Social Psychology 10th edition Aronson Test Bank

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Chapter 2
Methodology: How Social Psychologists Do Research

Total Assessment Guide (TAG)

Topic	Question Type	Remember the Facts	Understand the Concepts	Apply What You Know	Analyze It
Introduction	Multiple Choice	1			
	Essay				
Social Psychology: An Empirical Science	Multiple Choice	3, 4, 10, 12	5, 6, 7, 8, 9	2, 11	
	Essay				
Research Designs	Multiple Choice	15, 19, 24, 29, 40, 44, 56, 57, 58, 61, 64, 68, 79, 84, 85, 86, 92, 97, 101, 105, 111, 112, 115, 117, 120, 121, 125, 127, 128, 136, 139, 143, 147, 150, 154	18, 20, 22, 23, 30, 33, 34, 35, 36, 41, 45, 51, 52, 53, 54, 59, 60, 62, 63, 65, 71, 75, 78, 80, 81, 82, 83, 87, 93, 95, 96, 98, 100, 102, 107, 108, 114, 122, 129, 132, 133, 134, 135, 137, 138, 142, 145, 146, 148, 149, 152, 153, 155	13, 14, 16, 17, 21, 25, 26, 27, 28, 31, 32, 37, 38, 39, 42, 43, 46, 47, 48, 49, 50, 55, 66, 67, 69, 70, 72, 73, 74, 76, 77, 88, 89, 90, 91, 94, 99, 103, 104, 106, 109, 110, 113, 116, 118, 119, 123, 124, 126, 130, 131, 140, 141, 144, 151	
	Essay		190, 191, 192	184, 186, 188,	185, 187, 189, 193
New Frontiers in Social Psychological Research	Multiple Choice	156, 162, 164, 165, 168	157, 158, 159, 160, 161, 163	166, 167	
	Essay		194		
Ethical Issues in Social Psychology	Multiple Choice	171, 175, 177, 179, 182, 183	170, 173, 174, 176, 181	169, 172, 178, 180	
	Essay	196	198, 195	197	

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CHAPTER 2 METHODOLOGY: HOW SOCIAL PSYCHOLOGISTS DO RESEARCH

Multiple Choice

Choose the one alternative that best completes the statement or answers the question.

1. Many social problems of interest to social psychologists can be studied _____.
   a. in children
   b. in animals
   c. scientifically
   d. anecdotally
   Answer: C
   Learning Objective: None
   Topic: Introduction
   Difficulty Level: Easy
   Skill Level: Remember the Facts
   APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

2. After Lyla's husband was injured in a car accident, she said, "I woke up with a bad feeling in my stomach—I knew something was off about that day." Lyla is exhibiting _____.
   a. accessibility
   b. thought suppression
   c. counterfactual thinking
   d. the hindsight bias
   Answer: D
   Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
   Topic: Social Psychology: An Empirical Science
   Difficulty Level: Difficult
   Skill Level: Apply What You Know
   APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

3. According to the authors of your text, the hindsight bias is _____.
   a. the tendency for people to exaggerate how much they could have predicted an outcome after knowing that it occurred
   b. the level of agreement between two or more people who independently observe and code a set of data
   c. a form of the observational method in which the researcher examines the accumulated documents of a culture
   d. the extent to which results of a study can be generalized to other situations and to other people
   Answer: A
   Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
   Topic: Social Psychology: An Empirical Science
   Difficulty Level: Easy
   Skill Level: Remember the Facts
   APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

4. A hypothesis is most like a(n) _____.
   a. brilliant insight
   b. experiment
   c. theory
   d. hunch

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Answer: D
Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
Topic: Social Psychology: An Empirical Science
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

5. If a scientist believes that another person's theory is wrong, the best approach for that scientist to take is to _____.
   a. write an essay explaining why the other theory is wrong
   b. ignore the other's research because it is irrelevant to the scientist's theory
   c. design a study making specific predictions to test the alternate explanation
   d. work in another country

   Answer: C
   Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
   Topic: Social Psychology: An Empirical Science
   Difficulty Level: Moderate
   Skill Level: Understand the Concepts
   APA Learning Objective: 1.3 Describe applications of psychology.

6. In the 1950s, Leon Festinger arrived at a theory of attitude change that was at odds with the psychological "wisdom" of the day. The genesis of this theory—cognitive dissonance theory—demonstrates the author's point that many ideas in social psychology are _____.
   a. best viewed as "common sense"
   b. the result of dissatisfaction with current theories
   c. based on researchers' personal experiences
   d. applicable only to the current historical era

   Answer: B
   Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
   Topic: Social Psychology: An Empirical Science
   Difficulty Level: Moderate
   Skill Level: Understand the Concepts
   APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

7. Dissonance research resulted from Festinger's skepticism about the behaviorist approach. In recent years, new researchers have explored alternatives to dissonance explanations for social phenomena. These events illustrate _____.
   a. that behaviorist folk wisdom and dissonance folk wisdom are incorrect
   b. the influence of researchers' personal experiences in shaping their research questions
   c. that old theories can inspire new research
   d. the shortcomings of science as a cumulative enterprise

   Answer: C
   Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
   Topic: Social Psychology: An Empirical Science
   Difficulty Level: Moderate
   Skill Level: Understand the Concepts
   APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

8. The authors of your text discuss the idea that social psychology progresses through the process of theory refinement. Which of the following is the best summary of theory refinement?
   a. Theories are developed and debated by experts in the field.
   b. When hypotheses are proven, they become theories.
   c. Theories are developed, hypotheses are proposed and tested, and then theories are revised.
   d. Hypotheses are proposed and tested at least three times by different researchers before altering a theory.

   Answer: C

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Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
Topic: Social Psychology: An Empirical Science
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

9. When Jakim, a social psychologist, observes that a woman is more likely to open a door for a man than a woman, he may use this information to _____.
   a. prove hypotheses that were based on previous theory
   b. develop a hypothesis and design studies to test it
   c. engage in theoretical debates about human behavior
   d. get more doors opened for him

   Answer: B
   Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
   Topic: Social Psychology: An Empirical Science
   Difficulty Level: Moderate
   Skill Level: Understand the Concepts
   APA Learning Objective: 1.3 Describe applications of psychology.

10. According to the authors of your text, when Bibb Latané and John Darley began to seriously consider why no one helped Kitty Genovese during her brutal attack, they hypothesized that the explanation was that _____.
   a. New Yorkers are all apathetic
   b. no one witnessed the attack
   c. witnesses knew they would not be reinforced for reporting the crime
   d. when many witness a crime, people assume someone else will call for help

   Answer: D
   Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
   Topic: Social Psychology: An Empirical Science
   Difficulty Level: Easy
   Skill Level: Remember the Facts
   APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

11. Which of the following situations is LEAST likely to result in diffusion of responsibility?
   a. An entire neighborhood hears screams coming from the street.
   b. While attending a baseball game at the stadium, several people witness a woman punch a friend in the mouth.
   c. Several people observe two men fighting.
   d. Jim and Bob observe a young woman being abused in a parking lot.

   Answer: D
   Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
   Topic: Social Psychology: An Empirical Science
   Difficulty Level: Difficult
   Skill Level: Apply What You Know
   APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

12. The more people who witness an emergency, the less likely it is that witnesses will help. This is a phenomenon known as _____.
   a. witness avoidance
   b. social loafing
   c. diffusion of responsibility
   d. social avoidance

   Answer: C
   Learning Objective: 2.1 Describe how researchers develop hypotheses and theories.
   Topic: Social Psychology: An Empirical Science
   Difficulty Level: Easy

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Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

13. *Survivor* is a reality TV show on which a group of contestants are stranded on a remote island with very few resources. Reality TV shows are most like _____ research in social psychology.
a. observational
b. archival
c. experimental
d. cross-sectional
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

14. A researcher has recorded that, in the classroom, girls are more likely than boys to ask questions during a lesson. This researcher most likely employed a(n) _____ research method.
a. observational
b. archival
c. experimental
d. interview
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

15. Observational research allows a researcher to _____.
a. make statements about causality
b. make predictions about one variable based on knowledge of another
c. provide a description of a phenomenon
d. randomly assign participants to conditions of an experiment
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

16. Professor Weems is interested in the reaction of students to a new university policy of required attendance at all classes. Professor Weems inconspicuously listens to student conversations when the topic comes up and records the students' opinions. This represents _____ research.
a. observational
b. experimental
c. correlational
d. archival
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult

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Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

17. Which of the following is the best example of the observational method?
a. Chris puts a glass to the wall so that he can hear his parents argue.
b. Elaine parks her car near a traffic light and records how many drivers run red lights.
c. Gary stops people on the street to ask them how they voted in the last election.
d. Twyla videotapes her sister's wedding, focusing on sentimental and silly moments.
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

18. A researcher wants to investigate the subculture of snowboarders. He begins hanging out with the snowboarders but does not impose his own ideas on the group. He merely records his observations of the group. This is an example of a(n) _____.
a. ethnography
b. correlation
c. experimental design
d. archival design
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

19. Ethnography can be defined as the method by which researchers attempt to understand a group or culture by _____.
a. independently observing and coding a set of data
b. examining the accumulated documents of that culture, such as newspapers
c. asking questions of a representative sample of people by means such as telephone interviews
d. observing it from the inside, without imposing any preconceived notions
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

20. In many respects, reality television shows are similar to observational research in social psychology. In what crucial respect are reality TV shows most different from observational research?
a. They do not use a representative sample of people who confronted strange situations.
b. The people filmed did not provide informed consent.
c. The observations were not conducted in a systematic, scientific manner.
d. The kind of situations that are filmed are not relevant to social psychologists.
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate

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Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

21. A cult in the 1950s believed that the world was coming to an end very soon. Researcher Leon Festinger and his colleagues studied this cult by joining the group and pretending to share these beliefs. What research method were they using?
a. Archival analysis
b. Ethnography
c. Correlational study
d. Field experiment
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

22. In 200 years, after watching our TV commercials and Internet advertising, it is possible that researchers will conclude that we had all sorts of medical problems and only ate food in our cars. These conclusions would be based on _____ research.
a. ethnographic
b. experimental
c. correlational
d. archival
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

23. According to the authors of your text, archival research can tell researchers about _____.
a. causes of behavior
b. the values and beliefs of a culture
c. the past, but probably isn't good at predicting the future
d. the relationship between two or more variables
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

