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1) The introduction to Chapter 2 began with descriptions of disagreements over the relation between television violence and aggressive behaviour, and of situations in which people won't intervene to stop violence. Why would authors begin Chapter 2 by describing these phenomena?
   A) There are competing explanations for both phenomena, and research methods can be used to establish the best explanation.
   B) These topics address the most difficult issues that social psychologists will ever study.
   C) Definitive explanations for both phenomena have been provided by social-psychological research.
   D) These topics are a good example of what has yet to be studied in social psychology.
   E) There is more literature on violence and aggression than on any other topic of interest to social psychologists.

   Answer: A
   Type: MC *Page Ref: 21-24* *Skill: Conceptual* *Difficulty: Moderate*

2) According to the authors, why are people often wrong in asserting that social psychology only reflects common sense?
   A) People's inferences about psychological phenomena are rarely based in fact.
   B) Common sense is never correct.
   C) People are largely ignorant about what exactly social psychologists study.
   D) Most grandmothers' advice is based on common experience, not scientific evidence.
   E) So-called common sense findings often make more sense in retrospect than in advance.

   Answer: E
   Type: MC *Page Ref: 22* *Skill: Recall* *Difficulty: Moderate*

3) In which of the following disciplines are students most likely—by virtue of their experiences—to sigh, "Big deal. I could have predicted that"?
   A) particle physics
   B) organic chemistry
   C) marine biology
   D) social psychology
   E) theoretical mathematics

   Answer: D
   Type: MC *Page Ref: 22* *Skill: Recall* *Difficulty: Easy*

4) In Chapter 2, the authors included a brief quiz about research findings. This quiz was designed to illustrate that
   A) most research findings directly contradict folk wisdom.

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B) so-called “obvious” research findings are not all that easy to predict in advance.
C) although people are not insightful “physicists,” they are insightful "social psychologists."
D) social psychology is really little more than common sense.
E) the wording of a quiz can easily be manipulated to trick the reader.

Answer: B
Type: MC *Page Ref: 22-23* *Skill: Recall* *Difficulty: Easy*

5) The precise specification of how variables are measured or manipulated in a social psychological experiment is called
A) ethnography.
B) interjudge reliability.
C) random assignment.
D) operational definition.
E) reliability.

Answer: D
Type: MC *Page Ref: 24* *Skill: Recall* *Difficulty: Easy*

6) The Kitty Genovese murder inspired research on bystander apathy. This example illustrates the usefulness of relying on _____ in formulating research hypotheses.
A) casual observations of everyday life
B) folk wisdom
C) common sense
D) social-psychological theory
E) personal experience

Answer: A
Type: MC *Page Ref: 24* *Skill: Recall* *Difficulty: Moderate*

7) The _____ led Bibb Latané and John Darley to systematically test the situational factors that influence people’s responses to emergencies.
A) Bay of Pigs fiasco
B) Iran-Contra affair
C) Vietnam War
D) Watergate scandal
E) murder of Kitty Genovese

Answer: E
Type: MC *Page Ref: 24* *Skill: Recall* *Difficulty: Easy*

8) Which of the following is NOT an example of an operational definition?
A) Defining “liking” as the number of times two people smile at each other.
B) Defining “liking” as the number of times people get together in one week.
C) Defining “aggression” as the number of times a child yells at a peer.

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D) Defining "love" as a unique and special feeling.
E) Defining "aggression" as hitting another person.

Answer: D
Type: MC *Page Ref: 24* *Skill: Applied* *Difficulty: Easy*

9) Professionals like actors, writers, and filmmakers employ observational methods to learn about social situations. What makes their work different from the work of social psychologists?
A) Social psychologists are more likely to be participant observers.
B) These professionals seldom set out to answer a specific question.
C) The situations or events that these professionals observe are not of interest to scientific social psychologists.
D) Social psychologists tend to employ a pre-arranged set of criteria to guide their observations.
E) These professionals are more interested in individual personality differences than a social psychologist would be.

Answer: D
Type: MC *Page Ref: 25-27* *Skill: Applied* *Difficulty: Moderate*

10) What makes the observations conducted by social scientists different from the kinds of observations that anyone might make in the course of a day? Social scientists
A) will only sample people from their own culture.
B) make sure to observe a random sample of people.
C) observe and code behaviours according to prearranged criteria.
D) always rely on technology (e.g., hidden cameras or tape recorders) to record behaviours.
E) make it a point never to interact with the people they are observing.

Answer: C
Type: MC *Page Ref: 25-27* *Skill: Applied* *Difficulty: Moderate*

11) A researcher has recorded that on the playground, boys are more likely to use *physical* aggression to get what they want, but girls are more likely to use *verbal* aggression to get what they want. This researcher most likely employed a(n) _____ research method.
A) experimental
B) observational
C) clinical
D) interview
E) archival

Answer: B
Type: MC *Page Ref: 25-27* *Skill: Applied* *Difficulty; Moderate*

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12) A social psychologist employing the _____ method of research is most like a video camera.
A) experimental
B) co-reactive
C) archival analysis
D) observational
E) correlational

Answer: D
Type: MC *Page Ref: 25-27* *Skill: Applied* *Difficulty: Moderate*

13) Professor Atkins wonders whether more people attend confession during the Christmas season than at other times of the year. Three times per week during the months of February, April, September, and December, he sits quietly at the back of a church and records how many people come in for confession. Professor Atkins is using
A) the observational method.
B) obtrusive observation.
C) the experimental method.
D) archival analysis.
E) a correlational design.

Answer: A
Type: MC *Page Ref: 25-27* *Skill: Applied* *Difficulty: Moderate*

14) Professor Swenson is interested in university students' reactions to the death of a popular rock star. For two weeks, Professor Swenson spends one hour a day in a popular cafeteria, inconspicuously listening to students, joining in their conversations when the topic of the dead rock star comes up, and recording what the students have to say. Professor Swenson is conducting _____ research.
A) interactive experimentation
B) ethnographic
C) historical
D) correlational
E) archival

Answer: B
Type: MC *Page Ref: 25-27* *Skill: Applied* *Difficulty: Easy*

15) 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) Xena sends out a questionnaire to gain information on people's eating habits.
C) Gary stops people on the street to ask them how they voted in the last elections.
D) Twyla secretly videotapes guests at her sister's wedding.
E) Elaine parks her car near a traffic light and records how many drivers run red lights.

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Answer: E
Type: MC *Page Ref: 25-27* *Skill: Applied* *Difficulty: Difficult*

16) Out of curiosity, you wonder whether some coworkers in your office are more likely than others to use profanity. During the day, each and every time a coworker curses, you write down his or her name, and the words he or she said. Your informal research is most like the _____ research conducted by social psychologists.
A) archival
B) survey
C) correlational
D) ethnographic
E) experimental

Answer: D
Type: MC *Page Ref: 25-27* *Skill: Applied* *Difficulty: Moderate*

17) What is the major difference between ethnography and other kinds of systematic observation used by social scientists? In ethnography
A) scientists interact with the people they are observing.
B) the people who are observed are paid for their part in the research study.
C) scientists randomly assign people to conditions.
D) scientists observe anything that seems surprising or interesting.
E) scientists record their own behaviours, as well as the behaviours of others.

Answer: A
Type: MC *Page Ref: 25-27* *Skill: Conceptual* *Difficulty: Difficult*

18) Festinger, Riecken, & Schacter's (1956) study of a doomsday cult was conducted using
A) archival analysis.
B) quasi-experimental methods.
C) systematic observation.
D) ethnography.
E) correlational analysis.

Answer: D
Type: MC *Page Ref: 25* *Skill: Recall* *Difficulty: Easy*

19) Observational research allows a researcher to
A) describe the nature of a phenomenon.
B) match participants to conditions of an experiment.
C) make predictions about one variable based on knowledge of another.
D) randomly assign participants to conditions of an experiment.
E) make statements about causality.

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Answer: A
Type: MC *Page Ref: 25-27* *Skill: Recall* *Difficulty: Moderate*

20) Which of the following is a drawback to the *observational* method?
A) People's behaviours often change when they know they are being observed.
B) The observational method requires researchers to interact with their subjects for long periods of time.
C) No interesting or important questions can be answered using this method.
D) The observational method is statistically unreliable.
E) The observational method cannot impact a well-accepted theory.

