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Name:_____ Class:_____ Date:_____

Chapter 1 - The Mission and the Method

1. Based on early research by Norman Triplett, we should expect that children who work on math problems alone will ____ than children who work on math problems side by side with their classmates.

a. work more slowly

b. work more quickly

c. second-guess themselves less

d. second-guess themselves more

ANSWER: a

2. Suppose you own a rowboat and enjoy rowing on a nearby lake in the summer. In June, you are planning to go rowing with two of your friends (three people in total in the boat), and in July, you are planning to go rowing with just one friend (two people in the boat).Will you put in more effort (row harder) on the three-person trip or the two-person trip?

a. You will put in more effort on the three-person trip.

b. You will put in more effort on the two-person trip.

c. You will put in the same amount of effort on both trips.

d. It is impossible to say—research is inconclusive.

ANSWER: b

3. Given Max Ringelmann's early research looking at group size and individual effort, should we expect Student X to put in a different amount of effort depending on whether she worked on a history project in a five-person group rather than a two-person group?

a. Yes, we should expect her to work harder in the five-person group.

b. Yes, we should expect her to work harder in the two-person group.

c. No, we should expect her to work equally hard in both groups.

d. It is impossible to say; it appears group size effects depend on other variables.

ANSWER: b

4. Who among the following psychologists was the first to publish a social psychology textbook titled *Social Psychology* in the 1900s?

a. Kurt Lewin

b. Norman Triplett

c. Edward Ross

d. Max Ringelmann

ANSWER: c

5. During the first half of the 20th century, who argued that attitudes were the most important and useful concept in social psychology?

a. Kurt Lewin

b. Max Ringelmann

c. Norman Triplett

d. Gordon Allport

ANSWER: d

6. Who proposed in the first half of the 20th century the idea that behavior is a function of both the person and the situation?

a. Max Ringelmann

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Chapter 1 - The Mission and the Method

b. Norman Triplett
c. Kurt Lewin
d. Gordon Allport

ANSWER: c

7. Eireena is required to turn in her book report by the end of the week. Based on Kurt Lewin's formula, what kinds of information will Eireena's teacher need to predict whether she will indeed get the book report by Friday?
a. She will need to know whether Eireena likes the book and whether her computer is working properly.
b. She will need to know whether Eireena has weekend plans with her friends.
c. She will need to know whether Eireena parents earn enough to pay her tuition fee.
d. She will need to know whether Eireena scored well the previous year and whether her brother will help her with the report.

ANSWER: a

8. In the history of psychology and social psychology, the late 1800s and early 1900s marked ____.
a. the very first social psychological experiments
b. social psychology's independence from behaviorism
c. the beginnings of research in social cognition
d. the beginnings of research in social neuroscience

ANSWER: a

9. Milgram's famous studies of obedience to authority were motivated by which of the following historical events?
a. The Holocaust
b. The fall of Communism
c. The return of soldiers from Desert Storm
d. The Great Depression

ANSWER: a

10. Which of the following elements is particularly critical to include in a deception study but is not usually required in other types of studies?
a. IRB approval
b. Demand characteristics
c. Complete debriefing
d. Informed consent

ANSWER: c

11. In the 1950s and 1960s, mainstream psychology was divided between two main theoretical camps: ____.
a. trait theory and behaviorism
b. Freudian psychoanalysis and humanism
c. humanism and trait theory
d. behaviorism and Freudian psychoanalysis

ANSWER: d

12. How are social psychologists generally similar to behaviorists?

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Chapter 1 - The Mission and the Method

a. They both tend to favor experiments and the scientific method.
b. They are both interested in thinking and thought processes.
c. They are both originally rooted in psychoanalytic theory.
d. They are both interested in the unconscious mind.

ANSWER: a

13. Social psychologists are generally similar to Freudian psychoanalysts in that they both ____.
a. are more interested in abnormal behavior than in normal behavior
b. tend to favor experiments and the scientific method
c. are primarily interested in external behaviors rather than the mind
d. have an interest in inner states and processes

ANSWER: d

14. Which topic has been of the MOST interest to social psychologists during the last 30 years?
a. Social cognition—concerned with how people think about other people and how people think about the social world in general
b. Behaviorism—concerned with basic principles of learning, such as reward and punishment
c. The idea that modern life makes people vulnerable to alienation and exploitation
d. The idea that people act less on the basis of firm moral principles than they do on the basis of conformity or "following the crowd"