24. _____ research involves systematic examination of the documents or records of a culture.
a. Systematic
b. Archival
c. Participant observational
d. Cross-sectional
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy

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Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

25. Professor Yarnofsky wonders whether recent acts of airline terrorism have made the public more fearful of airline flight. He secures records of the amount of flight insurance that people have purchased via machines at the airport, and compares the records of insurance purchases before the last hijacking to purchases after the last hijacking. Professor Yarnofsky has employed a(n) _____ research method.
a. participant observation
b. systematic observation
c. archival
d. experimental
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

26. A researcher is interested in the changing nature of sex roles in contemporary society. If she were to employ an archival analysis, what would she be most likely to do?
a. Record how boys and girls are portrayed in children's books
b. Observe both men and women in "non-traditional" occupations
c. Interview both male and female doctors to determine how they are treated by colleagues
d. Participate in the daily activities of a family in which the woman works and the man stays home
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

27. In order to examine the importance of loving relationships in several different generations of Americans, a researcher decides to collect the lyrics from the fifty most popular songs of each decade from 1940 through 2010, and to code those lyrics for how often love-related themes are present. Which of the following methods is this researcher using?
a. Correlational
b. Observational
c. Archival
d. Cross-sectional
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

28. Professor Rothman is interested in tracking changes in racial stereotypes in the U.S. If he decides to conduct an archival analysis, he should _____.
a. interview multiple generations in families of different races and ethnicities
b. record how minorities are portrayed in cartoons in the *New Yorker* magazine from 1940 to 2010
c. ask his students to report their impressions of how different ethnic groups are portrayed on television
d. compare the results of opinion polls taken over five decades
Answer: B

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Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

29. What have archival analyses of sexually explicit materials revealed about pornography usage?
a. Women are more likely to subscribe to pornography sites.
b. Liberals in "blue" states are the largest subscribers to pornography sites.
c. Residents of "blue" and "red" states are equally likely to subscribe to pornography sites.
d. Residents of "red" states are the largest subscribers to pornography sites.
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

30. Which of the following represents a limitation of observational methods?
a. The coding of the data by judges is always high in reliability.
b. Many behaviors of interest occur only in private.
c. Causal conclusions may require multiple observations.
d. There can always be a third variable in mind.
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

31. Dr. Williams wants to understand the motivations behind school shootings. To begin answering her questions, she examines the social media posts and blogs by identified school shooters. She also reads all the media reports she can find about the school shooters. Doing research in this manner is _____.
a. ethnography
b. cognitive dissonance
c. correlational method
d. archival analysis
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

32. Dr. Nash wants to conduct research on spousal abuse. Why would Dr. Nash be unwise to use observational methods for this topic?
a. Participants will lie to him about being abused.
b. Abuse is usually something that occurs privately.
c. There actually are no drawbacks to using observational methods.
d. He will be unable to remain neutral.
Answer: B

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Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

33. The primary strength of the observational method is that it can be used to _____.
a. describe behavior
b. predict and explain behavior
c. determine the cause of behavior
d. understand the nature of behavior
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

34. Whereas observational research is designed to _____ behavior, correlational research is designed to _____.
a. systematically describe; explain behavior
b. systematically describe; determine what causes behavior
c. explain; assess relations between variables
d. systematically describe; assess relations between variables
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

35. The primary strength of correlational research is that it can be used to _____.
a. determine the causes of behavior
b. explain a behavior
c. predict behavior
d. manipulate a behavior
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

36. What do observational and correlational research have in common?
a. They cannot answer causal questions.
b. They can describe social behavior.
c. They cannot predict behavior.
d. They can use random assignment.
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs

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Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

37. A researcher wants to determine if there is any relationship between gender and the tendency to run stop signs. The best method to ask this question is _____.
a. archival analysis
b. correlational
c. observational
d. experimental
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

38. A researcher wants to see if there is a relationship between a person's birth order and his or her leadership ability. The best method for answering this question would be _____.
a. experimental
b. correlational
c. observational
d. archival analysis
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

39. A researcher hired by a department store wants to examine whether manipulating the room temperature to be hotter as opposed to cooler affects sales of air conditioners. The best method for answering this question would be _____.
a. experimental
b. correlational
c. observational
d. archival analysis
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

40. Which research method allows the researcher to focus on causality?
a. Observational
b. Correlational
c. Experimental
d. Archival analysis
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs

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Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

41. Complete the following analogy about research methods in social psychology: observational is to _____ as _____ is to causality.
a. description; correlational
b. prediction; experimental
c. description; experimental
d. prediction; correlational
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

42. A researcher is interested in the relationship between the age of a person and their degree of job satisfaction. To determine this, the researcher should use the _____ method.
a. longitudinal
b. correlational
c. observational
d. behavioral
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

43. According to information from the registrar's office, Lee has discovered that people who score higher on the SAT tend to have a higher GPA in their first year of college. Lee has used a(n) _____ research method.
a. ethnographic
b. correlational
c. experimental
d. field study
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

44. When researchers say that there is a relationship between two variables, this means that _____.
a. you can predict one from the other
b. they are very similar to each other
c. one is causing the other
d. they are equal to each other
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs

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Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

45. Are people who are better educated more or less prejudiced than people who have less education? This question is most appropriately answered by using _____.
a. archival analysis
b. experimental research
c. ethnography
d. correlational research
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

46. Tony has been doing research on age and aggression. He has discovered that the older a person gets, the less likely he or she is to aggress against another person. What kind of relationship best describes Tony's findings?
a. Positive correlation
b. Negative correlation
c. Curvilinear correlation
d. No correlation
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

47. Assume that instead of conducting experiments, Latané and Darley had used a correlational method to study the relationship between the number of bystanders who witness an emergency and how quickly a victim receives help. Assume that the correlational data were compatible with results from experiments: the more bystanders, the more time it took bystanders to help. What type of correlation is this between time and number of bystanders?
a. Nonlinear correlation
b. Positive correlation
c. Negative correlation
d. Nominal correlation
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

48. Before Jonas Salk discovered a vaccine to prevent polio, people noticed a correlation between outside temperature and the incidence of polio: The warmer the temperature over the course of the year, the more outbreaks of polio. This relationship is an example of a(n) _____ correlation.
a. negative
b. positive
c. bimodal

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d. illusory
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

49. A researcher investigates the relationship between socioeconomic status and the likelihood of going on to college after high school. This research represents a(n) _____.
a. ethnography
b. observational design
c. experimental design
d. correlation
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

50. Which of the following pairs of variables are most likely to be negatively correlated?
a. Education; income
b. Amount of practice; quality of performance
c. Calories consumed; weight loss
d. Effort; success
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

51. If two variables have no correlation with each other, this means that _____.
a. you can only predict one of the two variables
b. when one is higher, the other is lower
c. they are probably very similar
d. you cannot predict one from the other
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

52. You are reading a paper about how to do well in college and it presents several correlation coefficients. These correlation coefficients indicate _____.
a. that this study compared three or more groups of students
b. how well you can predict one variable from the other
c. the causal relationship between the variables
d. the reliability of the variables
Answer: B

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Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

53. If height and weight have a positive correlation, what does this tell you about the relationship between these variables?
a. Height and weight are unrelated.
b. Taller people are almost never heavier, but there are exceptions to the rule.
c. Shorter people tend to be heavier.
d. Taller people are usually heavier, but there are exceptions to the rule.
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

54. A researcher conducted a study and found a positive correlation between age and income level. In other words, this researcher found that as age _____, income level tends to _____.
a. increases; decrease
b. increases; increase
c. increases; stay the same
d. decreases; increase
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

55. A researcher conducted a survey and found a negative correlation between education and the tendency to resort to violence during disputes. In other words, this researcher found that as education level _____, the tendency to use violence _____.
a. decreases; also decreases
b. increases; decreases
c. increases; also increases
d. increases; remains the same
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

56. Surveys are instruments most often used by social psychologists who conduct _____ research.
a. archival
b. observational
c. correlational
d. experimental
Answer: C

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Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

57. Research in which a representative sample of people are asked questions about their attitudes or behavior is called _____.
a. ethnography
b. archival analysis
c. field experiments
d. survey research
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

58. One of the greatest advantages of surveys is that researchers _____.
a. can examine variables that are difficult to observe directly
b. do not have to worry about whether their samples are representative
c. can be confident that respondents answered honestly
d. can be biased but still collect objective information
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

59. If a researcher is interested in learning about people's attitudes about environmental issues, the research method he should employ is _____.
a. ethnography
b. survey research
c. a field experiment
d. an experiment
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

60. Which of the following questions would a researcher be most likely to investigate with a survey?
a. How often do people run a red light at the intersection of Main St. and Holland Ave.?
b. What aspects of an intersection cause people to run a red light more often?
c. In the past thirty years, has there been an increase of drivers running red lights?
d. What are people's attitudes about drivers who run red lights?
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.

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Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

61. The only way to be certain that the results of a survey represent the behavior of a particular population is to ensure that the respondents are _____ that population.
a. randomly assigned to
b. randomly selected from
c. conveniently accessible in
d. normally distributed in
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

62. In which of the following types of research is the researcher most concerned with the representativeness of the sample used?
a. Naturalistic observation
b. Archival analysis
c. Survey research
d. Experiments
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

63. The problem with a survey that is not representative is that _____.
a. it is unfair not to give everyone an equal chance to participate
b. the data will be limited in its reliability
c. the rules governing random assignment have been violated
d. the researcher will not be able to draw valid conclusions about the population
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

64. Which of the following best defines the term “sample”?
a. The group of people about whom the results of a study are intended to generalize
b. A group of people who are representative of the population as a whole
c. The people actually measured in a study
d. A small group of people used to pilot test a study
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy

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Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

65. Recall the description of the political poll taken by *Literary Digest* about the Landon vs. Roosevelt election. This is an example of a potential error that can be made when doing survey research involving political polls. What is the lesson that survey researchers learned from this error?
a. Although people may report one opinion, they are likely to behave differently.
b. Surveys are not useful tools for predicting human behavior.
c. It is important to ask mostly hypothetical questions.
d. It is important to use random selection to obtain a representative sample.
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

66. Based on the error in sampling in political polls that was described in your text, how would you recommend obtaining a representative sample for a poll (survey) about political candidates?
a. Conduct phone surveys using home phone numbers.
b. Poll people at the local office that provides food stamps and other forms of assistance.
c. Give the poll face-to-face on college campuses nationwide.
d. Give the poll face-to-face at an average supermarket or post office.
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

67. Consider the following survey item: "If you found yourself on an airplane with engine problems, would you _____?" Most social psychologists would not include such an item on their survey because most respondents would _____.
a. be offended at such a personal question
b. never have experienced that situation, yielding too small a sample
c. find it difficult to accurately imagine what they would actually do
d. avoid flying in the future, instead opting for trains
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

68. The idea of "telling more than you can know" (Nisbett & Wilson, 1977) is the premise that people may report why they respond a certain way, but that their reports about causes of behavior reflect _____.
a. subconscious conflicts between implicit and explicit attitudes
b. their theories and beliefs about what should have influenced them
c. what people believe most other people would report
d. what people think the researcher wants them to say
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.