Answer: A
Type: MC *Page Ref: 25-27* *Skill: Recall* *Difficulty: Easy*

21) Your text describes a study in which social psychologists infiltrated a cult who believed that a spaceship would rescue them just before the world would be destroyed. These social psychologists were conducting
A) correlational research.
B) archival analysis.
C) a field experiment.
D) a survey.
E) observational research.

Answer: E
Type: MC *Page Ref: 25-27* *Skill: Recall* *Difficulty: Easy*

22) The research approach that provides information on the relationship between two variables is called
A) unobtrusive observation.
B) the experimental method.
C) archival analysis.
D) the correlational method.
E) systematic observation.

Answer: D
Type: MC *Page Ref: 25, 29-30* *Skill: Recall* *Difficulty: Easy*

23) Whereas observational research is designed to _____ behaviour, correlational research is designed to _____.
A) systematically describe; assess relations between variables
B) explain; systematically describe
C) explain; assess relations between variables
D) systematically describe; determine what causes behaviour
E) systematically describe; explain behaviour

Answer: A
Type: MC *Page Ref: 25, 29-30* *Skill: Recall* *Difficulty: Moderate*

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24) Researchers interested in determining how people's responses to one question can predict their other responses use the
A) archival method.
B) correlational method.
C) descriptive method.
D) experimental method.
E) observational method.

Answer: B
Type: MC *Page Ref: 25, 29-31* *Skill: Recall* *Difficulty: Easy*

25) When three observers record children's behaviour in a park, it is essential to establish
A) internal validity.
B) interjudge reliability.
C) extrinsic reinforcement.
D) demand characteristics.
E) a theory.

Answer: B
Type: MC *Page Ref: 26* *Skill: Recall* *Difficulty: Easy*

26) Which of the following refers to the level of agreement between two or more people who independently observe and code the same information?
A) archival analysis
B) external validity
C) interjudge reliability
D) archival validity
E) coding validity

Answer: C
Type: MC *Page Ref: 26-27* *Skill: Recall* *Difficulty: Easy*

27) Patricia and John have each independently recorded the number of times the words "right" and "responsibility" appeared in a social studies textbook. They compared their counts, and found that of the thousands of references to rights and responsibilities, they only disagreed by two occurrences. This example illustrates high
A) external validity.
B) external reliability.
C) internal reliability.
D) internal validity.
E) interjudge reliability.

Answer: E
Type: MC *Page Ref: 26-27* *Skill: Applied* *Difficulty: Easy*

28) Why are social psychologists concerned with the issue of interjudge reliability?

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A) Interjudge reliability makes causal explanations possible in archival research.
B) Interjudge reliability helps researchers determine relationships between variables.
C) Independent agreement reduces the possibility of bias or distortion.
D) Without it, there is no hope of reforming the legal system.
E) Coding criteria must be objective and determined before observation begins.

Answer: C
Type: MC *Page Ref: 26-27* *Skill: Recall* *Difficulty: Moderate*

29) In what way is archival research most like the systematic observation of ongoing behaviours? Both methods
A) are controversial methods of research in social psychology.
B) look for relationships between variables.
C) rely on the subjective judgments of trained observers.
D) make use of specific, well-defined categories for coding.
E) make use of random sampling techniques.

Answer: D
Type: MC *Page Ref: 27-29* *Skill: Recall* *Difficulty: Moderate*

30) _____ research involves systematic examination of the documents or records of a culture.
A) Archival
B) Quasi-experimental
C) Cross-sectional
D) Experimental
E) Systematic

Answer: A
Type: MC *Page Ref: 27-29* *Skill: Recall* *Difficulty: Easy*

31) A researcher is interested in how enemies are depicted in times of international conflict. He watches old films and newsreels from the Second World War in which enemy soldiers are depicted as crazed, vicious killers who enjoy torturing people. The researcher is using
A) participant observation.
B) the correlational method.
C) archival analysis.
D) an experimental method.
E) a quasi-experimental method.

Answer: C
Type: MC *Page Ref: 27-29* *Skill: Applied* *Difficulty: Easy*

32) Professor Yarnofsky wonders whether recent acts of airline terrorism have made the public more fearful of airline flight. He secures records of the number of times

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passengers have cancelled their travel plans within 3 days of flying, and compares the cancellation rates before the last hijacking to cancellation rates *after* the last hijacking. Professor Yarnofsky has employed a(n) _____ research method.

A) correlational
B) participant observation
C) archival
D) systematic observation
E) experimental

Answer: C
Type: MC *Page Ref: 27-29* *Skill: Applied* *Difficulty: Moderate*

33) 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) Participate in the daily activities of a family in which the woman works and the man stays home.
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) Record how boys and girls are portrayed in children's books.
E) Randomly assign people to "non-traditional" roles and record their behaviour.

Answer: D
Type: MC *Page Ref: 27-29* *Skill: Applied* *Difficulty: Easy*

34) According to information from the registrar's office, Lee has discovered that people who achieve higher grades in their last year of high school tend to have higher GPAs in their first year of university. Lee has used a(n) _____ research method.

A) observational
B) field study
C) correlational
D) experimental
E) participant observation

Answer: C
Type: MC *Page Ref: 27-29* *Skill: Applied* *Difficulty: Easy*

35) In order to examine the prevalence of drug use in several different generations of North Americans, a researcher decides to collect the lyrics from the fifty most popular songs from each decade, from 1940 to 2000, and to code those lyrics for how often drug-related themes were present. Which of the following methods is this researcher using?

A) correlational
B) archival
C) observational
D) cross-sectional
E) experimental

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Answer: B
Type: MC *Page Ref: 27-29* *Skill: Applied* *Difficulty: Easy*

36) Professor Rothman is interested in tracking changes in racial stereotypes in Canada. If he decides to conduct an archival analysis, he should
A) record how minorities are portrayed in newspaper cartoons from 1940 to 2000.
B) interview multiple generations in families of different race and ethnicities.
C) interview one generation of different races and ethnicities.
D) record his subjective impressions of the racial stereotypes contained in newspaper humor columns from 1940 to 2000.
E) ask his students to watch television every night for a week and tell him what they saw.

Answer: A
Type: MC *Page Ref: 27-29* *Skill: Applied* *Difficulty: Difficult*

37) What is one of the major *advantages* of archival research? This research method
A) enables researchers to detect changes across time and cultures.
B) takes less time than systematic observation.
C) can show causal relationships.
D) does not require trained observers.
E) generates information that is easier to code reliably.

Answer: A
Type: MC *Page Ref: 27-29* *Skill: Recall* *Difficulty: Difficult*

38) Lauren is interested in researching whether crime rates in Canada changed between 1970 and 1990. To do this, she is accessing public records about crimes that happened during that time. She is using a(n) _____ design.
A) archival
B) correlational
C) experimental
D) cross-sectional
E) direct observation

Answer: A
Type: MC *Page Ref: 27-29* *Skill: Applied* *Difficulty: Moderate*

39) According to research described in Chapter 2 of the text regarding body-ideals and body sizes of young women and men,
A) body sizes of young men have decreased in order to match the depiction of male models in the media.
B) the body sizes of young women have decreased to a dangerous point because the ideal body for women, as portrayed in the media, is very slim.
C) body sizes of young women have decreased slightly over the past decade because the ideal for women, as portrayed by the media, is very slim.

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D) body sizes of young men have increased due to more musculature and decreased fat.
E) the average woman's body is further from the cultural ideal than it was 40 years ago.

Answer: E
Type: MC *Page Ref: 28-29* *Skill: Recall* *Difficulty: Moderate*

40) Research on the impact of media representations of male and female body ideals finds that
A) the male muscular ideal shown in fitness magazines has little impact on males' assessment of their own bodies.
B) exposure to media representations of the thin female body type has most impact on females who show little interest in their own body image.
C) both genders can suffer emotionally or physically if they are exposed to, and accept, media body ideals.
D) the only males who respond to muscular ideals in fitness magazines are those who have low self-esteem.
E) exposure to body ideals in the media has greater impact on male ratings of their own body image than on female ratings of their own body image.