ANSWER: a

15. Social psychology is BEST defined as the study of ____.
a. how we learn to behave by the rules of society
b. how our thoughts, feelings, and behaviors are affected by other people
c. how cultures are created to serve the interests of the powerful
d. how societies work to allocate resources and responsibilities

ANSWER: b

16. As a rule, social psychologists are MOST interested in ____.
a. normal adult human beings
b. severe mental illness
c. normal childhood development
d. diagnoses in abnormal behavior

ANSWER: a

17. In social psychology, the "ABC triad" stands for ____.
a. attitudes, beliefs, and commitments
b. ambiance, biology, and culture
c. affect, behavior, and cognition
d. attributions, boundaries, and corrections

ANSWER: c

18. Which of the following is an example of an "emotion"?

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Chapter 1 - The Mission and the Method

a. Gullibility
b. Unpleasantness
c. Happiness
d. Activism

ANSWER: c

19. Which of the following is the BEST example of "cognition?"
a. Experiencing an auditory hallucination
b. Having a hunger pang
c. Thinking that you are a valuable employee
d. Exhibiting a nervous twitch

ANSWER: c

20. Mike believes that his blue coat is warmer than his red coat. Russell thinks that he might want to have kids sometime in the next few years. Xu remembers playing baseball with her friends as a child. These are all examples of ____.
a. delusions
b. schemas
c. affects
d. cognitions

ANSWER: d

21. Social psychology focuses especially on the power of ____.
a. genetics
b. reinforcement
c. situations
d. the unconscious

ANSWER: c

22. Bill stole $50 from his parents. In assessing Bill's motives, which of the following questions would a social psychologist be MOST likely to ask?
a. Is Bill unconsciously motivated to hurt his parents?
b. Is Bill a person with a weak moral character?
c. Does Bill have friends or other role models who are stealing?
d. Is Bill mentally healthy enough to realize what he has done?

ANSWER: c

23. Jessie holds several negative stereotypes about women. Specifically, he thinks that most women are manipulative, vain, and lazy. In trying to understand Jessie's beliefs, which of the following questions would a social psychologist be MOST likely to ask?
a. Does Jessie feel so intimidated by women that he expresses these negative stereotypes to "cover up" his deep-seated lack of self-esteem?
b. Did Jessie have a difficult relationship with his mother as a young child that might have fostered a negative attitude toward all women?
c. Does Jessie have a brain abnormality?
d. Has Jessie been exposed to these stereotypes in the media, or has he had limited (but negative) interactions

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with women that might have helped perpetuate these stereotypes?

ANSWER: d

24. Most social psychologists perform research by ____.
    a. engaging in historical analyses
    b. conducting individual interviews
    c. conducting experiments
    d. using nonexperimental observational methods

ANSWER: c

25. Anthropologists would posit that social psychologists cannot understand human behavior fully unless they understand the ____.
    a. genetic makeup of the populations under study
    b. relationship between humans and animals
    c. biological basis of the behavior
    d. cultural context in which that behavior occurs

ANSWER: d

26. The social psychological theory known as "social exchange theory" is based MOST obviously on which other social sciences?
    a. Economics
    b. History
    c. Political science
    d. Anthropology

ANSWER: a

27. Makena is interested in studying same-sex couples and their motivation to marry in the context of the legalization of same-sex marriages. In addition to social psychology, what other fields are related to her particular study?
    a. Economics and anthropology
    b. Sociology and history
    c. Political science and anthropology
    d. Sociology and political science

ANSWER: d

28. Scarlett is examining how attitudes predict voting behavior. Her research will MOST likely involve an intersection of social psychology and _____.
    a. anthropology
    b. sociology
    c. political science
    d. economics

ANSWER: c

29. Dr. Campbell studies the relationship between crime rates and childrearing practices. He is MOST likely a(n) ____.
    a. anthropologist
    b. economist

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Chapter 1 - The Mission and the Method

c. sociologist
d. social psychologist

ANSWER: c

30. The study of what happens in the brain, nervous system, and other aspects of the body is called _____.
a. developmental psychology
b. cognitive psychology
c. neuroscience
d. political science

ANSWER: c

31. Dr. McKee researches the effectiveness of different therapies for treating severe anxiety disorders. He is MOST likely a ____.
a. personality psychologist
b. clinical psychologist
c. cognitive psychologist
d. Freudian psychoanalyst

ANSWER: b

32. In recent years, what has emerged as an important subfield of social psychology that explores the ways in which people think about social situations?
a. Cognitive sociology
b. Social cognition
c. Cognitive anthropology
d. Socioneurology