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Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

69. There is a moderately strong correlation between the number of ice cream cones sold in a day and the number of criminal acts occurring in a day. It seems more likely that it is really hot temperatures that are associated with the ice cream sales and crime than that criminals treat themselves to ice cream after committing their crimes. This observation would indicate that correlations are _____.
a. unreliable
b. no guarantee of causation
c. subject to a third variable
d. indicative of causation
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

70. Carlos, the president of a fraternity on campus, randomly sampled 500 students, asked them if they belonged to a fraternity or sorority, and asked them about their current GPA. He discovered that the GPAs of those people in fraternities and sororities were higher than those of people who were not involved in the Greek system. Gleefully, he presented his findings to the dean, saying that being involved in a fraternity or sorority leads to higher grades. What rule of research methods is Carlos breaking?
a. Correlation does not prove causation.
b. College students are not representative of the whole sample of people in the world.
c. His sample size of 500 is too small to make such a generalization.
d. Correlational data do not provide any practical information on a topic.
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

71. Why is it unwise to conclude that if two variables are correlated, one must have caused the other?
a. Variables can never be measured with complete accuracy.
b. Any single variable is bound to have multiple causes.
c. Some unmeasured third variable might make them appear related when in fact they are not.
d. It is impossible to conclude that two variables are related unless one can measure them perfectly.
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

72. Imagine that researchers have found a positive correlation between the frequency of disagreements that couples have and how long they stay together. Based on this correlation, would you start arguments with your significant other in order to sustain your relationship?
a. Yes, because the correlation is positive.
b. No, because the correlation is positive.

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c. No, because although the two may be correlated, causation has not been established.
d. No, because in your group of friends, the correlation is negative.
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

73. Rosenberg and his colleagues (1992) conducted a study that found that women who relied on the diaphragm or contraceptive sponge had fewer STDs than women who used condoms. The media jumped to the conclusion that condom use contributes to STDs. Of the limitations of this study, which one should have prevented the media from drawing a causal conclusion?
a. Women who use public clinics are not representative of women in the U.S.
b. The researchers did not study women who were on the pill.
c. The choice to use condoms may have stemmed from STD contraction rather than the reverse.
d. No such relationship between birth control device and STDs exists for men.
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

74. Researchers Baron and Straus (1984) found a positive correlation between the number of sexually explicit magazines sold in different states and the number of reported rapes in each of those states. They refrained from concluding that exposure to pornography caused men to rape because of the potential influence of a third variable. Which of the following might constitute that third variable?
a. Sales of explicit magazines in those states
b. Number of reported rapes in those states
c. Exposure to pornography in those states
d. A hypermasculine culture in those states
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

75. Which of the following is a serious shortcoming of the correlational approach?
a. It is difficult for social psychologists to secure a random sample.
b. Causal inferences based on correlational data are often faulty.
c. There is always some third variable that accounts for the correlation.
d. Surveys are often poorly designed, leading to erroneous conclusions.
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

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76. Your text discusses the fact that there are three causal interpretations of correlations. If there is a correlation such as that the more milk a child drinks, the more weight he or she gains, which of the following is not a possible causal interpretation of the finding?
a. Drinking milk makes children gain weight.
b. Gaining weight makes children drink more milk.
c. A third variable: onset of a growth spurt makes both more likely.
d. Obesity is caused by calcium intake.
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

77. A researcher concludes that frustrating people by giving them a task that is impossible to complete causes them to behave more aggressively. Only _____ warrants this type of conclusion.
a. correlational research
b. observational research
c. experimental research
d. an archival analysis
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

78. A researcher interested in testing a _____ hypothesis would be most likely to conduct an experiment.
a. descriptive
b. correlational
c. causal
d. theoretical
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

79. The experimental method always involves _____.
a. one experimental group and one control group
b. a direct intervention on the part of the researcher
c. psychological realism
d. mundane realism
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

80. Complete the analogy: correlation is to _____ as experiment is to _____.

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a. predict; relate
b. relate; observe
c. hypothesis; theory
d. relate; cause
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

81. If a researcher were to observe women exercising and then men exercising and compare these groups, why would this not be considered an experiment?
a. The experimenter is not manipulating anything.
b. The study is biased.
c. There is no prior evidence that gender is related to one's preferred type of exercise.
d. An experiment must involve at least three different conditions.
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

82. Which of the following is used in experiments but not in the correlational method?
a. Measurement of a variable such as how aggressive or how helpful people are
b. Systematically manipulating the situation
c. Representative sampling of people from a population
d. Surveys
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

83. Why didn't Latané and Darley (1968), in their study of bystander intervention in emergencies, use a manipulation more like events in the Kitty Genovese murder?
a. It would be unethical to expose unwitting participants to such a distressing manipulation.
b. It would be impossible to ensure that the murder sounded identical to all participants.
c. It would be impossible to assign participants on the street to experimental conditions.
d. The New York City police refused to give the researchers permission to conduct their experiment.
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 3.1 Apply ethical standards to evaluate psychological science and practice.

84. Participants in the Latané and Darley (1968) experimental study of the effects of group size on intervention in an emergency utilized _____.
a. audiotapes of the Kitty Genovese murder

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b. a staged assault on the experimenter
c. an audiotaped seizure
d. participants' reports of what they would do in an emergency
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

85. Assume that you are a participant in Latané and Darley's (1968) experiment examining when people help. You believe that there are five other people participating with you in a discussion, although you are isolated in a booth to ensure privacy. When you are listening to one of the other participants talk, you hear him beginning to have a seizure. If you behave like the typical subject in Latané and Darley's research, what are you most likely to do?
a. Run out of the booth to find the experimenter for help.
b. Try yelling through the walls to see if he is all right.
c. Anxiously remain in the booth and hope for the best.
d. Leave the experiment because of psychological stress.
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

86. How did Latané and Darley (1968) vary the number of bystanders in their experimental study of the effects of the number of witnesses exposed to an emergency?
a. They allowed participants to choose whether to participate in a group or in a one-on-one discussion.
b. They asked participants whether they would like to be engaged in a discussion with one, three, or six other individuals.
c. Participants who arrived first were assigned to a large group condition, and those who arrived later were assigned to a small group condition.
d. They randomly assigned participants to one of three conditions: several witnesses, few witnesses, or one witness.
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

87. The major difference between experiments and other research methods is that experiments involve _____.
a. mundane realism and psychological realism
b. manipulation of the independent variable
c. both internal and external validity
d. multiple variables
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate

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Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

88. In a study of group dynamics, participants were placed in groups consisting of either three or ten people. During the study, group members worked together trying to solve a puzzle. After completing the task, participants reported how satisfied they were with the other members of their group. _____ is the independent variable in this study.
a. Group dynamics
b. The puzzle
c. Group size
d. Satisfaction
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

89. In a study of frustration and aggression, some participants were exposed to an accomplice who insulted them, and others were exposed to no such insult. Participants were then allowed to recommend whether the accomplice should be fired. Those who were insulted were more likely to retaliate by recommending that the accomplice lose his job. In this experiment, the _____ was the dependent variable.
a. presence or absence of an insult
b. accomplice
c. participants' recommendations
d. difference between the groups
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

90. Recall that Latané and Darley observed the number of participants in each condition who left their cubicles to help the alleged victim of a seizure. The _____ was the dependent variable in their experiment.
a. severity of the seizure
b. number of participants who tried to intervene
c. number of other discussants
d. number of personal problems reported by participants
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

91. Recall that Latané and Darley observed the number of participants in each experimental condition who left their cubicles to help the alleged victim of a seizure. The _____ was the independent variable in their experiment.
a. severity of the seizure
b. number of other participants present
c. personal problems discussed
d. number of participants who helped

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Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

92. In an experiment, the independent variable is _____ and the dependent variable is _____.
a. varied; measured
b. measured; varied
c. varied; randomly assigned
d. measured; manipulated
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

93. Complete the following analogy: independent variable is to _____ as dependent variable is to _____.
a. relationship; direction
b. hypothesis; evidence
c. varied; measured
d. internal validity; external validity
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

94. A researcher investigated the relationship between self-esteem and choice of a partner in a "getting acquainted" situation. To do this, she had students take a personality test and then she gave them feedback (based on random assignment) indicating either that the test found them to be "mature, insightful, and socially skilled" or "immature, inflexible, and overly critical." After receiving this feedback, students chose a partner to interact with by looking at photos of people of the opposite sex who were either high or low in physical attractiveness. The study just described is a(n) _____.
a. observational study
b. correlational study
c. experiment
d. meta-analysis
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

95. When an experiment has shown that an independent variable is a cause of a phenomenon, what is the most reasonable conclusion one should draw?
a. The hypothesis has been proven correct.

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b. The scientific question has been answered once and for all.
c. There is evidence that supports the hypothesis, though multiple experiments and methods are still needed.
d. There is some evidence for an association, but one should be cautious about drawing causal conclusions.

Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

96. Which of the following factors was NOT necessary to ensure the internal validity of the Latané and Darley "seizure" study described in the text?
a. They made sure their conditions varied on only the key variable.
b. They made sure that the seizure overheard by participants was identical for everyone.
c. They randomly assigned participants to groups or conditions.
d. They asked participants about their knowledge of epilepsy before beginning the experiment.

Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

97. By controlling all extraneous variables and by randomly assigning people to different experimental conditions, an experimenter can achieve high _____.
a. interjudge reliability
b. generalizability
c. replicability
d. internal validity

Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

98. Which of the following represents a primary threat to internal validity?
a. Failure to randomly assign participants
b. Assigning participants based on gender
c. Randomly changing several aspects of the study in addition to the independent variable
d. Changing only the independent variable

Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

99. A researcher wants to examine the relationship between viewing television violence and behaving aggressively. He has participants decide whether they would prefer to view a violent or a nonviolent film,

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and subsequently records the number of aggressive behaviors they show in a competitive game. The researcher cannot legitimately make a causal statement based on his findings because the study _____.
a. is low on mundane realism
b. lacks random assignment
c. has no cover story
d. lacks psychological realism
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

100. _____ allows researchers to rule out differences among participants as the cause of differences in the dependent variable.
a. A factorial design
b. Measuring more than one dependent variable
c. Random sampling
d. Random assignment
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

101. Which of the following threatens the internal validity of an experiment?
a. Using more than one dependent variable
b. Failing to use a representative sample
c. Using an independent variable with more than one level
d. Failing to assign participants randomly to conditions
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

102. _____ and _____ are the hallmarks of the experimental method, which set it apart from the observational and correlational methods.
a. Random assignment; probability levels
b. Representative sampling; control over extraneous variables
c. Control over extraneous variables; random assignment
d. Correlation coefficients; dependent variables
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

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103. A researcher is designing an experiment, and ensures that each participant is equally likely to be in one condition as another. He does not assign them based on any characteristics such as gender, ethnicity, or personality. This researcher is _____ participants.
a. randomly assigning
b. meta-analyzing
c. randomly selecting
d. generalizing
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

104. Wendy wants to study how easily people make friends. She assigns people to talk with a stranger for either five minutes or ten minutes, and assigns people who are more outgoing to the "five-minute" condition, and shy people to the "ten-minute" condition. Which of the following is the threat to the internal validity in this study?
a. The independent variable isn't held constant for every participant in a condition.
b. Dependent variables are not being assigned randomly.
c. She did not select from a random sample in her population.
d. Wendy did not use random assignment.
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

105. The _____ is a number that expresses the likelihood that a given experimental finding would have occurred by chance alone.
a. probability level
b. uncertainty quotient
c. chaos index
d. chance index
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

106. An experimenter finds out that the *p*-value in his study is 3 in 100. What does this mean?
a. His results have a 3 percent chance of being valid.
b. He has a 3 percent chance of finding these results by chance alone.
c. He has a 3 percent chance that his hypothesis is correct.
d. He has a 30 percent chance that his study had good internal validity.
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know

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APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

107. It is important to know the probability level for a given set of experimental findings because *p*-values _____.
a. alert experimenters to poor dependent variable measures
b. inform experimenters whether their results might have happened by chance
c. indicate that experimenters have used the correct manipulation of the independent variable
d. greater than .10 indicate that there is no need to replicate the experiment
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

108. When you conduct your own research, what size *p*-value indicates that your research has been successful?
a. Small, such as less than 5 percent
b. Medium, such as between 30 and 70 percent
c. Large, such as greater than 70 percent
d. The size doesn't matter. The *p*-value does not indicate anything about research.
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

109. Shannon conducts an experiment to test her hypothesis that longer arguments cause couples to become angrier at each other. She randomly assigns couples to argue for either ten minutes or twenty minutes. After her assistant Ken runs the study, Ken tells Shannon that he allowed the couples who were really fighting hard to keep arguing longer than Shannon had originally stated. Shannon cringes, for she knows that the _____ of her study is very low.
a. random assignment
b. random selection
c. internal validity
d. meaningfulness
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

110. Jane analyzed the results of her study and found that the probability of getting such findings by chance was less than 1 in 100. Jane can say that her results are statistically _____.
a. generalizable
b. significant
c. valid
d. realistic
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs

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Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

111. Internal validity is to _____ as external validity is to _____.
a. causality; generalizability
b. control; random assignment
c. generalizability; control
d. causality; minimizing differences
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

112. Experimenters who value external validity primarily want their findings to generalize across _____ and _____.
a. people; situations
b. independent variables; dependent variables
c. observers; independent variables
d. time; cost of experiment
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

113. Dr. Kisnek makes sure that he builds into his studies a wide variety of people and situations. Dr. Kisnek is concerned with _____.
a. deception
b. external validity
c. internal validity
d. interjudge reliability
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

114. A drawback to using experiments is _____.
a. they cannot be used to draw causal conclusions
b. they cannot capitalize on random assignment
c. the need to ensure psychological realism to maintain external validity
d. they tend to be low on internal validity
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts

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APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

115. The biggest problem with using random assignment and controlling extraneous variables in an experiment is that _____.
a. the experimental situation can become quite artificial
b. participants often become angry at the deception involved
c. it is difficult to ensure internal validity
d. debriefing becomes very cumbersome
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

116. Participants in a classic experiment conducted by Stanley Milgram (1963) found themselves in the uncomfortable position of being asked to administer increasingly strong shocks to a learner every time he made a mistake. Videotapes of the participants showed them laughing hysterically, chain-smoking, sweating, and fidgeting nervously. Based on these videotapes, it could be inferred that Milgram's experiment was high on _____.
a. internal validity
b. reliability
c. experimental control
d. psychological realism
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

117. No matter how artificial an experimental situation may at first appear, if participants think, feel, or react the way that people in a real-life situation would react, the experiment has _____.
a. high psychological realism
b. high internal validity
c. low psychological realism
d. low demand characteristics
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

118. Recall that Latané and Darley (1968) studied bystander intervention by having participants overhear a seizure while they were speaking on headphones with another discussant. Assuming that the participants believed that the seizure was real and felt anxious and confused about whether and how to help when they heard the seizure, Latané and Darley's (1968) experiment was _____.
a. low in psychological realism
b. high in psychological realism
c. low in internal validity
d. invalid
Answer: B

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Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

119. Latané and Darley (1968) told participants that they were interested in the kind of problems that college students experience. This explanation to their participants was the _____.
a. independent variable
b. dependent variable
c. cover story
d. experimental debriefing
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

120. A cover story is _____.
a. the result of experimental findings of interest to the media
b. a "false" description of the purposes of a study
c. an explanation provided to participants when the study is over
d. a way to make sure that an experiment is ethical
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

121. A credible cover story helps to ensure _____.
a. internal validity
b. psychological realism
c. reliability
d. appropriate dependent variable measures
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

122. Why do researchers go to great lengths to create cover stories and devise elaborate situations in their studies to cover up the true purpose of the study?
a. It reduces the likelihood that participants will change their behavior because they know too much about the study.
b. It helps them to manipulate participants to do what they need to prove their theory correct.
c. It increases the likelihood that participants will participate in a study that could be dangerous.
d. Researchers customarily use deception just to trick participants.
Answer: A

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Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

123. In reading descriptions of the behaviors of the New York University students who participated in Latané and Darley's (1968) experiment on bystander intervention, you wonder whether a similar study conducted in Tokyo in 1968 would have yielded the same results as those participants from NYU. In essence, your question is, "Will these results generalize across _____?"
a. time
b. people
c. situations
d. manipulations
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

124. A psychologist first conducted a study on helping behavior with a sample of college undergraduates. This psychologist then replicated the study using the same procedure with a different participant sample. If similar results were obtained with both samples, this experimenter has demonstrated _____.
a. internal validity
b. external validity
c. population consistency
d. chronological consistency
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

125. _____ would increase the external validity of experiments, but social psychologists must weigh the practicality of doing it.
a. Random assignment
b. Administering follow-up questionnaires
c. Random sampling
d. Using multiple independent variables
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

126. Dr. Wegner conducts a study to investigate the careers young adults are interested in pursuing using a sample of 100 Harvard honors students. What is the major problem with her sample?
a. It lacks internal validity.
b. It is unlikely that she can generalize across situations.

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c. It is difficult to say with certainty that she can generalize across people.
d. It is too small in size to provide any meaningful information.
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

127. _____ is defined by the authors of your text as an experiment conducted in natural settings rather than in the laboratory.
a. External validity
b. A cover story
c. Psychological realism
d. A field experiment
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

128. Relative to laboratory-based experiments, field experiments tend to be high in _____.
a. external validity
b. internal validity
c. *p*-value
d. reliability
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

129. How is a field experiment similar to a lab experiment? Both involve _____.
a. random selection
b. high internal validity
c. manipulation of an independent variable
d. control of extraneous variables
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

130. Dr. Lim conducts a study in which he places either an expensive or a cheap purse on a park bench. He then counts how many people try to return the purse to its owner. What kind of study is this?
a. Experiment
b. Field experiment
c. Correlational
d. Observational

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Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

131. Using which of the following designs will increase the external validity of an experiment?
a. Field experiment
b. Survey
c. Laboratory experiment
d. Cover story
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

132. When Latané and Darley replicated their experiment on helping behaviors as a field experiment, they had two burly men steal a case of beer from a convenience store, and then measured the number of customers who reported the robbery. Why would they replicate their laboratory study in a field setting?
a. To ensure psychological realism
b. To enhance internal validity
c. To enhance external validity
d. To test the *p*-value
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

133. Given that field experiments are high in external validity, why is it that social psychologists still rely on laboratory studies?
a. Laboratory studies are more psychologically realistic.
b. Laboratory studies help to control for extraneous variables.
c. Laboratory studies permit random assignment of participants.
d. Laboratory studies are more reliable.
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

134. According to your text, a perfect study would involve _____.
a. random assignment; random selection; realistic setting; control of all extraneous variables
b. random assignment or random selection; control over all extraneous variables
c. high levels of external validity
d. an experiment, which shows that one variable causes another
Answer: C

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Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

135. Many times in social psychological research, it is often the case that when internal validity is high, there is a trade-off, and _____ is low.
a. the *p*-value
b. reliability
c. psychological realism
d. external validity
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

136. The notion of "the basic dilemma of the social psychologist" refers to _____.
a. whether or not to conduct ethically questionable research
b. whether or not to use deception in their experiments
c. the trade-off between internal and external validity
d. the trade-off between independent and dependent variables
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

137. Which of the following is important to replication across different situations and people?
a. Testing if results occur with a different independent variable
b. Testing if results are replicated with a different dependent variable or research design
c. Testing if results are externally valid across people and situations
d. Enhancing the internal validity of all experiments through random selection and assignment
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

138. According to the authors of your text, the ultimate test of an experiment's external validity is _____.
a. generalizability
b. *p*-value
c. replications
d. random selection
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs

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Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

139. Replications are designed to ensure that _____.
a. the original study was high in psychological realism
b. the original results can be obtained in different populations and in different settings
c. the original study was internally valid
d. ethical procedures are always followed
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