Answer: C
Type: MC *Page Ref: 28-29* *Skill: Recall* *Difficulty: Moderate*

41) *Observational research* is to *describing a behaviour*, as *correlational research* is to
A) determining the causes of behaviour.
B) manipulating a behaviour.
C) explaining a behaviour.
D) documenting relations between behaviours.
E) understanding a behaviour.

Answer: D
Type: MC *Page Ref: 29-30* *Skill: Recall* *Difficulty: Easy*

42) A researcher is interested in the relation between the number of a person's past sexual partners and the person's decision to have an HIV test. To determine this, the researcher should use the _____ method.
A) correlational
B) longitudinal
C) experimental
D) observational
E) participant observation

Answer: A
Type: MC *Page Ref: 29-30* *Skill: Applied* *Difficulty: Moderate*

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43) The correlational method most often makes use of _____ data.
A) survey
B) experimental
C) archival
D) ethnographic
E) longitudinal

Answer: A
Type: MC *Page Ref: 29-31* *Skill: Recall* *Difficulty: Easy*

44) Are people who are better educated more or less prejudiced than people who have less education? This question is best answered by
A) archival analysis.
B) correlational research.
C) systematic observation.
D) participant observation.
E) structured interviews.

Answer: B
Type: MC *Page Ref: 29-31* *Skill: Applied* *Difficulty: Moderate*

45) A survey would be a good investigative tool for a social psychologist to answer which of the following questions?
A) How willing are people to help someone needing medical assistance in a shopping mall?
B) Do people take longer to pull out of a parking spot if they notice another car is waiting?
C) Do people under increased time pressure give less generous donations?
D) What is the relationship between people's assessment of the risks of West Nile virus and their behaviour in preventing it?
E) How willing are people to donate money to a well-known charity for disaster relief?

Answer: D
Type: MC *Page Ref: 29-31* *Skill: Applied* *Difficulty: Moderate*

46) Assume that instead of conducting experiments, Latané and Darley had used a correlational method to study the relation 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 longer it took bystanders to help. What type of correlation is this?
A) a nonlinear correlation
B) a zero correlation
C) a positive correlation
D) a spurious correlation
E) a negative correlation

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Answer: C
Type: MC *Page Ref: 29-31* *Skill: Applied* *Difficulty: Moderate*

47) 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) positive
B) causal
C) illusory
D) negative
E) spurious

Answer: A
Type: MC *Page Ref: 29-31* *Skill: Applied* *Difficulty: Easy*

48) One of the greatest advantages of surveys is that researchers
A) can sample representative segments of the population of interest.
B) can show causation.
C) can be biased, but still collect objective information.
D) need not concern themselves with interjudge reliability.
E) can be confident that respondents answered honestly.

Answer: A
Type: MC *Page Ref: 29-31* *Skill: Recall* *Difficulty: Moderate*

49) The only way to be certain that the results of a survey represent the behaviour of a particular population is to ensure that the respondents are _____ that population.
A) randomly selected from
B) normally distributed in
C) randomly assigned to
D) equally distributed in
E) matched within

Answer: A
Type: MC *Page Ref: 29-31* *Skill: Recall* *Difficulty: Moderate*

50) Professor Hui didn't bring enough course evaluation surveys to class, so he distributed the surveys he had to students at the front half of the lecture hall. By doing this, he gave up one of the biggest advantages of surveys:
A) honest reports from respondents.
B) random assignment to groups.
C) the ability to collect large amounts of data.
D) random selection to ensure generalizability.
E) questions that are easily understood by respondents.

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Answer: D
Type: MC *Page Ref: 29-31* *Skill: Applied* *Difficulty: Easy*

51) Imagine that researchers have found a correlation of -.72 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) No, because although the two may be correlated, causation has not been proved.
B) No, because the correlation is positive.
C) Yes, because the correlation is positive.
D) No, because in your group of friends, the correlation is negative.
E) Yes, because the correlation is relatively strong.

Answer: A
Type: MC *Page Ref: 29-33* *Skill: Applied* *Difficulty: Moderate*

52) Which of the following explanations for the failure of neighbours to come to Kitty Genovese's aid best reflects the idea of diffusion of responsibility?
A) The cost of intervening was too high, so neighbours didn't help.
B) There were so many witnesses that no single person felt responsible to intervene.
C) The neighbours did not personally know Kitty Genovese.
D) Urban dwellers are especially callous when it comes to giving aid.
E) The neighbours did not interpret her cries as an emergency, so they didn't intervene.

Answer: B
Type: MC *Page Ref: 30-31* *Skill: Applied* *Difficulty: Moderate*

53) Surveys are instruments most often used by social psychologists who conduct _____ research.
A) experimental
B) correlational
C) descriptive
D) observational
E) archival

Answer: B
Type: MC *Page Ref: 30-31* *Skill: Recall* *Difficulty: Easy*

54) A correlation of _____ indicates that two variables are *not* correlated.
A) 1.00
B) 0.00
C) -1.00
D) -2.00
E) 0.50

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Answer: B
Type: MC *Page Ref: 30* *Skill: Recall* *Difficulty: Easy*

55) 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) curvilinear correlation.
C) zero correlation.
D) negative correlation.
E) random correlation.

Answer: D
Type: MC *Page Ref: 30* *Skill: Applied* *Difficulty: Moderate*

56) Which of the following pairs of variables are most likely to be *positively* correlated?
A) consumption of fatty foods; risk of heart disease
B) income; shoe size
C) room temperature; comfort level
D) flossing; cavities
E) cigarettes smoked; life expectancy

Answer: A
Type: MC *Page Ref: 30* *Skill: Applied* *Difficulty: Easy*

57) Which of the following pairs of variables is most likely to be *negatively* correlated?
A) intelligence; exam scores
B) amount of practice; quality of performance
C) education; income
D) calories consumed; weight loss
E) effort; success

Answer: D
Type: MC *Page Ref: 30* *Skill: Applied* *Difficulty: Moderate*

58) A researcher conducted a study and found a high 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; stay the same
C) decreases; increase
D) decreases; stay the same
E) increases; increase

Answer: E
Type: MC *Page Ref: 30* *Skill: Applied* *Difficulty: Moderate*

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59) 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) increases; also increases
B) decreases; also decreases
C) increases; remains the same
D) increases; decreases
E) decreases; remains the same

Answer: D
Type: MC *Page Ref: 30* *Skill: Applied* *Difficulty: Moderate*

60) Which of the following correlations shows the strongest relation between two variables?
A) 0.68
B) -0.19
C) -0.74
D) 0.07
E) 0.00

Answer: C
Type: MC *Page Ref: 30* *Skill: Applied* *Difficulty: Moderate*

61) Television programs such as *Survivor* and *Big Brother*, in which television cameras record the activities of people as they interact, are most like _____ research in social psychology.
A) cross-cultural
B) experimental
C) observational
D) archival
E) correlational

Answer: C
Type: MC *Page Ref: 31-33* *Skill: Applied* *Difficulty: Easy*

62) In many respects, the comedy show *Just for Laughs Gags*, is similar to observational research in social psychology. In what crucial respect is *Just for Laughs Gags* most different from observational research?
A) The people Funt filmed did not provide informed consent.
B) The kind of situations that Funt filmed are not relevant to social psychologists.
C) Funt intentionally manipulated the situations.
D) Funt's observations were not conducted in a controlled, scientific manner.
E) Funt did not use a random sample of people who confronted strange situations.

Answer: D
Type: MC *Page Ref: 31-33* *Skill: Conceptual* *Difficulty: Moderate*

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63) Which of the following is a strong advantage of surveys over other research methods?
A) Surveys can determine whether variables are directly or inversely related.
B) Surveys are higher in mundane realism.
C) Surveys help to establish the causal connections of phenomena evident in everyday life.
D) Surveys allow researchers to determine the relationship between variables that are difficult to observe.
E) Surveys are higher in external validity.

Answer: D
Type: MC *Page Ref: 31* *Skill: Recall* *Difficulty: Moderate*

64) Social scientists who conduct survey research use a process of random selection to
A) allow them to apply the results from their survey sample to the general population.
B) allow them to increase the strength of the relationships found.
C) allow them to increase the psychological realism of their research.
D) allow them to come to causal conclusions on the basis of their survey results.
E) allow them to increase the mundane realism of their research.