ANSWER: b

33. Which of the following topics is a personality psychologist MOST likely to study?
a. The development of schizophrenia
b. Gender differences in the acquisition of language skills
c. Individual differences in leadership ability
d. Cross-cultural differences in mating and courtship behaviors

ANSWER: c

34. The study of how people change across their lives from conception to death is the purview of ____.
a. developmental psychology
b. cognitive psychology
c. clinical psychology
d. biological psychology

ANSWER: a

35. Dr. Franklin studies individual differences in introversion (a trait similar to shyness). He is MOST likely a _____ psychologist.
a. social

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Chapter 1 - The Mission and the Method

b. personality
c. clinical
d. developmental

ANSWER: b

36. The key distinction between philosophy and psychology is the fact that psychology ____.
a. is concerned with observable phenomena (e.g., behaviors) rather than unobservable phenomena (e.g., thoughts)
b. is concerned with unobservable phenomena (e.g., thoughts) rather than observable phenomena (e.g., behaviors)
c. primarily relies on the scientific method
d. primarily relies on the case study method

ANSWER: c

37. Dr. Casas is a researcher who studies methods to encourage condom use among sexually active teens and preventing unwanted pregnancies. He would probably be BEST described as a(n) ____.
a. neuroscientist
b. applied researcher
c. historian
d. economist

ANSWER: b

38. When Kurt Lewin said, "There is nothing as practical as a good theory," he meant that ____.
a. many theories are overly abstract; a good theory should be based on directly observable facts
b. many theories are overly abstract; a good theory should make predictions about directly observable phenomena
c. although they may seem impractical, theories can be very important in helping to stimulate practical ideas and research
d. he was opposed to overly theoretical work and a major proponent of applied research

ANSWER: c

39. Consider the following American adages, which seem to contradict one another: "Birds of a feather flock together" and "opposites attract." What would social psychologists say about these adages?
a. This contradiction is an anomaly since Americans tend to be extremely single-minded in their "common sense" views about social psychology.
b. Most people in the United States probably believe one of these adages to be true—but not both—since most people have very clear personal theories about social psychology.
c. The contradiction is not surprising at all, since "common sense" theories are often poorly defined, i.e., most people would probably say that both of these things are true (if you asked them at different times).
d. Most people would not see the contradiction if it were pointed out to them, since the average person is not a strong logical thinker.

ANSWER: c

40. "Common sense" theories about social psychology are ____.
a. almost always wrong

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Chapter 1 - The Mission and the Method

b. often misleading or contradictory
c. very often correct
d. very often correct when they have to do with dyadic (two-person) relationships, but usually wrong when they have to do with group behavior

ANSWER: b

41. The first step in the scientific method is to ____.
a. state a problem for study
b. state a hypothesis
c. determine the research sample
d. collect data

ANSWER: a

42. Dr. Henderson wants to test her theory that people feel less stressed after exercising. She measures students' stress levels and then has them perform 30 minutes of moderate exercise on a treadmill. After the treadmill segment, she measures their stress levels again. This is an example of a(n) ____ design.
a. factorial
b. between-subjects
c. within-subjects
d. survey

ANSWER: c

43. An idea or explanation for something that is based on known facts but not yet proven is known as a(n) ____.
a. hypothesis
b. theory
c. ad hoc test
d. independent variable

ANSWER: a

44. What is a hypothesis?
a. A statistical procedure
b. An established scientific fact
c. A testable prediction
d. A type of sample

ANSWER: c

45. Dr. Brown conducts an experiment to examine the effects of mentorship programs on children's academic achievement. She finds that children who have mentors receive significantly higher grades than children who don't. The result is statistically significant at the .05 level. What does this outcome mean?
a. The finding probably occurred by chance; mentorship programs probably DO NOT really improve academic achievement.
b. The finding probably did NOT occur by chance; mentorship programs probably DO boost academic achievement.
c. The finding was larger than expected; mentorship programs appear to be even more effective than Dr. Brown suspected.

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d. The finding was smaller than expected; mentorship programs appear to be less effective than Dr. Brown suspected.