140. Mario conducts a study on what Caucasians perceive as physically attractive, then conducts the same study with African Americans, and then with Asian Americans as the sample. Mario is using _____ to determine the external validity of his findings.
a. meta-analysis
b. a cover story
c. surveys
d. replication
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

141. Assume that Latané and Darley want to demonstrate the external validity of their 1968 experiment on bystander intervention. To do this, they conduct a study in which participants solve crossword puzzles alone, or in large or small groups. While the participants are working on the puzzles, they overhear a woman fall from a ladder and cry out, "Oh, my leg! I can't move it!" The researchers then observe and record the number of participants who attempt to help. The study described here represents a(n) _____ of the original "seizure" study.
a. manipulation check
b. replication
c. needless duplication
d. encore
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

142. The authors of your text state that the basic dilemma of the social psychologist is the trade-off between internal and external validity. What is the best way to resolve this dilemma?
a. Focus on internal validity, because it is the most important for establishing causal relationships
b. Focus on external validity, because this demonstrates how research generalizes to other people and situations
c. Use both observational and correlational approaches to research

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d. Replicate results using both laboratory and field studies to maximize both types of validity
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

143. A _____ enables researchers to decide whether the effects of an independent variable are reliable across studies.
a. meta-analysis
b. peer review
c. reliability coefficient
d. validity index
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

144. Suppose a researcher wants to know whether frustration really does cause aggression. She collects a large number of experimental studies that involve both children and adults, and that are conducted both in the laboratory and in the "real world" in both the United States and other cultures. She then conducts a(n) _____ to determine whether there is enough consistency in findings across studies to determine the generalizability of the relationship between frustration and aggression.
a. systematic replication
b. direct replication
c. meta-analysis
d. archival study
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

145. Consider the following (fictitious) conclusion reached by a social psychologist: "After analyzing a sample of over 578 experiments, we have concluded that the question of whether men are more likely than women to help is difficult to answer. Based on the findings of this large number of studies, we have concluded that men are more likely to help when helping demands physical risk or 'chivalry'; otherwise, there are no reliable gender differences in helping." This conclusion about the reliability of the relationship between gender and helping was most likely based on _____.
a. pure conjecture
b. surveys of researchers
c. meta-analytic techniques
d. experimental procedures
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts

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APA Learning Objective: 1.3 Describe applications of psychology.

146. In social psychology, the technique of meta-analysis is most like _____ research.
a. experimental
b. observational
c. survey
d. archival
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

147. When a researcher examines several replications of a phenomenon, he would be most likely to examine these data using the statistical technique of _____.
a. correlational analysis
b. meta-analysis
c. *p*-values
d. internal validity
Answer: B
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

148. Suppose someone says to you, "I don't understand what you can learn from laboratory psychology experiments in social psychology. They are so artificial, and most of them are done with limited populations, namely college students." What would your best response be, according to a social psychologist?
a. A great advantage to laboratory studies is the ability to know for sure what is causing what. To see how much you can generalize from them, you can replicate the studies with different populations and in different situations.
b. It is too impractical and expensive to make every study a field study. Some studies have to be done in the laboratory for these reasons.
c. College students have personality characteristics that are similar to most other samples.
d. You can learn a lot from laboratory studies as long as you maintain random selection.
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

149. Based on information from your text, basic research is to _____ as applied research is to _____.
a. satisfying intellectual curiosity; solving social problems
b. experiments; observational research
c. biological sciences; social sciences
d. single studies; meta-analyses
Answer: A

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Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.3 Describe applications of psychology.

150. Satisfying intellectual curiosity describes _____ research, while solving social problems describes _____ research.
a. basic; applied
b. cross-cultural; social neuroscience
c. applied; basic
d. social neuroscience; cross-cultural
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

151. An experimenter conducts a program of research to determine what types of messages are most effective in promoting condom use among adolescents. How would you classify this type of research?
a. Primary research
b. Secondary research
c. Basic research
d. Applied research
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.3 Describe applications of psychology.

152. According to the authors, Kurt Lewin once wrote, "There is nothing so practical as a good theory." By that, Lewin was referring to the idea that _____.
a. to solve social problems, psychologists must understand the processes that underlie them
b. basic researchers should not be afraid to conduct applied research aimed at solving social problems
c. applied researchers should have a higher status in the field of social psychology
d. the line between basic and applied research is clearer in social psychology than in other sciences
Answer: A
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

153. Which is more important: basic or applied research?
a. Basic research, because as Kurt Lewin said, "There is nothing so practical as a good theory"
b. Applied research, because this type of research is involved in solving social problems
c. Neither is that important compared with experimental research, which can establish causality.
d. Both are important, because basic research allows for an understanding of psychological processes that can be used in applied research to solve social problems.
Answer: D

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Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

154. Applied research involves studies that are designed to _____.
a. satisfy intellectual curiosity
b. test well-established theories
c. establish causal explanations
d. solve a particular social problem
Answer: D
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

155. The authors of the text describe some arguments that many studies in psychology have failed to be able to be replicated. People making this argument call for psychologists to improve their _____, to make a study more _____.
a. conclusions; understood
b. explanation of research; able to be repeated
c. methods; reliable
d. designs; applicable
Answer: C
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

156. The primary goal of cross-cultural research is to _____.
a. demonstrate the universality or cultural dependence of psychological processes
b. increase the internal validity of manipulations and measures
c. increase the psychological realism of experiments
d. replicate questionable findings to increase consistency
Answer: A
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

157. In describing the intricacies of cross-cultural research, the authors of your text assert that it is not as simple as translating one's materials into an appropriate language, traveling to another culture, and conducting the experiment there. Which of the following statements describes one of the challenges of cross-cultural research?
a. Individual variability within a culture can present problems and must be considered in the research design of the study.
b. When translating directions and information, it can be very hard to get an exact translation that holds the same meaning.

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c. Researchers must be very careful not to impose their own viewpoints or definitions on the culture being studied.
d. Some cover stories may be offensive or unrealistic in the other culture.
Answer: D
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

158. What is a primary benefit of conducting cross-cultural research for social psychologists?
a. They don't have to use informed consent in other countries.
b. Translation of independent and dependent variables into other cultures is easy.
c. It allows us to see if a given phenomenon is generalizable to other cultures.
d. Cross-cultural research does not require the same concerns for internal and external validity in the experiment.
Answer: C
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

159. What is one of the main problems faced by researchers who want to test their theories cross-culturally?
a. Basic psychological processes inevitably differ from culture to culture.
b. Ethical laws often prohibit psychologists from studying phenomena in all cultures.
c. Variables may have to be changed so that their meaning is understood in the same way across cultures.
d. Because experimental social psychology is historically an American enterprise, it is difficult to secure funding for cross-cultural research.
Answer: C
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

160. One reason it is important to examine cultural influences on social psychological processes is that _____.
a. establishing cultural differences helps to increase the internal validity of research
b. it helps us understand whether certain psychological processes are universal
c. replicating results across cultures is more effective than doing meta-analyses
d. looking at the documents of a culture can usually answer most social psychological questions
Answer: B
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

161. When researchers examine a social psychological phenomenon using cross-cultural research, they are enhancing _____.
a. internal validity

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b. external validity
c. deception
d. random selection
Answer: B
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

162. External validity is enhanced when results generalize across different people. _____ research is especially useful for this purpose.
a. Cross-cultural
b. Social neuroscience
c. Archival
d. Applied
Answer: A
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

163. Which of the following would be most likely to share a research lab and equipment with the biology department or medical school?
a. Ethnographers
b. Social neuroscientists
c. Personality psychologists
d. Archival researchers
Answer: B
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

164. Which of the following techniques is most likely to be used by social neuroscientists?
a. Ethnography
b. Archival research
c. Functional magnetic resonance imaging (fMRI)
d. Field experiments
Answer: C
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

165. Social neuroscience is the marriage between which fields?
a. Medicine and psychology
b. Social psychology and biology
c. Biology and psychology

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d. Social psychology and medicine
Answer: B
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

166. Dr. Linh uses an electroencephalograph (EEG) to detect patterns of brain activity as her participants argue with their romantic partners. Dr. Linh can best be described as a(n) _____.
a. neurologist
b. evolutionary psychologist
c. social neuroscientist
d. psychiatrist
Answer: C
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

167. Researchers conduct an experiment in which participants watch either a violent film or a nonviolent film. After watching the film, the researchers take saliva samples from participants to test for levels of a hormone called testosterone. According to the authors of your text, which field of psychology are these researchers from?
a. Correlational design
b. Evolutionary psychology
c. Social neuroscience
d. Functional magnetic resonance imaging (fMRI)
Answer: C
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

168. When scientists study how social behavior is related to hormones, the immune system, and neurological processes, they are studying _____.
a. social psychology
b. neurology
c. psychiatry
d. social neuroscience
Answer: D
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.3 Describe applications of psychology.

169. Which statement below best captures the major ethical dilemma faced by experimental social psychologists?
a. With the advent of new technologies, it is easier than ever to fake data.

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b. That which is good science may sometimes cause discomfort.
c. It is necessary to lie to discover the truth.
d. Research results can be misused by those in power.
Answer: B
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

170. Social psychologists must often balance the goal of discovering important information about human social behavior with the ethical issue of _____.
a. random assignment to condition
b. random selection from a population
c. concern for the welfare of participants
d. using replication and meta-analysis
Answer: C
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

171. When a person agrees to participate in an experiment in full awareness of the nature of the experiment, which has been provided prior to their participation, the participant has provided _____.
a. a cover story
b. informed consent
c. deception
d. a debriefing
Answer: B
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 3.1 Apply ethical standards to evaluate psychological science and practice.

172. Dr. Winstell is interested in studying prejudice and devises a study in which Caucasian participants are led to believe that they are chatting electronically with an African American participant. In reality, the participants are responding to another Caucasian participant, and she discloses this information to all participants at the end of the study. Dr. Winstell has used _____ in her study.
a. informed consent
b. deception
c. replication
d. cross-cultural research
Answer: B
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 3.1 Apply ethical standards to evaluate psychological science and practice.