Answer: A
Type: MC *Page Ref: 31* *Skill: Recall* *Difficulty: Easy*

65) Based on survey data, the *Literary Digest* erroneously predicted that Alf Landon would beat Franklin D. Roosevelt in the upcoming presidential election. What cardinal rule of survey methods did the *Literary Digest* violate? Make sure
A) respondents understand the survey.
B) you have sampled randomly from the population.
C) respondents are given more than one response option.
D) responses are made anonymously.
E) the survey questions are straightforward.

Answer: B
Type: MC *Page Ref: 31* *Skill: Applied* *Difficulty: Moderate*

66) According to the section in your text about political polling, a big drawback of administering surveys over the phone is

A) Phones lines are unreliable.
B) You cannot manipulate the independent variable.
C) You cannot calculate the correlation coefficient.
D) The internal validity is low.
E) The sample might not be representative of the whole population because some kinds of people are more likely to have access to phones than others.

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Answer: E
Type: MC *Page Ref: 31* *Skill: Recall* *Difficulty: Moderate*

67) Which of the following questions would be *least* likely to yield accurate responses?
A) Would you ever consider physician-assisted suicide?
B) How many cars do you own?
C) How many different magazines do you subscribe to?
D) In your opinion, who performed better in the last election debate?
E) Have you ever been the victim of a violent crime?

Answer: A
Type: MC *Page Ref: 32* *Skill: Applied* *Difficulty: Moderate*

68) 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) avoid flying in the future, instead opting for trains.
C) never have experienced that situation, yielding too small a sample.
D) find it difficult to imagine what they would actually do.
E) not understand the question.

Answer: D
Type: MC *Page Ref: 32* *Skill: Applied* *Difficulty: Moderate*

69) Before Jonas Salk discovered a vaccine to prevent polio, people noticed a correlation between outside temperature and the incidence of polio. Polio cases tended to occur more in the summer months than in the winter months, and the public assumed that high temperatures alone contributed to infection. As it turned out, there was a positive correlation between temperature and polio outbreaks because polio tended to be contracted in swimming pools and other places where children congregated. This illustrates which of the following? Correlations are
A) indicative of a causal relation.
B) variable.
C) invalid.
D) no guarantee of a causal relation.
E) unreliable.

Answer: D
Type: MC *Page Ref: 32-33* *Skill: Applied* *Difficulty: Moderate*

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 are higher than those of people who are not involved in the Greek system. Gleefully, he presented his findings to the Dean, saying that being involved in a

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fraternity or sorority leads to higher grades. What rule of research methods is Carlos breaking?

A) Correlation does not equal causation.
B) His sample size of 500 is too small to make such a generalization.
C) Correlational data do not have internal validity.
D) College students are not representative of the whole sample of people in the world.
E) Correlational data do not provide any practical information on a topic.

Answer: A
Type: MC *Page Ref: 32-33* *Skill: Applied* *Difficulty: Easy*

71) One of the most common errors in the social sciences is

A) overgeneralizing research findings.
B) selecting a biased sample from the population of interest.
C) confusing dependent and independent variables.
D) prematurely applying research findings to practical problems.
E) assuming that correlation automatically implies causation.

Answer: E
Type: MC *Page Ref: 32-33* *Skill: Recall* *Difficulty: Easy*

72) Why is it unwise to conclude that if two variables are correlated, one must have caused the other?

A) Rarely are only two variables correlated.
B) It is impossible to conclude that two variables are related unless one can measure them perfectly.
C) Variables can never be measured with complete accuracy.
D) Some unmeasured third variable might be responsible for the relationship between the two.
E) Any single variable is bound to have multiple causes.

Answer: D
Type: MC *Page Ref: 32-33* *Skill: Recall* *Difficulty: Easy*

73) Rosenberg and colleagues (1992) conducted a study that found that women who relied on the diaphragm or contraceptive sponges had fewer STDs than women who used condoms. The media jumped to the conclusion that condom use contributes to STDs. Why was this media conclusion inappropriate?

A) No such relation between birth control device and STDs exists for men.
B) A third variable, like number of sexual partners, might explain the relationship between contraceptive use and STDs.
C) The researchers did not have a large enough sample.
D) The researchers did not study women who were on the pill.
E) The researchers' sample was too large.

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Answer: B
Type: MC *Page Ref: 32-33* *Skill: Applied* *Difficulty: Moderate*

74) Which of the following is a serious shortcoming of the correlational approach?
A) There is always some third variable that accounts for the correlation.
B) Causal inferences based on correlational data are risky at best.
C) Surveys are often poorly designed, leading to erroneous conclusions.
D) It is difficult to generalize the results.
E) It is difficult for social psychologists to secure a random sample.

Answer: B
Type: MC *Page Ref: 32-33* *Skill: Recall* *Difficulty: Moderate*

75) Chapter 2 of the text discusses Tillie the Rainmaker, a woman who believes she has the power to cause rain in drought-stricken areas. According to your text, this belief was probably caused by
A) a lack of random assignment.
B) a tendency to infer causality from correlational events.
C) the lack of precise operational definitions.
D) a lack of random selection.
E) such behaviours becoming a self-fulfilling prophecy.

Answer: B
Type: MC *Page Ref: 32-33* *Skill: Recall* *Difficulty: Easy*

76) Why is the experiment the method of choice for many social psychologists? Experiments
A) allow cause-and-effect conclusions.
B) ensure random sampling.
C) are the only way to test hypotheses.
D) are easy to conduct.
E) are inexpensive to conduct.

Answer: A
Type: MC *Page Ref: 34* *Skill: Recall* *Difficulty: Easy*

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) an archival analysis
B) experimental research
C) participant observation
D) observational research
E) correlational research

Answer: B
Type: MC *Page Ref: 34-35* *Skill: Applied* *Difficulty: Easy*

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78) A researcher interested in testing a(n) _____ hypothesis would be most likely to conduct an experiment.
A) correlational
B) causal
C) descriptive
D) theoretical
E) observational

Answer: B
Type: MC *Page Ref: 34-35* *Skill: Recall* *Difficulty: Easy*

79) Why do the authors refer to the experimental method as the "crown jewel" of social-psychological research design? Experiments
A) are the most efficient research method.
B) require fewer participants than other methods.
C) have internal validity.
D) involve both dependent and independent variables.
E) enable researchers to draw conclusions about cause-and-effect.

Answer: E
Type: MC *Page Ref: 34-35* *Skill: Recall* *Difficulty: Easy*

80) The experimental method *always* involves
A) psychological realism.
B) interrater reliability.
C) mundane realism.
D) a direct intervention on the part of the researcher.
E) one experimental group and one control group.

Answer: D
Type: MC *Page Ref: 34-35* *Skill: Recall* *Difficulty: Easy*

81) _____ methods allow a researcher to make a valid cause-and-effect statement about the variables in her study.
A) Observational
B) Experimental
C) Descriptive
D) Cross-sectional
E) Correlational

Answer: B
Type: MC *Page Ref: 34-35* *Skill: Recall* *Difficulty: Easy*

82) 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?

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A) It was impossible to assign participants on the street to experimental conditions.
B) Ethically, it was impossible to expose unwitting participants to such a distressing manipulation.
C) The New York City police refused to give the researchers permission to conduct their experiment.
D) It was impossible to ensure that the murder sounded identical to all participants.
E) It was impossible to have external validity.

Answer: B
Type: MC *Page Ref: 34* *Skill: Recall* *Difficulty: Moderate*

83) Participants in the Latané and Darley (1968) experimental study of the effects of group size on intervention in an emergency utilized
A) a staged assault on the experimenter.
B) participants' reports of what they would do in an emergency.
C) an audiotaped seizure.
D) police footage of the Kitty Genovese murder.
E) audiotapes of the Kitty Genovese murder.

Answer: C
Type: MC *Page Ref: 34-36* *Skill: Recall* *Difficulty: Easy*

84) Assume that you are a participant in Latané and Darley's (1968) experiment examining when people help. You believe that there are four 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. According to their results, what are you most likely to do?
A) Run out of the booth to find the experimenter for help.
B) Anxiously remain in the booth and hope for the best.
C) Leave the experiment because of psychological stress.
D) Run out of the booth to help the person having the seizure.
E) Try yelling through the walls to see if he is all right.