ANSWER: b

46. What is meant by the "knew it all along" phenomenon?

a. The tendency for individual effort to decrease as the group size increases
b. A movement to make the results of scientific studies freely accessible to everyone
c. A methodological crisis in which many past scientific studies do not replicate
d. The tendency, after an event has occurred, to overestimate one's ability to have foreseen the outcome

ANSWER: d

47. If a researcher tested 1000 people and found that women received significantly higher scores on the verbal portion of the SAT than did men, this result would mean that ____.

a. among the sample that was tested, women's scores were definitely higher than men's (even if the difference is very small)—though there might not be a difference in the population at large
b. among the sample that was tested, women's scores were at least 5% higher than men's—though there might not be a difference in the population at large
c. in the population at large, women's scores are likely higher than men's (even if the difference is very small)
d. in the population at large, women's scores are likely higher than men's—by a score difference of at least 5%

ANSWER: c

48. What is the last step of the scientific method?

a. Gathering data
b. Interpreting data
c. Matching results to existing theories
d. Reporting results to the scientific community

ANSWER: d

49. Dr. Ingram is conducting research on young children to examine the development of empathy upon exposure to different cultural groups. The independent variable in this research is ____.

a. young children
b. exposure to different cultural groups
c. empathy
d. the development of empathy

ANSWER: b

50. Suppose you have conducted an experiment to test the effect of violence in TV shows on aggressive behavior in children. The dependent variable in this study would be ____.

a. how violent the TV shows were
b. how many hours of violent shows the children needed to watch before they became violent
c. how violent the parents of the children were
d. how aggressive the children were

ANSWER: d

51. Which of the following would be the BEST operational definition for tiredness?

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Chapter 1 - The Mission and the Method

a. An increase in fantasies about sleeping
b. The number of hours since one has last slept
c. Irritability, poor motor skills, and weak concentration
d. How tired someone looks to an "average" observer

ANSWER: b

52. Suppose you are conducting an experiment to see whether receiving negative feedback from an authority figure will increase eating behavior. After writing an essay, half of your research participants are given negative feedback from a professor, and half are given encouraging feedback. All participants are then placed in a room with a large container of cookies, and their eating behavior is observed. In this study, an operational definition for the dependent variable might be ____.

a. whether participants received critical or encouraging feedback
b. the number of words in each participant's essay
c. the number of cookies each participant ate
d. how many minutes the professor spent giving each participant feedback

ANSWER: c

53. Kaavya is conducting a research study to test the response of people standing in line when someone cuts in. At a crowded shop, a woman cuts the line just in front of the third person. Later, a man cuts in at the same spot in the line. Kaavya notes the response of the person in the line when the lady cuts in (harshly spoken warning) and when the man cuts in (roughly pushed aside). In this scenario, the woman and the man who cut the line are Kaavya's _____; they are secretly helping him conduct the experiment.

a. accomplices
b. allied respondents
c. infiltrators
d. behaviorists

ANSWER: a

54. Suppose you are working as a research assistant for a social psychologist. To assist her with a research study, the social psychologist asks you to stand in a laboratory waiting room with research participants, act as though you are a research participant yourself, and then pretend to have an epileptic seizure. (The social psychologist is interested in how many people will try to help you.) In other words, your task is to be a(n) ____ in the research.

a. accomplice
b. mundane realist
c. reactant
d. aggressor

ANSWER: a

55. Dr. Coleman and Dr. Garcia are designing a new study. They have come up with a good hypothesis for the study, but they are having trouble thinking of operational definitions for their variables. In other words, they are concerned that their research might be low in ____.

a. internal validity
b. external validity
c. construct validity
d. face validity

ANSWER: c

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Chapter 1 - The Mission and the Method

56. Suppose you are planning to conduct a study to look at the effect of pet ownership on empathy, but you cannot find any good measures of empathy (all of the measures that you find seem to fall short of your understanding of what empathy is or to miss the mark completely). Unless you can find a measure that you are satisfied with, your research may end up being low in ____.

a. internal validity
b. external validity
c. construct validity of the cause
d. construct validity of the effect

ANSWER: d

57. Dr. Adamski is conducting a study to test the effect of a new drug on people's ability to concentrate at work. His research sample consists of 100 US adults. During a 14-week period, half of the sample is administered the drug and the other half is administered a placebo, and participants' concentration abilities are continually tracked. In the context of this study, if Dr. Adamski uses random assignment, it means that ____.

a. his study will be high in external validity
b. the 100 adults are likely to be representative of the larger population of interest
c. each adult has an equal chance of being administered either the drug or the placebo
d. his research findings are likely to be statistically significant

ANSWER: c

58. Dr. Waters is interested in whether exposure to TV advertisements has a different impact on girls' self-image than it does on boys' self-image. To examine this question, she conducts a quasi-experiment. Why doesn't Dr. Waters conduct a true experiment instead?

a. She cannot conduct a true experiment because people cannot be randomly assigned to be "girls" or "boys."
b. She cannot conduct a true experiment because self-image is not directly observable.
c. She could conduct a true experiment if she wanted to, but she probably has a very small sample size, so in this case a quasi-experiment is better.
d. She could conduct a true experiment if she wanted to, but she is probably interested in "real-life" TV exposure (and doesn't want to manipulate this variable).