173. One problem with informed consent is that _____.

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a. full knowledge of the experiment's purpose can alter participants' behavior
b. its use tends to undermine the external validity of the experiment
c. its use is limited to deception experiments
d. it is time-consuming
Answer: A
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

174. Knowing the experiment's purpose can alter participants' behavior. This is a major problem with _____.
a. debriefing
b. informed consent
c. archival research
d. basic research
Answer: B
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

175. The procedure whereby the researcher explains the nature of the study and participants then decide whether or not to participate is called _____.
a. experimental debriefing
b. pre-experimental briefing
c. informed consent
d. a truthful cover story
Answer: C
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 3.1 Apply ethical standards to evaluate psychological science and practice.

176. One main reason why social psychologists may elect to use deception in their studies is that it _____.
a. allows for stronger *p*-values to occur.
b. creates a situation in which participants experience contrived events as though they were real
c. ensures that all participants in an experiment are treated equally
d. can be easier to deceive naïve participants than to tell the truth and provide a complex explanation
Answer: B
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

177. What is the function of an institutional review board (IRB)?
a. To peer-review results from experiments and suggest appropriate replications
b. To perform a meta-analysis on all studies about a given phenomenon

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c. To review proposals for research and decide whether they meet ethical guidelines
d. To assess the psychological realism of proposed psychological research
Answer: C
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 3.1 Apply ethical standards to evaluate psychological science and practice.

178. Institutional review boards (IRBs) must be composed of certain types of people. If the IRB at Claudius University already consists of a scientist and a nonscientist, which of the following people would also need to be on the IRB at Claudius University?
a. Dr. Jenkins, the president of Claudius University
b. Lisa, a student at Claudius University
c. Mr. Allen, a physician in the town near Claudius University
d. Ms. Jones, an assistant for the other members of the IRB
Answer: C
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

179. Which of the following is NOT one of the purposes of debriefing?
a. Explaining the true purpose of the study
b. Relieving any discomfort that the participant experienced during the course of the experiment
c. Giving the participants a chance to withdraw from the experiment
d. Educating the participants about the purpose of the research and the scientific process
Answer: C
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

180. Maisie was very upset after she participated in an experiment. During the _____, the researcher made sure that she understood that the situation was not real, and made sure that Maisie was calm and happy before leaving.
a. informed consent process
b. debriefing
c. measurement of internal validity
d. measurement of the independent variable
Answer: B
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

181. Which of the following is one of the ethical principles that psychologists must follow when using human participants? All participants must be _____.
a. informed that they can withdraw from the study at any time

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b. informed of the true nature of the study upon arriving at the laboratory
c. contacted six months after the study to assure that no psychological harm resulted
d. compensated in some way for their participation in research
Answer: A
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 3.1 Apply ethical standards to evaluate psychological science and practice.

182. If a researcher were to use deception as part of her experimental procedure, when would she explain the purpose of this deception to her participants?
a. During the debriefing
b. Before obtaining informed consent
c. Immediately preceding the experimental manipulation
d. Before collecting any dependent measures
Answer: A
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

183. Research that examines the effects of deception experiments on participants has found that _____.
a. most people find such experiences extremely upsetting
b. participating in such experiments causes people to develop an enduring distrust of researchers
c. people do not object to the mild discomfort and deceptions used in social psychological research
d. participating in such experiments has a delayed negative effect
Answer: C
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

Essay

184. Compare the goals of researchers who use the observational method, the correlational method, and the experimental method. Provide an example of a question that is best addressed by each method.

Answer: The observational method is used to describe some phenomenon, and is often used to test hunches informally or more formally via systematic observation or archival analyses. The correlational method is designed to determine the relationship between two phenomena (variables) and is useful in making predictions; observations and surveys are often used in this kind of research. The experimental method is used to determine whether two related phenomena are causally related, and enables researchers not only to make predictions, but also to understand why two variables might be related. (Note: Students generate their own examples.)
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult

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Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

185. A developmental psychologist who used the correlational method found that there was a positive correlation between children's self-esteem and their academic achievement. First, what does a positive correlation mean in this case? Second, how might these results be explained?

Answer: A positive correlation in this case means that children with high (low) self-esteem also manifest high (low) academic achievement. Results could be explained in a number of ways: (1) high self-esteem gives children confidence, so they try harder and achieve more; (2) high achievement boosts children's self-confidence and self-esteem; (3) some third variable such as parental involvement or intelligence might cause both self-esteem and achievement to be correlated.
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Analyze It
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

186. "What is the relationship between viewing violence on the one hand, and behaving aggressively on the other hand?" How might an observational researcher, a correlational researcher, and an experimental researcher answer that question?

Answer: Observational researchers might systematically observe how much violence children watch on television and how aggressively they behave on the playground or in the classroom; they might also conduct archival research, comparing rape statistics with the availability of violent pornography. Correlational researchers might use surveys to see whether there is a relationship between what people watch on television and their self-reports of aggressive behaviors; alternatively, they could survey parents about children's viewing habits and survey teachers about the children's behaviors. Minimally, experimental researchers would randomly assign participants to one of two experimental conditions (experimental and control groups) that systematically vary in violence content, and collect dependent measures of participants' aggressive behaviors.
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

187. What are some possible advantages and disadvantages associated with using surveys to enhance our understanding of social behavior?

Answer: Although surveys are useful in collecting data about behaviors that cannot easily be observed directly and surveys can afford the prediction of behaviors, the data they generate are correlational data, so unequivocal cause-and-effect conclusions cannot be drawn. In addition, surveys using nonrepresentative samples can yield inaccurate results and conclusions. Finally, even surveys collected from representative samples can yield inaccurate responses due to unclear or leading questions or inaccurate respondent recall or reports.
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Easy
Skill Level: Analyze It
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

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188. Provide a hypothesis that can be tested using the experimental method. Identify the independent variable and the dependent variable in your experiment.

Answer: Whatever the hypothesis, the independent variable is the variable that is manipulated; there must be at least two levels of the independent variable for the study to be an experiment. Whatever the hypothesis, the dependent variable is the variable that is measured; it may be an attitude, a feeling, a belief, or a behavior.
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

189. Dr. Malic has conducted a number of experiments to assess whether playing violent video games makes people become more aggressive. He assigns men to play very violent games for an hour a week, and women to play very violent games for three hours a week. After a month, he assesses how aggressively they behave in a frustrating situation. He has replicated this study using the same sample of Buddhist monks and nuns twelve times. Identify the major threat to internal validity and to external validity.

Answer: The threat to internal validity is that Dr. Malic has not used random assignment, thus he cannot be sure that he has isolated the independent variable: the amount of time playing violent video games. The threat to the external validity is that Dr. Malic used the same sample in his replications. Not only that, but his sample of clergy may not generalize to other people, especially when it comes to the behavior of aggression.
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Difficult
Skill Level: Analyze It
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

190. Why are random assignment and experimental control two essential ingredients of an experiment?

Answer: Random assignment is the "great equalizer," and ensures that groups of participants are comparable to one another before the delivery of the independent variable. Control over extraneous variables ensures that any differences on the dependent variable are due to the manipulation of the independent variable only.
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

191. Describe three different ways that experimental social psychologists can enhance the external validity of their experiments.

Answer: They can work to make their experiments psychologically real to participants, even if experimental procedures or manipulations do not perfectly resemble situations in real life. They can conduct replications with CONCEPTUALLY similar independent variables or with different participants in different settings. They can use cross-cultural research to determine whether there are any human universals. They can conduct field experiments outside the laboratory.
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs

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Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

192. Describe the interplay between internal and external validity.

Answer: There is frequently a trade-off between internal and external validity. More specifically, there is a trade-off between (1) having enough experimental control to eliminate extraneous variables and to use random assignment, and (2) ensuring that results can be generalized to everyday life.
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

193. How do social psychologists who do basic research differ from social psychologists who do applied research?

Answer: Basic research is conducted to satisfy scientific and intellectual curiosity; basic researchers seek answers to questions about human behavior solely to test a specific hypothesis or theory. Applied research is conducted with an eye toward elucidating the sources of, or finding solutions to, real-world social problems. Of course, applied researchers should and do rely on basic research findings that provide information on psychological processes and social influence.
Learning Objective: 2.2 Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Analyze the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

194. According to the authors, cross-cultural research "is not a simple matter of traveling to another culture, translating materials into the local language, and replicating the study there." What factors make conducting cross-cultural research difficult?

Answer: First, researchers must make sure that they are not imposing their own viewpoints learned in their own culture onto another culture with which they aren't familiar. Second, they must make sure that the independent and dependent variables are interpreted the same way in different cultures. Third, they need to be aware that there are subtle norms or values in different cultures, and that these may be operating in a new culture, without the researcher's awareness.
Learning Objective: 2.3 Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

195. What happens during a typical post-experimental debriefing?

Answer: If any deception was used, the deception and the reasons for it are explained to participants. The experimenter looks for any lingering discomfort and works to eliminate it. The experimenter tells participants about the goals and purposes of the research, so that participation serves an educational function. Experimenters question their participants about their experiences, listen to what they say, and answer any of their questions.
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

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Topic: Ethical Issues in Social Psychology
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

196. Who are the members of an institutional review board and what is the role of the institutional review board in guiding the research at an institution?

Answer: The board, which must include at least one scientist, one nonscientist, and one person who is not affiliated with the institution, reviews all research proposals and decides whether the procedures meet ethical guidelines.
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Easy
Skill Level: Remember the Facts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

197 Jacob conducts an experiment testing the hypothesis that watching romantic movies makes people feel more amorous towards attractive strangers. He tells participants that they will be watching a movie and then interacting with a stranger. Next, some participants watch a romantic movie, others watch a scary movie, and others watch a nature documentary. Then participants interact with a confederate for five minutes, while the number of flirtations is recorded. Finally, Jacob explains the true nature of the study and participants are dismissed. What is the major ethical concern in this study, and how did Jacob resolve it?

Answer: The main ethical issue in this study is that Jacob is using deception, not telling participants the true nature of the study before they participated in it. However, Jacob resolved this issue by debriefing participants fully.
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Difficult
Skill Level: Apply What You Know
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

198. Dr. Fodor has found that when college sophomores at his university work in pairs to solve difficult Sudoku problems, they often resolve the problems more quickly and accurately than those who work alone. However, Dr. Fodor wishes to replicate his findings to generalize that working in pairs is more effective than working alone. In what two main ways would you suggest he replicate his findings, and in what ways should he go about conducting these replications?