Answer: B
Type: MC *Page Ref: 34-36* *Skill: Applied* *Difficulty: Easy*

85) 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 *dependent* variable in their experiment.
A) severity of the seizure
B) number of participants who tried to intervene
C) number of participants present during the session
D) number of personal problems reported by participants
E) length of time participants waited before offering help

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Answer: B
Type: MC *Page Ref: 34-36* *Skill: Recall* *Difficulty: Difficult*

86) 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) number of participants who helped
B) reaction of the participants
C) personal problems discussed
D) number of other discussants
E) severity of the seizure

Answer: D
Type: MC *Page Ref: 34-36* *Skill: Recall* *Difficulty: Easy*

87) Recall that Latané and Darley (1968) arranged for participants to overhear a seizure during a discussion of personal problems adjusting to college life. Their study was an *experiment* because
A) the taped seizure was actually fake and was identical for everyone.
B) the results were analyzed statistically.
C) all participants were provided the same opportunity to help.
D) they accounted for the third-variable problem.
E) participants were randomly assigned to systematically different discussion groups.

Answer: E
Type: MC *Page Ref: 34-37* *Skill: Recall* *Difficulty: Difficult*

88) The major difference between experiments and other research methods is that experiments involve
A) mundane realism and psychological realism.
B) both internal and external validity.
C) random assignment to conditions and manipulation of the independent variable.
D) the use of statistical analysis.
E) random assignment and psychological realism.

Answer: C
Type: MC *Page Ref: 34-37* *Skill: Recall* *Difficulty: Difficult*

89) _____ and _____ are the hallmarks of the experimental method, setting it apart from the observational and correlational methods.
A) Factorial designs; dependent variables
B) Probability levels; meta-analysis
C) Random sampling; control over extraneous variables
D) Random assignment; probability levels

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E) Control over extraneous variables; random assignment

Answer: E
Type: MC *Page Ref: 34-37* *Skill: Recall* *Difficulty: Easy*

90) *Internal* validity is to _____ as *external* validity is to _____.
A) generalizability; causality
B) minimizing differences; generalizability
C) generalizability; control
D) causality; minimizing differences
E) causality; generalizability

Answer: E
Type: MC *Page Ref: 34-38* *Skill: Recall* *Difficulty: Moderate*

91) 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) Gender
B) Group size
C) The puzzle
D) Group dynamics
E) Satisfaction

Answer: B
Type: MC *Page Ref: 35-36* *Skill: Applied* *Difficulty: Moderate*

92) In a study of frustration and aggression, some participants were exposed to a research assistant who insulted them, and others were exposed to no such insult. Participants were then allowed to recommend whether the research assistant should be fired. Those who were insulted were more likely to retaliate by recommending that the research assistant lose his job. In this experiment, the _____ was the *dependent* variable.
A) participants' recommendations
B) research assistance
C) presence or absence of an insult
D) difference between the groups
E) participants' condition

Answer: A
Type: MC *Page Ref: 35-36* *Skill: Applied* *Difficulty: Moderate*

93) _____ is to *independent* variable as _____ is to *dependent* variable.
A) Effect; manipulation
B) Effect; cause
C) Manipulation; cause

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D) Cause; manipulation
E) Cause; effect

Answer: E
Type: MC *Page Ref: 35-36* *Skill: Applied* *Difficulty: Difficult*

94) 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) Participants who arrived first were assigned to a large group condition, and those who arrived later were assigned to a small group condition.
B) They randomly assigned participants to one of three conditions: a group with four bystanders, a group with two bystanders, or one-on-one discussion group with no bystanders.
C) They allowed participants to choose whether to participate in a group or in a one-on-one discussion.
D) They asked participants to wait in a hallway alone, or else with a group of others.
E) They randomly choose a number of different bystanders for each participant.

Answer: B
Type: MC *Page Ref: 35-36* *Skill: Recall* *Difficulty: Moderate*

95) An earlier chapter of your text described a study by Liberman, Samuels, and Ross (2004) in which participants played a game in the lab. The game was either called the "Wall Street Game" or the "Community Game." The researchers then compared how many people chose to play the game co-operatively and how many chose to play competitively. In this experiment, the name of the game was the

A) Dependent variable
B) Confounding variable
C) Extraneous variable
D) Independent variable
E) Construal variable

Answer: D
Type: MC *Page Ref: 35-36* *Skill: Applied* *Difficulty: Moderate*

96) What did Bibb Latané and John Darley (1968) do to ensure the *internal validity* of their laboratory experiment on the effects of the number of bystanders on participants' responses to an emergency? They
A) randomly sampled participants for the study.
B) made sure that the groups had the exact same number of men and women.
C) let participants choose what experimental condition they wanted to be in. .
D) asked participants about their knowledge about epilepsy before beginning the experiment.

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E) assigned participants at random to conditions that were exactly the same except for one key variable.

Answer: E
Type: MC *Page Ref: 36-37* *Skill: Recall* *Difficulty: Difficult*

97) In their experiment, why did Bibb Latané and John Darley (1968) expose all participants to the same audiotaped seizure? They wanted
A) the dependent variable to be the same for all participants.
B) the independent variable—the overheard seizure—to be different for different participants.
C) to be able to assign participants at random.
D) the independent variable to be the same for all participants.
E) to control extraneous variables, such as the quality of the fake seizure.

Answer: E
Type: MC *Page Ref: 36-37* *Skill: Recall* *Difficulty: Moderate*

98) By controlling all extraneous variables and by randomly assigning people to different experimental conditions, an experimenter can achieve high
A) interjudge reliability.
B) internal validity.
C) replicability.
D) generalizability.
E) *p*-values.

Answer: B
Type: MC *Page Ref: 36-37* *Skill: Recall* *Difficulty: Moderate*

99) Suppose that I conduct an experiment on the effects of flattery on compliance. I bring women into the laboratory, tell them they are beautiful, and ask them to lend me $10. I bring men into the laboratory, I don't flatter them, and I ask them to lend me $10. Sure enough, more women than men lend me $10. My conclusion that flattery increases compliance is suspect because
A) I failed to randomly select the sample from the population.
B) my experiment lacks external validity.
C) my experiment lacks internal validity.
D) I have not operationally defined my variables.
E) my experiment lacks generalizability.

Answer: C
Type: MC *Page Ref: 36-37* *Skill: Applied* *Difficulty: Moderate*

100) A researcher wants to examine the relation between viewing television violence and behaving aggressively. He has participants decide whether they would prefer to view a violent or a nonviolent film, and subsequently records the number of

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aggressive behaviours they show in a competitive game. The researcher cannot legitimately make a causal statement based on his findings, because the study
A) lacks external validity.
B) lacks psychological realism.
C) is low on mundane realism.
D) lacks random assignment.
E) has no cover story.

Answer: D
Type: MC *Page Ref: 36-37* *Skill: Applied* *Difficulty: Easy*

101) _____ allows researchers to rule out differences among participants as the cause of differences in the dependent variable.
A) A factorial design
B) Random sampling
C) Measuring more than one dependent variable
D) Random assignment to condition
E) Matching

Answer: D
Type: MC *Page Ref: 36-37* *Skill: Recall* *Difficulty: Easy*

102) Which of the following threatens the *internal* validity of an experiment?
A) Using an independent variable with more than one level.
B) Failing to generalize the results outside the lab.
C) Failing to assign participants randomly to conditions.
D) Failing to use a random sample.
E) Using more than one dependent variable.

Answer: C
Type: MC *Page Ref: 36-37* *Skill: Recall* *Difficulty: Easy*

103) Which of the following is NOT essential to conducting an *internally* valid experiment?
A) Measurement of the dependent variable.
B) Random selection of the sample from the population.
C) Keeping everything in the experimental conditions the same except for the independent variable.
D) The use of operational definitions.
E) Random assignment to condition.