ANSWER: a

59. A study is said to have internal validity if the researcher can be relatively confident that ____.

a. the same results would occur if the experiment were replicated
b. changes in the independent variable caused changes in the dependent variable
c. the operational definitions used in the study were chosen well
d. the sample was representative of the broader population of interest

ANSWER: b

60. A researcher wants to study the effect of marriage on one's happiness and overall life satisfaction. The sample includes married couples and unmarried cohabiting partners, and her method includes interviews. What would be the reason for choosing to conduct a quasi-experiment?

a. Couples are usually not honest when talking about themselves.
b. Research participants cannot be randomly assigned.
c. Happiness is a subjective emotion and is difficult to measure.
d. Divorce rates have been steadily increasing over the years.

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Chapter 1 - The Mission and the Method

ANSWER: b

61. What is the main advantage of an experiment over a correlational study?
    a. The researcher knows the participants are representative of the population.
    b. The researcher is better able to draw conclusions about cause and effect.
    c. The researcher is able to study phenomena within their natural context.
    d. The researcher can legitimately use a much smaller sample size.

ANSWER: b

62. Which of the following research designs allows researchers the MOST control over the variables they are studying?
    a. Quasi-experiments
    b. Laboratory experiments
    c. Field experiments
    d. Correlational studies

ANSWER: b

63. When a researcher conducts an experiment and is fairly certain that changes in the independent variable caused changes in the dependent variable, that experiment is said to be high in ____.
    a. construct validity
    b. construct validity of the effect
    c. internal validity
    d. external validity

ANSWER: c

64. Suppose a cereal manufacturer tries out a new cereal box design for a few months, and—during the same time period—notices that its sales have tripled. One of the cereal executives, Mr. Merryman, boasts that the new cereal box must have sparked the increase in sales. But another executive, Mr. Williams, points out that the increase could be due to the new advertising campaign that the company is using, or new distribution practices that have taken place, or to the fact that more and more people are eating cereal these days. That is, Mr. Nguyen suggests that the company's "test" of the new cereal box design is low in ____.
    a. operationalizing
    b. generalizability
    c. internal validity
    d. external validity

ANSWER: c

65. Graham is interested in the effects of violent movies on aggressive behavior. He has some participants in his study watch *Grand Torino* (his "violent" movie) and others watch *Marley and Me* (his "nonviolent" movie). Unfortunately, in addition to these movies being very different in their violence level, they also differ in a lot of other ways (one is a comedy, the other isn't, and so forth). This difference means that Graham's study has a ____.
    a. factorial design
    b. confounding variable
    c. nonrandom assignment
    d. random assignment

ANSWER: b

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Chapter 1 - The Mission and the Method

66. After participants have been deliberately deceived in an experiment, ethical standards require that they be ____.
    a. compensated
    b. debriefed
    c. allowed to withdraw consent
    d. permitted to confront the experimenter

ANSWER: b

67. The purposes of the oral or written statement participants receive at the end of a psychological study include _____.
    a. explaining to them what informed consent actually is
    b. ensuring that they receive appropriate compensation
    c. reducing or eliminating harm caused by their participation
    d. allowing them to refuse to allow their data to be used

ANSWER: c

68. Almost all research requires that researchers provide participants with a(n) ____.
    a. offer of compensation
    b. copy of the research report
    c. preliminary debriefing
    d. consent form

ANSWER: d

69. Suppose a researcher asked you to answer a series of personal questions about your sexual life. You might (justifiably) feel annoyed and intruded upon, and find yourself being rude to the researcher, or even purposely giving the researcher incorrect information. Your response would be an example of ____.
    a. experimental realism
    b. accomplice behavior
    c. mundane realism
    d. reactance

ANSWER: d

70. In which of the following situations would Igor be MOST likely to experience reactance?
    a. He is out on a first date with an attractive person and trying to make a good impression.
    b. He comes home and finds his older brother reading his journal—where he has written deep, dark secrets that he does not want anyone to see.
    c. He sleeps through an important job interview and only has himself to blame.
    d. He finds out that his mother has cancer and has been hiding it from him for several years because she doesn't want him to worry.

