simple Rules in Social Cognition, Difficulty=Medium

Essay Question 57
List and describe the three basic processes of social cognition.

ANS: Global Correct Feedback: The three basic processes of social cognition are attention, encoding, and retrieval. Attention refers to the information we notice. Encoding refers to the processes we use to store noticed information in memory. Retrieval refers to how we recover information from memory in order to use it in some manner.

Skill=Understand, Objective=2.2: Describe the role of schemas in guiding our thoughts and actions, Topic=2.2: Schemas: Mental Frameworks for Organizing Social Information, Difficulty=Medium

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Essay Question 58
Explain how terror management relates to the concept of the supernatural.

ANS: Global Correct Feedback: Terror management refers to efforts to come to terms with the certainty of death and its unsettling implications. One kind of thinking that helps with terror management is the belief that supernatural powers outside of humans' understanding and control can influence humans' lives. Research indicates that when humans are reminded of their own mortality, beliefs in the supernatural are strengthened.

Skill=Understand, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Medium

Essay Question 59
Define counterfactual thinking and provide an example of this bias.

ANS: Global Correct Feedback: Counterfactual thinking refers to imagining what might have been given a particular situation or outcome. For example, if a student received a low grade on a test and then thought of an imaginary outcome that could have occurred had he or she studied more, then that student is engaging in counterfactual thinking.

Skill=Apply, Objective=2.4: Evaluate the imperfections of the social cognition process, Topic=2.4: Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think, Difficulty=Medium

Essay Question 60
Explain what affective forecasts are, provide an example of an affective forecast, and comment on the accuracy of affective forecasts.

ANS: Global Correct Feedback: Affective forecasts refer to predictions of how we would feel about an event we have not experienced. For example, if a person imagined that he or she would dislike being in the military even though he or she has not experienced such an event, then that person has an affective forecast on that event. Research indicates that affective forecasts are often inaccurate.

Skill=Apply, Objective=2.5: Assess the interrelation of affect and cognition, Topic=2.5: Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings, Difficulty=Hard

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