Answer: B
Type: MC *Page Ref: 36-37* *Skill: Recall* *Difficulty: Moderate*

104) The _____ is a number that expresses the likelihood that a given experimental finding would have occurred by chance alone.
A) chaos index

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B) probability level
C) correlation
D) uncertainty quotient
E) chance index

Answer: B
Type: MC *Page Ref: 36* *Skill: Recall* *Difficulty: Easy*

105) It is important to know the probability level for a given set of experimental findings because *p*-values
A) greater than .10 indicate that there is no need to replicate the experiment.
B) inform experimenters whether their results might have happened by chance.
C) alert experimenters to poor dependent variable measures.
D) indicate that experimenters have used the correct manipulation of the independent variable.
E) inform experimenters about the external validity of their research.

Answer: B
Type: MC *Page Ref: 36* *Skill: Recall* *Difficulty: Moderate*

106) John conducted an experiment on whether listening to different types of music affects people's stress levels. When participants arrived at the lab, they could choose to listen to classical music, folk music, or rock music. After listening for 15 minutes, John assessed how stressed his participants were by testing their saliva for stress hormones. The major mistake that John made with his research design was
A) He did not calculate the *p*-value.
B) He used an observational method when he should have used a correlational method.
C) He did not randomly assign his participants to conditions.
D) He should have used a field study instead of a lab experiment.
E) His independent variable is too complex.

Answer: C
Type: MC *Page Ref: 36* *Skill: Applied* *Difficulty: Moderate*

107) One hazard of using random assignment and controlling extraneous variables in an experiment is that
A) debriefing becomes very cumbersome.
B) it is difficult to obtain informed consent from the participants.
C) participants often become angry at the deception involved.
D) the experimental situation can become quite artificial.
E) it is difficult to draw general conclusions.

Answer: D
Type: MC *Page Ref: 37* *Skill: Recall* *Difficulty: Easy*

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108) _____ validity is the extent to which results of a study can be generalized to other situations or other people.
A) Causal
B) Statistical conclusion
C) Internal
D) External
E) Sampling

Answer: D
Type: MC *Page Ref: 37* *Skill: Recall* *Difficulty: Easy*

109) Experimenters who value external validity want their findings to generalize across _____ and _____.
A) experiments; time
B) people; situations
C) people; experiments
D) observers; situations
E) time; situations

Answer: B
Type: MC *Page Ref: 37-38* *Skill: Recall* *Difficulty: Moderate*

110) "Give me a break!" you say to yourself as you read the description of Latané and Darley's (1968) experiment, "How often in the real world do people on intercoms hear a seizure unfold? How similar is that situation to real life?" You are skeptical about the _____ validity of their experiment.
A) construct
B) criterion
C) external
D) internal
E) conclusion

Answer: C
Type: MC *Page Ref: 37* *Skill: Applied* *Difficulty: Easy*

111) _____ realism refers to the extent to which an experiment triggers the same psychological processes that often occur in everyday life.
A) Process
B) Situational
C) Mundane
D) Operational
E) Psychological

Answer: E
Type: MC *Page Ref: 37-38* *Skill: Recall* *Difficulty: Easy*

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112) Did the participants in Latané and Darley's (1968) bystander intervention experiment think what Kitty Genovese's neighbours thought? Did they feel what her neighbours felt? These questions address the _____ of their experiment.
A) psychological realism
B) mundane realism
C) cover story
D) internal validity
E) construct validity

Answer: A
Type: MC *Page Ref: 37* *Skill: Applied* *Difficulty: Easy*

113) 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) low demand characteristics.
B) high mundane realism.
C) low mundane realism.
D) little experimenter bias.
E) high psychological realism.

Answer: E
Type: MC *Page Ref: 37* *Skill: Recall* *Difficulty: Easy*

114) Stanley Milgram is well known for conducting research on obedience to authority because he wanted to understand the behaviour of Nazi soldiers. Participants in his classic 1963 experiment found themselves in the uncomfortable position of being told 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 is safe to assume that Milgram's experiment was high on
A) external validity.
B) internal validity.
C) experimental control.
D) mundane realism.
E) psychological realism.

Answer: E
Type: MC *Page Ref: 37* *Skill: Applied* *Difficulty: Moderate*

115) An experiment like Latané and Darley's (1968) demands creativity and ingenuity, and is not easy to conduct. Why didn't Latané and Darley simply describe the hypothesis and procedures to participants and ask them what they would do in that situation?
A) It would be too difficult to secure a random sample.
B) The simpler alternative study would be low in psychological realism.
C) The study would have low internal validity.

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D) It would be impossible to randomly assign participants in the simpler study.
E) They would not be able to use operational definitions.

Answer: B
Type: MC *Page Ref: 37* *Skill: Applied* *Difficulty: Easy*

116) To avoid the use of deception in his experiment, a researcher tells participants ahead of time that they will be witnessing a staged fight between two people who were actually confederates of the experimenter. By so informing the participants, this researcher has decreased the _____ realism of his experiment.
A) psychological
B) internal
C) mundane
D) ethical
E) experimental

Answer: A
Type: MC *Page Ref: 37* *Skill: Applied* *Difficulty: Easy*

117) A _____ is a description of the purpose of a study that is different from the true purpose.
A) consent form
B) cover story
C) covert agenda
D) construal
E) debriefing

Answer: B
Type: MC *Page Ref: 37* *Skill: Recall* *Difficulty: Easy*

118) Latané and Darley (1968) told participants that they were interested in the kind of problems that college students experience. This explanation is the
A) experimental debriefing.
B) cover story.
C) independent variable.
D) dependent variable.
E) operational definition.

Answer: B
Type: MC *Page Ref: 37* *Skill: Applied* *Difficulty: Moderate*

119) A credible cover story ensures
A) mundane realism.
B) psychological realism.
C) appropriate dependent variable measures.
D) internal validity.
E) appropriate independent variable measures.

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Answer: B
Type: MC *Page Ref: 37* *Skill: Recall* *Difficulty: Easy*

120) A psychologist first conducted a study on helping behaviour 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) population consistency.
C) chronological consistency.
D) external validity.
E) a significant difference.

Answer: D
Type: MC *Page Ref: 37-38* *Skill: Applied* *Difficulty: Easy*

121) In reading descriptions of the behaviours of the university students who participated in Latané and Darley's (1968) experiment on bystander intervention, you wonder whether your parents and their friends would behave the same way as those participants from the university. In essence, your question is, "Will these results generalize across _____?"
A) situations
B) people
C) other experiments
D) manipulations
E) time

Answer: B
Type: MC *Page Ref: 38* *Skill: Applied* *Difficulty: Moderate*

122) _____ would increase the external validity of experiments, but social psychologists rarely do it.
A) Using multiple independent variables
B) Administering follow-up questionnaires
C) The use of operational definitions
D) Random assignment
E) Random selection from the population

Answer: E
Type: MC *Page Ref: 38* *Skill: Recall* *Difficulty: Easy*

123) Social psychologists seldom address the question of external validity by conducting their experiments on random samples of people from all over. This is because
A) human beings are incredibly complex, and social psychologists are content with doing inexact science.

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B) the research methods that social psychologists use cannot be applied to a random sample.
C) it is difficult and expensive to get a random sample of people to participate in research.
D) social psychology is poorly funded, and experimenters are forced to do inexpensive research.
E) experiments capture general psychological processes experienced by people all over.

Answer: C
Type: MC *Page Ref: 38* *Skill: Recall* *Difficulty: Easy*

124) Conceptually, what distinguishes laboratory from field experiments is
A) whether there is a dependent variable.
B) whether there is an independent variable.
C) where the experiment is conducted.
D) the number of participants.
E) whether there is random assignment.

Answer: C
Type: MC *Page Ref: 39* *Skill: Recall* *Difficulty: Easy*

125) A major difference between a field experiment and a laboratory experiment is that
A) Mundane realism is higher in a field experiment.
B) The levels of the independent variable cannot be controlled by the experimenter.
C) The results on the dependent variable are less predictable due to the variable behaviours of participants in a real-life setting.
D) Participants are unaware of their involvement in a psychology experiment.
E) Psychological realism is lower in a field experiment.

Answer: D
Type: MC *Page Ref: 39* *Skill: Recall* *Difficulty: Easy*

126) Although field experiments may be high in _____, they often lack _____.
A) mundane realism; psychological realism
B) external validity; internal validity
C) psychological realism; mundane realism
D) internal validity; psychological realism
E) internal validity; external validity

Answer: B
Type: MC *Page Ref: 39* *Skill: Recall* *Difficulty: Moderate*

127) According to your text, when conducting experiments in social psychology, there is almost always a trade-off between
A) mundane and psychological realism.