ANSWER: b

71. When experiments are conducted outside of the laboratory, in real-world settings, they are called ____.
    a. correlational studies
    b. field experiments
    c. quasi-experiments
    d. deception studies

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Chapter 1 - The Mission and the Method

ANSWER: b

72. Suppose a researcher decided to study everyday altruism toward men versus women by leaving (fake) fully addressed college applications in airport lobbies (identical except with male vs. female applicant names), and then tracking the number of people who send in the application. What kind of study is this one?

a. A laboratory study
b. A field experiment
c. A correlational study
d. A quasi-experiment

ANSWER: b

73. Researchers often attempt to design studies that will be high in both experimental realism and mundane realism. However, ____.

a. experimental realism is generally considered to be far more important
b. mundane realism is generally considered to be far more important
c. experimental realism is really only important in true experiments
d. mundane realism is almost impossible to achieve in practical terms

ANSWER: a

74. Suppose you are a research participant in a laboratory study that is examining fear and social support. The researcher shows you an extremely scary movie and then asks you whether you feel like talking to anyone (and if so, who) once the movie is over. Although you are in a laboratory setting the whole time, which does not resemble "real life" at all, you become engrossed in the procedures of the study and almost forget that you are in a study. Thus, in your experience, this study is:

a. low in experimental realism and low in mundane realism.
b. low in experimental realism and high in mundane realism.
c. high in experimental realism and low in mundane realism.
d. high in experimental realism and high in mundane realism.

ANSWER: c

75. Compared to laboratory experiments, field experiments tend to be ____.

a. low in internal validity and low in external validity
b. low in internal validity and high in external validity
c. high in internal validity and low in external validity
d. high in internal validity and high in external validity

ANSWER: b

76. If a study is high in external validity, then ____.

a. the findings are likely to generalize to other people and other settings
b. the researcher can conclude that there is a cause-and-effect relationship
c. participants are exposed to only one level of the independent variable
d. participants are exposed to all levels of the independent variable

ANSWER: a

77. Qian's research interest is to determine if poverty causes one to be more politically liberal. However, he cannot

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randomly assign people to conditions of poverty versus wealth because (aside from the practical difficulty) it would be unethical to do so. Qian will have to ____.

a. conduct a field experiment
b. take a correlational approach
c. do a meta-analysis
d. develop a factorial design

ANSWER: b

78. Dr. Han and Dr. Tao have recently conducted a study and found a positive correlation between music-listening and dancing ability: People who listen to lots of music tend to be excellent dancers. The correlation is statistically significant. Can they conclude that listening to music causes people to be better dancers? Why or why not?

a. Yes, because there is a positive correlation
b. Yes, because there is a statistically significant correlation
c. No, because the evidence is correlational, not experimental
d. No, because the correlation probably does not hold true for deaf people

ANSWER: c

79. There is a moderately strong, positive relationship between different forms of prejudice: People who are prejudiced against Group X also tend to be prejudiced against Group Y. Given this information, we should expect the correlation between anti-Jewish prejudice and anti-Asian prejudice to be about ____.

a. .04
b. 0.4
c. 4.0
d. 40

ANSWER: b

80. A correlation coefficient is used to denote

a. the amount of variability in a dataset.
b. the strength and direction of the relationship between two variables.
c. the degree to which the observed differences are due to chance.
d. the strength of the relationship among three or more variables.

ANSWER: b

81. Suppose there is a perfect negative correlation between the amount of money that Kathy spends and the amount of money that she has in her bank account: for every dollar that she spends, she has exactly one less dollar in her bank account (assuming no interest, fees, or credits). Thus, the correlation between Kathy's spending and savings can be represented as ____.

a. $r = -100$
b. $r = -1.00$
c. $r = 0.00$
d. $r = 100$

ANSWER: b

82. When there is no relationship between two variables, the correlation coefficient is ____.

a. −100

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b. −1
c. 0
d. +1.0

ANSWER: c

83. The correlation coefficient is used to describe the relationship between two variables. They are usually denoted using the letter ____.
a. *n*
b. *p*
c. *r*
d. *q*

ANSWER: c

84. The main weakness with correlational research (as opposed to experimental research) is that ____.
a. researchers cannot conduct tests of statistical significance
b. researchers cannot draw conclusions about cause and effect
c. correlational research tends to have low external validity
d. correlational research tends to be low in mundane realism