Answer: Dr. Fodor should try to replicate his findings across people and situations. In order to replicate across people, he may choose to conduct his study using participants from other age groups, those who are not college students, and even participants in other cultures. To replicate in other situations, Dr. Fodor would want to assign different types of problems, such as word problems, or even examine tasks that pairs perform in a workplace setting.
Learning Objective: 2.4 Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Moderate
Skill Level: Understand the Concepts
APA Learning Objective: 1.1 Describe key concepts, principles, and overarching themes in psychology.

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Revel Quizzes

The following questions appear at the end of each module and at the end of the chapter in Revel for *Social Psychology*, Tenth Edition.

Quiz 2.1: Social Psychology: An Empirical Science

EOM_Q2.1.1
Which of the following is a basic assumption that social psychologists make?
a) Social problems have complex causes and we will never know why they occur.
Consider This: Social psychologists conduct experiments to test hypotheses. LO 2.1: Describe how researchers develop hypotheses and theories.
b) It is hard to study what effect looking at pornography has on people, because everyone is different.
Consider This: Social psychologists conduct experiments to test hypotheses. LO 2.1: Describe how researchers develop hypotheses and theories.
c) Many social problems can be studied scientifically.
d) Many people fail to help others in emergencies because they don't care about other people.
Consider This: Social psychologists conduct experiments to test hypotheses. LO 2.1: Describe how researchers develop hypotheses and theories.
Answer: c
Learning Objective: LO 2.1: Describe how researchers develop hypotheses and theories.
Topic: Social Psychology: An Empirical Science
Difficulty Level: Easy
Skill Level: Remember the Facts

EOM_Q2.1.2
Which of the following is true about social psychological findings?
a) They sometimes seem obvious after we learn about them, because of a hindsight bias.
b) Most people could easily predict them in advance of knowing how the studies turned out.
Consider This: After people know that something occurred, they often exaggerate how much they could have predicted it before it occurred. LO 2.1: Describe how researchers develop hypotheses and theories.
c) Wise people such as our grandparents could easily predict them in advance of knowing how the studies turned out.
Consider This: After people know that something occurred, they often exaggerate how much they could have predicted it before it occurred. LO 2.1: Describe how researchers develop hypotheses and theories.
d) Most people who live in the culture in which the studies were conducted could predict the findings in advance of knowing how the studies turned out.
Consider This: After people know that something occurred, they often exaggerate how much they could have predicted it before it occurred. LO 2.1: Describe how researchers develop hypotheses and theories.
Answer: a
Learning Objective: LO 2.1: Describe how researchers develop hypotheses and theories.
Topic: Social Psychology: An Empirical Science
Difficulty Level: Easy
Skill Level: Remember the Facts

EOM_Q2.1.3
How do social psychologists formulate hypotheses and theories?
a) They are inspired by previous theories and research.
Consider This: After did the chapter discuss more than one way that social psychologists formulate hypotheses? LO 2.1: Describe how researchers develop hypotheses and theories.
b) They disagree with a previous researchers' interpretations of his or her study.
Consider This: After did the chapter discuss more than one way that social psychologists formulate hypotheses? LO 2.1: Describe how researchers develop hypotheses and theories.
c) They construct hypothesis and theories based on personal observations in everyday life.

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Consider This: After did the chapter discuss more than one way that social psychologists formulate hypotheses? LO 2.1: Describe how researchers develop hypotheses and theories.

d) All of the above

Answer: d
Learning Objective: LO 2.1: Describe how researchers develop hypotheses and theories.
Topic: Formulating Hypotheses and Theories
Difficulty Level: Moderate
Skill Level: Understand the Concepts

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Quiz 2.2: Research Designs

EOM_Q2.2.1
A researcher is interested in whether moods vary by the day of the week. She codes the postings on thousands of Facebook pages to see whether people express more positive comments on some days than others. Which research method has she used?

a) ethnography

Consider This: Is the researcher examining the accumulated documents, or archives, of a culture? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) survey

Consider This: Is the researcher examining the accumulated documents, or archives, of a culture? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) correlational method

Consider This: Is the researcher examining the accumulated documents, or archives, of a culture? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) archival analysis

Answer: d
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Research Designs
Difficulty Level: Moderate
Skill Level: Apply What You Know

EOM_Q2.2.2
The observational method is best at answering which of these questions?

a) How polite are people in public places?

b) Are people from the Southern United States more polite in public places than people from the Northern United States?

Consider This: The goal of the observational method is to describe what a particular group of people or type of behavior is like LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) What makes people act politely or rudely in public places?

Consider This: The goal of the observational method is to describe what a particular group of people or type of behavior is like LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) Does music played in department stores influence how polite people are in those stores?

Consider This: The goal of the observational method is to describe what a particular group of people or type of behavior is like LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: a
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Observational Method
Difficulty Level: Difficult
Skill Level: Apply What You Know

EOM_Q2.2.3
The correlational method is best at answering which of these questions?

a) How polite are people in public places?

Consider This: The goal of the correlational method is to assess how much one variable can be predicted from another. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) Are people from the Southern United States more polite in public places than people from the Northern United States?

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c) What makes people act politely or rudely in public places?

Consider This: The goal of the correlational method is to assess how much one variable can be predicted from another. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) Does music played in department stores influence how polite people are in those stores?

Consider This: The goal of the correlational method is to assess how much one variable can be predicted from another. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: b
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: The Correlational Method
Difficulty Level: Difficult
Skill Level: Apply What You Know

EOM_Q2.2.4
The experimental method is best at answering which of these questions?

a) How aggressively do people drive during rush hours in major U.S. cities?

Consider This: The only way to determine causal relationships is with the experimental method. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) Are people who play violent video games more likely to drive aggressively?

Consider This: The only way to determine causal relationships is with the experimental method. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) Are people who play violent video games more likely to be rude to someone who cuts in line in front of them?

Consider This: The only way to determine causal relationships is with the experimental method. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) Does playing violent video games cause people to be more rude to someone who cuts in line in front of them?

Answer: d
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: The Experimental Method
Difficulty Level: Difficult
Skill Level: Apply What You Know

EOM_Q2.2.5
Suppose a researcher found a strong positive correlation between the number of tweets people send each day and their reported happiness. Which of the following is the best conclusion he or she can draw from this finding?

a) Sending tweets makes people happy.

Consider This: Correlation does not equal causation. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) Feeling happy makes people want to tweet more.

Consider This: Correlation does not equal causation. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) Happy people are more likely to send a lot of tweets than sad people.

d) There is a third variable that makes people happy and send a lot of tweets.

Consider This: Correlation does not equal causation. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: c
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: The Correlational Method
Difficulty Level: Difficult

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Skill Level: Apply What You Know

EOM_Q2.2.6
A researcher wants to see whether people are more likely to donate money to a charity when they receive a small gift from that charity. She sends an appeal for money from the charity to 1000 people. For half of the people (randomly chosen) the letter includes free address labels and for half it does not. The researcher then sees whether those who got the address labels donate more money. Which of the following is true about this study?

a) It uses the correlational method.

Consider This: What did the researcher change to see if it had an effect on donations? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) The independent variable is whether people got address labels and the dependent variable is how much money they donate.

c) The independent variable is how much money people donate and the dependent variable is whether they got address labels.

Consider This: What did the researcher change to see if it had an effect on donations? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) The study is low in internal validity because the people who got the address labels may differ in other ways from the people who did not.

Consider This: What did the researcher change to see if it had an effect on donations? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: b
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Independent and Dependent Variables
Difficulty Level: Moderate
Skill Level: Apply What You Know

EOM_Q2.2.7
Which of the following is the best way to increase the external validity of a study?

a) Make sure it is low in psychological realism.

Consider This: External validity is the extent to which the results of a study can be generalized to other situations and other people. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) Conduct the study in the laboratory instead of the field.

Consider This: External validity is the extent to which the results of a study can be generalized to other situations and other people. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) Replicate the study with a different population of people in a different setting.

d) Make sure you have at least two dependent variables.

Consider This: External validity is the extent to which the results of a study can be generalized to other situations and other people. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: c
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: External Validity
Difficulty Level: Moderate
Skill Level: Understand the Concepts

EOM_Q2.2.8
Social psychologists often do experiments in the laboratory, instead of the field, in order to _____.

a) increase internal validity

b) increase external validity

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Consider This: In a good experiment, researchers make sure that the independent variable, and only the independent variable, influences the dependent variable. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) conduct a meta analysis

Consider This: In a good experiment, researchers make sure that the independent variable, and only the independent variable, influences the dependent variable. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) decrease psychological realism

Consider This: In a good experiment, researchers make sure that the independent variable, and only the independent variable, influences the dependent variable. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: a
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: Internal Validity
Difficulty Level: Moderate
Skill Level: Understand

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Quiz 2.3: New Frontiers in Social Psychological Research

EOM_Q2.3.1
Which of the following is true about cross-cultural research?

a) Most social psychological findings have been found to be universal; that is, true in virtually all cultures that have been studied.

Consider This: How and why would a researcher try to replicate the Latané and Darley (1968) seizure experiment in another culture? LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.

b) The purpose of cross-cultural research is to see which social psychological findings are universal and which are culture-bound.

c) To conduct a cross-cultural study a researcher travels to another country, translates the materials into the local language, and replicates the study there.

Consider This: How and why would a researcher try to replicate the Latané and Darley (1968) seizure experiment in another culture? LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.

d) It is relatively easy to conduct a study that is interpreted and perceived similarly in different cultures.

Consider This: How and why would a researcher try to replicate the Latané and Darley (1968) seizure experiment in another culture? LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.

Answer: b
Learning Objective: LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: Cross-cultural Research
Difficulty Level: Moderate
Skill Level: Understand the Concepts

EOM_Q2.3.2
Which of the following is true about social neuroscience?

a) This field is concerned exclusively with how different kinds of brain activity correlate with social information processing.

Consider This: What are the different technologies used by social neuroscientists, and why do they use them? LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.

b) This field is concerning primarily with how hormones influence social behavior.

Consider This: What are the different technologies used by social neuroscientists, and why do they use them? LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.

c) Social psychologists are increasingly interested in the connection between biological processes and social behavior.

d) When it comes right down to it, the brain is not very related to behavior and there is not much to be learned by measuring its electrical activity or blood flow.

Consider This: What are the different technologies used by social neuroscientists, and why do they use them? LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.