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B) random selection and random assignment.
C) basic and applied research.
D) funding and replication.
E) internal and external validity.

Answer: E
Type: MC *Page Ref: 39-40* *Skill: Recall* *Difficulty: Easy*

128) When Latané and Darley (1970) later tested the effects of the number of bystanders on whether people intervene in an emergency, they left the laboratory and staged a fake theft at a convenience store. This new study was
A) covered in the *New York Times*.
B) just as high in internal validity as their original study.
C) low in external validity.
D) unsuccessful, demonstrating the low external validity of their lab experiments.
E) a field experiment that replicated laboratory results.

Answer: E
Type: MC *Page Ref: 39-40* *Skill: Recall* *Difficulty: Easy*

129) There is invariably a trade-off between _____ and _____ in social psychology experiments.
A) mundane realism; psychological realism
B) validity; reliability
C) independent variables; dependent variables
D) internal validity; external validity
E) psychological realism; reliability

Answer: D
Type: MC *Page Ref: 39-40* *Skill: Recall* *Difficulty: Easy*

130) The notion of "the basic dilemma of the social psychologist" refers to
A) whether or not to conduct ethically questionable research.
B) the trade-off between internal and external validity.
C) the trade-off between correlational and experimental research.
D) the trade-off between independent and dependent variables.
E) whether or not to use deception in their experiments.

Answer: B
Type: MC *Page Ref: 39-40* *Skill: Recall* *Difficulty: Easy*

131) Replications are designed to assure that
A) ethical procedures are always followed.
B) the original results can be obtained in different populations and in different settings.
C) the original study was internally valid.
D) the original study was high in psychological realism.

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E) the original study was high in mundane realism.

Answer: B
Type: MC *Page Ref: 40* *Skill: Recall* *Difficulty: Easy*

132) 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) needless duplication
B) encore
C) psychological copy
D) internal validity check
E) replication

Answer: E
Type: MC *Page Ref: 40* *Skill: Applied* *Difficulty: Moderate*

133) A social psychologist questions whether or not the participants' willingness to help a seizure victim in Latané and Darley's (1968) experiment was influenced by the fact that it was an apparent medical emergency. This researcher wants to run an experiment that is high in external validity. She could best investigate this issue by
A) surveying people as to how they respond to different types of intervention situations.
B) surveying people as to how they usually respond to medical emergencies.
C) replicating the study using different types of medical emergencies.
D) reanalyzing the data from the original study.
E) replicating the study using different types of emergencies.

Answer: E
Type: MC *Page Ref: 40 (and 37-38 for external validity)* *Skill: Applied* *Difficulty: Moderate*

134) A _____ enables researchers to look at a set of studies on the same topic and decide if the effect of an independent variable is reliable.
A) correlation coefficient
B) meta-analysis
C) validity index
D) replication
E) reliability coefficient

Answer: B
Type: MC *Page Ref: 40* *Skill: Recall* *Difficulty: Easy*

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135) 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 Canada 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 relation between frustration and aggression.
A) meta-analysis
B) case study
C) archival study
D) systematic replication
E) direct replication

Answer: A
Type: MC *Page Ref: 40* *Skill: Applied* *Difficulty: Easy*

136) What technique will most efficiently determine the generalizability of social-psychological findings conducted in different situations and with different people?
A) A series of replications.
B) A conceptual review of the literature.
C) A case study analysis.
D) A meta-analysis.
E) Multiple experiments that use random sampling.

Answer: D
Type: MC *Page Ref: 40* *Skill: Recall* *Difficulty: Moderate*

137) 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 relation between gender and helping was most likely based on
A) pure conjecture.
B) surveys of researchers.
C) meta-analytic techniques.
D) correlational research.
E) experimental procedures.

Answer: C
Type: MC *Page Ref: 40* *Skill: Applied* *Difficulty: Easy*

138) In social psychology, the technique of meta-analysis is *most* like _____ research.
A) archival
B) survey
C) experimental

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D) correlational
E) observational

Answer: A
Type: MC *Page Ref: 40* *Skill: Applied* *Difficulty: Difficult*

139) Cross-cultural research has revealed that
A) Western cultures emphasize individualism and independence.
B) Westerners are more likely to intervene in an emergency than are people in the East.
C) American researchers have historically imposed their own values on other cultures.
D) many Eastern cultures have no concept of "emergency."
E) there are few differences between Western and Eastern cultures.

Answer: A
Type: MC *Page Ref: 41-42* *Skill: Recall* *Difficulty: Easy*

140) The two main goals of cross-cultural research are to _____ and to _____.
A) increase internal validity; replicate questionable findings
B) demonstrate human universals; explore cultural differences
C) increase external validity; secure unbiased samples
D) explore cultural differences; replicate questionable findings
E) demonstrate human universals; replicate questionable findings

Answer: B
Type: MC *Page Ref: 41-42* *Skill: Recall* *Difficulty: Moderate*

141) In describing the intricacies of cross-cultural research, the authors of your text assert that it's 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 best captures the role of *construals* in making cross-cultural research very difficult to do?
A) It is very difficult to translate some cover stories and dependent measures into some languages.
B) There is variability among people, even within the same culture.
C) People in different cultures differ on a number of personal characteristics.
D) The experimenter may be culturally biased.
E) The same experimental situation can have different meanings in different cultures.

Answer: E
Type: MC *Page Ref: 41-42* *Skill: Recall* *Difficulty: Moderate*

142) What is one of the main problems faced by researchers who want to test their theories cross-culturally?
A) It is difficult to find funding to study culture.

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B) Basic psychological processes inevitably differ from culture to culture.
C) Variables may have to be changed so that their meaning is understood in the same way across cultures.
D) Ethical laws often prohibit psychologists from studying phenomena in all cultures.
E) There is no evidence that culture affects basic social psychological processes.

Answer: C
Type: MC *Page Ref: 41-42* *Skill: Recall* *Difficulty: Easy*

143) *Basic* research is to _____ as *applied* research is to _____.
A) correlation; causation
B) experiments; surveys
C) satisfying intellectual curiosity; solving social problems
D) biological sciences; social sciences
E) experiments; observational research

Answer: C
Type: MC *Page Ref: 41* *Skill: Recall* *Difficulty: Easy*

144) 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) applied research
B) secondary research
C) basic research
D) descriptive research
E) primary research

Answer: A
Type: MC *Page Ref: 41* *Skill: Applied* *Difficulty: Easy*

145) 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 have a higher status in the field of social psychology.
C) basic researchers should not be afraid to conduct applied research aimed at solving social problems.
D) applied researchers should have a higher status in the field of social psychology.
E) the line between basic and applied researcher is clearer in social psychology than in other sciences.

Answer: A
Type: MC *Page Ref: 41* *Skill: Applied* *Difficulty: Moderate*

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146) If Professor Klein is using EEGs and fMRIs to study social behaviour, she is most likely to be involved in
A) clinical psychology.
B) computer science research.
C) research on internet social networking.
D) cognitive neuroscience.
E) social neuroscience.

Answer: E
Type: MC *Page Ref: 42-43* *Skill: Applied* *Difficulty: Moderate*

147) The study of brain processes is _____ in social psychology _____.
A) not relevant; as the focus is on *social* thoughts, feelings and behaviour
B) well developed; and especially used to study cultural differences
C) a recent area; called social neuroscience
D) used; to carry out applied rather than basic research
E) only relevant; for research on anti-social behaviour

Answer: C
Type: MC *Page Ref: 42-43* *Skill: Recall* *Difficulty: Easy*

148) Social neuroscience examines
A) social behaviour among neuroscientists.
B) the correlation of social information processing and brain activity.
C) how social behaviour affects brain development.
D) the correlation of social action and motor activity in the brain.
E) brain activity in social scientists.

Answer: B
Type: MC *Page Ref: 42-43* *Skill: Recall* *Difficulty: Easy*

149) Which statement below best captures the major ethical dilemma faced by experimental social psychologists?
A) The good of the many often comes at the costs to the few.
B) Some people do not enjoy participating in psychological research.
C) Research results can be misused by those in power.
D) It is necessary to lie to discover the truth.
E) What is good science may not be ethical science.