ANSWER: b

85. Suppose you are interested in knowing whether there are gender differences in suicide (i.e., whether one gender commits suicide more frequently than the other). The only way to study this precise question would be to conduct ____.
a. a true experiment using random assignment
b. a quasi-experiment using no random assignment
c. a field experiment using random assignment
d. correlational research looking at archival data (existing data)

ANSWER: b

86. Mirena is interested in studying the effects of gender on aggression. She collects all the studies she can find that have been conducted on this topic and averages their results to generate a big picture of what the findings in that area reveal. Mirena has conducted a ____.
a. correlational study
b. field experiment
c. quasi-experiment
d. meta-analysis

ANSWER: d

87. You notice a headline that proclaims that over 68% of convicted male rapists viewed pornography before the age of 17. What can you conclude from this headline?
a. Viewing pornography increases sexual violence.
b. Rapists are frequent consumers of pornography.
c. Nothing can be concluded without a comparison group.
d. Abnormal sexual expression begins early in life.

ANSWER: c

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Chapter 1 - The Mission and the Method

88. In survey research, the total number of people under consideration is called the ____.
a. sample
b. cohort
c. population
d. frame
ANSWER: c

89. The margin of error in a poll BEST represents the survey results' ____.
a. systematic bias
b. random sampling error
c. construct validity
d. construct variance
ANSWER: b

90. The measure of the amount of random sampling error in a survey's result is known as ____.
a. *r*
b. the *p*-value
c. the correlation coefficient
d. the margin of error
ANSWER: d

91. Which of the following would constitute the BEST random sample of a university population?
a. The residents living in the dorms, who represent 70% of the university population
b. The students taking classes during the day, who represent 85% of the university population
c. The students whose names were drawn from a list of all students enrolled in classes, a sample representing 30% of the university population
d. The students attending a popular athletic event, who represent 10% of the university population
ANSWER: c

92. The textbook discusses the "self-correcting nature of science" as it applies to social psychology. The idea here is that, over time, erroneous conclusions are revised appropriately because ____.
a. most research in social psychology builds on prior research
b. common sense will override conclusions that are obviously incorrect
c. most psychologists study a single topic during their entire careers, and will notice if they made mistakes during prior research
d. every 20–30 years, researchers revisit old topics and replicate virtually all of the old research
ANSWER: a

93. Replication refers to ____.
a. the joint effects of two or more independent variables
b. the technique of meta-analysis
c. repeating an experiment to see if the same results can be obtained
d. an experimental setting seeming like the real-world
ANSWER: c

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Chapter 1 - The Mission and the Method

94. MOST research in social psychology is based on ____.
a. prison inmates and the elderly
b. adult samples from the general population
c. high school student samples
d. college student samples
ANSWER: d

95. The study of social psychology is based on the assumption that
a. it is important to understand how to manipulate and control behavior.
b. there are far more cultural differences than there are similarities.
c. intraindividual variability far exceeds interindividual variability.
d. human nature has some basic, universal features.
ANSWER: d

96. Most research in social psychology is based on Western European and Northern American samples, though some research has also been conducted in other areas of the world. Based on what is known to date, it appears to be reasonably safe to generalize social psychological research findings to the vast majority of ____.
a. people living in the United States who are Caucasian
b. people living in the United States
c. people living in Western nations
d. people from all cultures in the world
ANSWER: c

97. When people work on a task jointly with someone else (e.g., putting together a large bookcase), each person tends to put in less effort than he or she would if working alone.
a. True
b. False
ANSWER: True

98. Behaviorism seeks to explain behavior by looking at the deep unconscious forces inside a person.
a. True
b. False
ANSWER: False

99. Cognitive psychology has borrowed much from social psychology, especially the methods for measuring cognitive processes.
a. True
b. False
ANSWER: False

100. Human intuition or common sense is an excellent method for discovering truth.
a. True
b. False
ANSWER: False

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Chapter 1 - The Mission and the Method

101. It is possible for a single, well-designed study to prove a hypothesis beyond doubt.
a. True
b. False
ANSWER: False

102. In a between-subjects design, participants are exposed to only one level of the independent variable.
a. True
b. False
ANSWER: True

103. Individual difference variables, such as gender, age, intelligence, ability, and personality can be manipulated but cannot be measured.
a. True
b. False
ANSWER: False

104. The more abstract a construct is, the easier it is to operationally define it.
a. True
b. False
ANSWER: False

105. In an experiment, if differences between groups of participants do appear after the independent variable is manipulated, these differences should be attributed to the independent variable.
a. True
b. False
ANSWER: True