Answer: c
Learning Objective: LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: Social Neuroscience
Difficulty Level: Moderate
Skill Level: Understand the Concepts

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Quiz 2.4: Ethical Issues in Social Psychology

EOM_Q2.4.1
Which of the following is true about the ethical conduct of psychological research?

a) It is good scientific procedure to tell participants about the research hypotheses before they participate.

Consider This: Why might social psychologists use deception in experiments and what are their obligations if they do? LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

b) If research participants are misled about a study they must be fully debriefed at the end of the study.

c) Darley and Latané could have easily tested their hypotheses about helping behavior by telling participants in advance that they would hear someone pretending to have a seizure.

Consider This: Why might social psychologists use deception in experiments and what are their obligations if they do? LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

d) It is never permissible to use deception.

Consider This: Why might social psychologists use deception in experiments and what are their obligations if they do? LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

Answer: b
Learning Objective: LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Deception and Debriefing
Difficulty Level: Moderate
Skill Level: Understand the Concepts

EOM_Q2.4.2
Which of the following is true about Institutional Review Boards (IRBs)?

a) Universities can decide whether to have an IRB to approve psychological research.

Consider This: What is the purpose of IRBs? LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

b) The purpose of IRBs is to review research after it is conducted and review any complaints.

Consider This: What is the purpose of IRBs? LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

c) IRBs review psychological studies before they are conducted to make sure they meet ethical guidelines.

d) IRBs must be made up entirely of nonscientists.

Consider This: What is the purpose of IRBs? LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

Answer: c
Learning Objective: LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Easy
Skill Level: Remember the Facts

EOM_Q2.4.3
Which of the following is one of the ethical principles of the American Psychological Association?

a) Psychologists respect the dignity and worth of all people, and the rights of individuals to privacy, confidentiality, and self-determination.

b) Psychologists may not use minors (those under age 18) as participants in research.

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Consider This: The American Psychological Association has published a list of ethical principles that govern all research in psychology. LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

c) If a study is conducted over the internet, psychologists need not obtain informed consent from participants.

Consider This: The American Psychological Association has published a list of ethical principles that govern all research in psychology. LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

d) Psychologists are not responsible for protecting the confidentiality of information they obtain from participants.

Consider This: The American Psychological Association has published a list of ethical principles that govern all research in psychology. LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

Answer: a

Learning Objective: LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

Topic: Ethical Issues in Social Psychology

Difficulty Level: Easy

Skill Level: Remember the Facts

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Chapter 2 Quiz: Methodology: How Social Psychologists Do Research

EOC_Q2.1
Megan reads a research study which shows that children who see a lot of violence on television are more likely to be aggressive on the playground. Megan thinks, "This is obvious; I could have predicted that!" Megan's reaction to the study is probably an example of _____.

a) internal validity

Consider This: After people know that something occurred, they exaggerate how much they could have predicted it before it occurred. LO 2.1: Describe how researchers develop hypotheses and theories.

b) the hindsight bias

c) external validity

Consider This: After people know that something occurred, they exaggerate how much they could have predicted it before it occurred. LO 2.1: Describe how researchers develop hypotheses and theories.

d) psychological realism

Consider This: After people know that something occurred, they exaggerate how much they could have predicted it before it occurred. LO 2.1: Describe how researchers develop hypotheses and theories.

Answer: b
Learning Objective: LO 2.1: Describe how researchers develop hypotheses and theories.
Topic: The Hindsight Bias
Difficulty Level: Moderate
Skill Level: Apply What You Know

EOC_Q2.2
Suppose a researcher found a strong negative correlation between college students' grade point average (GPA) and the amount of alcohol they drink. Which of the following is the best conclusion from this study?

a) Students with a high GPA study more and thus have less time to drink.

Consider This: Correlation does not equal causation. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) Drinking a lot interferes with studying.

Consider This: Correlation does not equal causation. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) If you know how much alcohol a student drinks, you can predict his or her GPA fairly well.

d) People who are intelligent get higher grades and drink less.

Consider This: Correlation does not equal causation. LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: c
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: The Correlational Method
Difficulty Level: Difficult
Skill Level: Apply What You Know

EOC_Q2.3
A team of researchers wants to test the hypothesis that drinking wine makes people like jazz more. They randomly assign college students who are 21 or over to one room in which they will drink wine and listen to jazz or to another room in which they will drink water and listen to jazz. It happens that the "wine room" has a big window with nice scenery outside, while the "water room" is windowless, dark, and dingy. The most serious flaw in this experiment is that it _____.

a) is low in external validity

Consider This: Was everything the same in the two conditions except for the independent variable? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) is low in internal validity

c) did not randomly select the participants from all college students in the country

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Consider This: Was everything the same in the two conditions except for the independent variable? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) is low in psychological realism

Consider This: Was everything the same in the two conditions except for the independent variable? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: b
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: The Experimental Method
Difficulty Level: Difficult
Skill Level: Apply What You Know

EOC_Q2.4
Mary wants to find out whether eating sugary snacks before an exam leads to better performance on the exam. Which of the following strategies would answer her question most conclusively?

a) Identify a large number of students who perform exceptionally low and exceptionally high in exams, ask them whether they eat sugary snacks before exams, and see whether high performers eat more sugary snacks before exams than do low performers.

Consider This: Why is the experimental method the method of choice in most social psychological research? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) Wait for exam time in a big class, ask everyone whether they ate sugary snacks before the exam, and see whether those who ate sugary snacks before the exam do better compared to those who didn't.

Consider This: Why is the experimental method the method of choice in most social psychological research? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) Wait for exam time in a big class, give a random half of the students M&Ms before the exam, and see whether the students who ate M&Ms perform better.

d) Pick a big class, give all students sugary snacks before one exam and salty snacks before the next exam; then see whether students score lower on average in the second exam.

Consider This: Why is the experimental method the method of choice in most social psychological research? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: c
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: The Experimental Method
Difficulty Level: Difficult
Skill Level: Apply What You Know

EOC_Q2.5
A researcher conducts a study with participants who are college students. The researcher then repeats the study using the same procedures but with members of the general population (i.e., adults) as participants. The results are similar for both samples. The research has established _____ through _____.

a) external validity, replication

b) internal validity, replication

Consider This: What is the ultimate test of an experiment's external validity? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) external validity, psychological realism

Consider This: What is the ultimate test of an experiment's external validity? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) internal validity, psychological realism

Consider This: What is the ultimate test of an experiment's external validity? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: a
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

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Topic: The Experimental Method
Difficulty Level: Difficult
Skill Level: Apply What You Know

EOC_Q2.6
Professor X wants to make sure his study of gifted youngsters will get published, but he's worried that his findings could have been caused by something other than the independent variable, which was a new teaching method he introduced. He is concerned with the _____ of his experiment.

a) probability level

Consider This: When is an experimenter in a position to judge whether the independent variable causes the dependent variable? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) external validity

Consider This: When is an experimenter in a position to judge whether the independent variable causes the dependent variable? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) replication

Consider This: When is an experimenter in a position to judge whether the independent variable causes the dependent variable? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) internal validity

Answer: d
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: The Experimental Method
Difficulty Level: Difficult
Skill Level: Apply What You Know

EOC_Q2.7
Suppose a psychologist decides to join a local commune to understand and observe its members' social relationships. This is _____.

a) cross-cultural research

Consider This: What is the specific method that the researcher is using? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) applied research

Consider This: What is the specific method that the researcher is using? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

c) an experiment

Consider This: What is the specific method that the researcher is using? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) ethnography

Answer: d
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: The Observational Method
Difficulty Level: Moderate
Skill Level: Apply What You Know

EOC_Q2.8
The basic dilemma of the social psychologist is that _____.

a) it is hard to teach social psychology to students because most people believe strongly in personality

Consider This: What are the advantages and disadvantages of laboratory experiments vs. field experiments? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

b) there is a trade-off between internal and external validity in most experiments

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c) it is nearly impossible to use a random selection of the population in laboratory experiments

Consider This: What are the advantages and disadvantages of laboratory experiments vs. field experiments? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

d) almost all social behavior is influenced by the culture in which people grew up

Consider This: What are the advantages and disadvantages of laboratory experiments vs. field experiments? LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.

Answer: b
Learning Objective: LO 2.2: Compare the strengths and weaknesses of various research designs that social psychologists use.
Topic: The Observational Method
Difficulty Level: Easy
Skill Level: Remember the Facts

EOC_Q2.9
Which of the following is true about new frontiers in social psychological research?

a) Social psychologists are interested in the role of culture but not in evolutionary processes.

Consider This: Human beings are biological organisms and social psychologists have become increasingly interested in the connection between biological processes and social behavior. LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.

b) Social psychologists are interested in evolutionary processes but not the role of culture.

Consider This: Human beings are biological organisms and social psychologists have become increasingly interested in the connection between biological processes and social behavior. LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.

c) Social psychologists use functional magnetic resonance imaging (fMRI) to correlate different kinds of brain activity with social information processing.

d) The purpose of cross-cultural research is to show that all social psychological findings are universal with no cultural variations.

Consider This: Human beings are biological organisms and social psychologists have become increasingly interested in the connection between biological processes and social behavior. LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.

Answer: c
Learning Objective: LO 2.3: Explain the impact cross-cultural studies and social neuroscience research have on the way in which scientists investigate social behavior.
Topic: Ethical Issues in Social Psychology
Difficulty Level: Easy
Skill Level: Remember the Facts

EOC_Q2.10
All of the following except one are part of the guidelines for ethical research. Which is not?

a) All research is reviewed by an IRB (institutional review board) that consists of at least one scientist, one nonscientist, and one person unaffiliated with the institution.

Consider This: If possible, participants are made fully aware of the kinds of experiences they are about to undergo in a social psychology experiment. LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

b) A researcher receives informed consent from a participant unless deception is deemed necessary and the experiment meets ethical guidelines.

Consider This: If possible, participants are made fully aware of the kinds of experiences they are about to undergo in a social psychology experiment. LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

c) When deception is used in a study, participants must be fully debriefed.

Consider This: If possible, participants are made fully aware of the kinds of experiences they are about to undergo in a social psychology experiment. LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.

d) There must be a cover story for every study, because all studies involve some type of deception.

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Answer: d
Learning Objective: LO 2.4: Summarize how social psychologists ensure the safety and welfare of their research participants, while at the same time testing hypotheses about the causes of social behavior.
Topic: New Frontiers in Social Psychological Research
Difficulty Level: Easy
Skill Level: Understand the Concepts

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