Answer: E
Type: MC *Page Ref: 43-44* *Skill: Recall* *Difficulty: Difficult*

150) From an *ethical* perspective, what two goals often collide in social psychological research? On the one hand, social psychologists _____; on the other hand, they _____.
A) provide cover stories to disguise their true purposes; debrief participants at the close of the study

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B) use a limited number of participants in their studies; want to generalize to all people
C) are concerned about their participants; want to find interesting results
D) want to satisfy their intellectual curiosity; want to respond to real-life problems
E) seek to create interesting, both mundane and psychologically realistic, events for participants; don't want to cause participants unnecessary discomfort or harm

Answer: E
Type: MC *Page Ref: 43-44* *Skill: Recall* *Difficulty: Moderate*

151) Which of the following is an ethical concern in social psychological research?
A) It is often difficult to debrief participants in a study.
B) Undoing the effects of a plausible cover story can be difficult.
C) Participants are sometimes exposed to upsetting situations.
D) Participants must sometimes be discouraged from withdrawing prematurely from the experiment.
E) People do not have a choice about the experimental condition to which they are assigned.

Answer: C
Type: MC *Page Ref: 43-44* *Skill: Recall* *Difficulty: Easy*

152) A cover story is
A) a false description of the purposes of a study.
B) an accurate overview of the study for participants.
C) the result of experimental findings of interest to the media.
D) a way to make sure that an experiment is ethical.
E) an explanation provided to participants when the study is over.

Answer: A
Type: MC *Page Ref: 44* *Skill: Recall* *Difficulty: Easy*

153) Before the experiment begins, the researcher is ethically obligated to
A) get permission from the Canadian Psychological Association.
B) debrief all participants.
C) randomly assign subjects to conditions.
D) provide a cover story.
E) secure informed consent.

Answer: E
Type: MC *Page Ref: 44* *Skill: Recall* *Difficulty: Easy*

154) The procedure whereby the researcher explains the nature of the study and participants then decide whether or not to participate is called
A) informed consent.
B) experimental debriefing.

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C) experimental review.
D) a truthful cover story.
E) pre-experimental briefing.

Answer: A
Type: MC *Page Ref: 44* *Skill: Recall* *Difficulty: Easy*

155) Which of the following is one of the ethical principles that psychologists must follow when using human participants? All participants must be
A) contacted six months after the study to assure that no psychological harm resulted.
B) compensated in some way for their participation in research.
C) informed of the true nature of the study upon arriving at the laboratory.
D) informed that they can withdraw from the study at any time.
E) over the age of 18.

Answer: D
Type: MC *Page Ref: 44-46* *Skill: Recall* *Difficulty: Easy*

156) 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) Immediately preceding the experimental manipulation.
C) Before obtaining informed consent.
D) After she has analyzed the data.
E) Before collecting any dependent measures.

Answer: A
Type: MC *Page Ref: 44-46* *Skill: Recall* *Difficulty: Easy*

157) Researchers at the University of Manitoba assessed attitudes toward deception research in 1970 and again in 1990 (Sharpe, Adair & Roese, 1992). The results show that
A) participants who were deceived were less likely to agree that deception research was necessary.
B) although students did not react negatively to the deception experiments they did show a greater distrust of psychologists.
C) attitudes toward deception research were less favourable in the more recent (1990) survey.
D) attitudes toward deception research were more favourable in the more recent (1990) survey.
E) respondents did not feel negatively about their experiences in either time period.

Answer: E
Type: MC *Page Ref: 45-46* *Skill: Recall* *Difficulty: Easy*

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158) The *central* ethical principle that the Canadian Psychological Association has identified is
A) Informed consent.
B) Respect for dignity of persons.
C) Minimizing harm.
D) Freedom to withdraw.
E) Privacy and confidentiality.

Answer: B
Type: MC *Page Ref: 45* *Skill: Recall* *Difficulty: Moderate*

159) Where do theories come from in social psychology, and how do social psychologists refine them?
Answer:
Researchers sometimes arrive at hypotheses and theories by reading and thinking about previous theories and research, and sometimes through their own personal observations. Once a researcher arrives at a hypothesis, he or she tests it scientifically (empirically). Depending on whether the hypothesis is supported, researchers might revise their hypotheses, and perhaps even their theories, and subsequent hypotheses are later tested. This process continues to yield a cumulative body of knowledge about human behaviour.

Type: ES *Page Ref: 22-24* *Skill: Recall* *Difficulty: Moderate*

160) 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 a 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 relation 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.)*

Type: ES *Page Ref: 24-41* *Skill: Recall* *Difficulty: Difficult*

161) "What is the relation 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

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to see whether there is a relation between what people watch on television and their self-reports of aggressive behaviours; alternatively, they could survey parents about children's viewing habits and survey teachers about the children's behaviours. Minimally, experimental researchers would randomly assign participants to one of two experimental conditions (experimental and control groups) that systematically vary in violent content, and collect dependent measures of participants' aggressive behaviours.

Type: ES *Page Ref: 24-41* *Skill: Applied* *Difficulty: Moderate-to-Difficult*

162) 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.

Type: ES *Page Ref: 29-33* *Skill: Applied* *Difficulty: Moderate*

163) What are some possible advantages and disadvantages associated with using surveys to enhance our understanding of social behaviour?
Answer:
Although surveys are useful in collecting data about behaviours that cannot easily be observed directly and surveys can afford the prediction of behaviours, the data they generate are correlational data, so unequivocal cause-and-effect conclusions cannot be drawn. In addition, nonrepresentative surveys can yield inaccurate results and conclusions. Also, responses to questions that ask people to predict how they might behave in a hypothetical situation or to explain why they behaved as they did in the past may be very inaccurate.

Type: ES *Page Ref: 30-32* *Skill: Recall* *Difficulty: Moderate*

164) 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 behaviour.

Type: ES *Page Ref: 35-36* *Skill: Applied* *Difficulty: Easy*

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165) Explain the two essential features of internal validity in experimentation.
Answer:
166) Ensure that nothing other than the independent variable can affect the dependent variable by controlling all extraneous variables (those that might affect the dependent variable).
167) Ensure that there is random assignment of subjects: that is, all participants have an equal chance of being assigned to each condition of the experiment.

Type: ES *Page Ref: 36-37* *Skill: Recall* *Difficulty: Easy*

168) Briefly define psychological realism and provide an example of each.
Answer:
Psychological realism in an experiment refers to the extent to which experimental manipulations evoke the same psychological processes in participants that are evoked in the world outside the laboratory; manipulations that are powerful and believable are psychologically real. *(Note: Students generate their own examples.)*

Type: ES *Page Ref: 37* *Skill: Recall* *Difficulty: Easy*

169) Describe two kinds of generalizability that experimental social psychologists can use to enhance the external validity of their experiments. Explain how each kind can be achieved.
Answer:
They can ensure there is *generalizability across situations* by increasing psychological realism (the extent to which the psychological processes evoked in the experiment resemble real-life ones). One way to increase psychological realism for participants is to provide a realistic cover story for the experiment.
Secondly, they can ensure *generalizability across people* by using replication of the experiment with different populations, in different settings, or using different methods. Further, meta-analyses, averaging the results of many studies in different contexts, can also indicate if an effect is reliable.

Type: ES *Page Ref: 37-38* *Skill: Recall* *Difficulty: Moderate*

170) What is the basic dilemma in experimental research designs in social psychology?
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.

Type: ES *Page Ref: 39-40* *Skill: Recall* *Difficulty: Easy*

171) According to the authors, cross-cultural research "...is not a simple matter of traveling to another culture, translating materials into the local language, and

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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.

Type: ES *Page Ref: 41-42* *Skill: Recall* *Difficulty: Easy*

172) 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 behaviour and to understand the fundamental psychological processes behind human behaviour. Applied research is conducted with an eye toward elucidating the sources of, or findi ng 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.

Type: ES *Page Ref: 41* *Skill: Recall* *Difficulty:*

173) 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.

Type: ES *Page Ref: 45-46* *Skill: Recall* *Difficulty: Moderate*

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