106. The term "experimental realism" refers to whether the physical setting of a research study resembles the "real world."
a. True
b. False
ANSWER: False

107. Replication is essential to the self-correcting nature of science.
a. True
b. False
ANSWER: True

108. Most contemporary research in social psychology is based on college student samples.
a. True
b. False
ANSWER: True

109. The study of_____ dominated social psychology research for decades.
ANSWER: attitudes

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Name:_____ Class:_____ Date:_____

Chapter 1 - The Mission and the Method

110. The school of thought known as _____ seeks to explain human behavior in terms of learning principles such as reward and punishment
ANSWER: behaviorism

111. In _____, a subdiscipline of psychology, researchers focus on important differences between individuals, as well as inner processes.
ANSWER: personality psychology

112. What separates psychology from philosophy is psychology's emphasis on the _____.
ANSWER: scientific method

113. If you conduct a study and predict that excessive computer use causes social awkwardness, then social awkwardness is the _____ variable.
ANSWER: dependent

114. _____ refers to the extent to which the independent variable is a valid representation of the theoretical stimulus.
ANSWER: Construct validity of the cause

115. _____ refers to an oral or written statement that participants of a study receive at the end of the study.
ANSWER: Debriefing

116. A document that participants receive before a study begins which contains enough information about the study procedures, including any potential harm they (or others) might experience, so participants can decide if they want to participate is called a(n) _____.
ANSWER: consent form

117. When a hypothesis is formulated after the data are collected and analyzed (post hoc), and presented as if it was formulated before the data were collected, it is called _____.
ANSWER: HARKing (Hypothesizing After the Results are Known)

118. Describe the experiments of Norman Triplett and Max Ringelmann and explain their contributions to (social) psychology.
ANSWER: Indiana University professor Norman Triplett conducted one of the first social psychology experiments in 1897. While examining the cycling records for the 1897 season, he noticed that bicycle riders who competed against others performed better than those who competed against the clock. Triplett proposed that the presence of another rider releases a competitive instinct, which increases "nervous energy" and thereby enhances individual performance. Triplett tested his hypothesis by building a "competition machine." He had 40 children wind up a reel, alternating between working alone and working side-by-side to each other. Winding times were faster when children worked side-by-side than when they worked alone. Thus, the mere presence of another person enhanced performance on this simple task. Social psychologists call this phenomenon "social facilitation."

Another early social psychological experiment was conducted in the 1880s by a French professor of agricultural engineering named Max Ringelmann. He had men pull on a rope alone and as part of a group, and he measured the amount of effort exerted by each participant. He found that as group size increased, individual effort decreased. Social psychologists call this phenomenon "social loafing." This study can explain why people tend to slack off when working on group projects.

119. Explain how psychology was divided into two camps during the 1950s and 1960s.

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ANSWER: Social psychology began to come into its own as a field in the 1950s and 1960s. At the time, psychology was divided between two camps. One camp, known as behaviorism, sought to explain human behavior in terms of learning principles such as reward and punishment. (Countless studies were conducted with white laboratory rats in order to establish these principles.) Behaviorists were opposed to talking about the mind, thoughts, emotions, or other inner processes, focusing instead on observable actions that could be studied experimentally using the scientific method.

The other camp was Freudian psychoanalysis, which preferred elaborate interpretations of individual experiences (especially from clinical practice) instead of experimental studies that counted behaviors. Social psychology was not really compatible with either camp. Social psychology was more congenial to the behaviorist camp in that it favored experiments and the scientific method, but it was also sympathetic to the Freudian camp with its interest in inner states and processes. For a while, social psychology sought to steer a middle course.

Eventually (by the 1970s and 1980s), social psychology found its own way, using scientific approaches to measure not only behavior, but also thoughts, feelings, and other inner states.

120. What is the difference between applied research and basic research?

ANSWER: The desire to fix particular problems causes some social scientists to focus their study on the specific problem, such as the plight of welfare mothers, or why people don't wear seat belts, or how to get people to conserve electric power. These scholars conduct what is called applied research, because the research is applied to a specific problem. There are specific journals in social psychology that focus on applied research, such as the Journal of Applied Social Psychology.

Others, however, try to advance the cause of knowledge generally, in the hope that creating a solid knowledge base will eventually result in a general understanding of basic principles that can be applied to many different problems. These scholars conduct what is called basic research.

When Kurt Lewin, one of the founding fathers of social psychology, was asked whether his research had sufficient practical value, he answered, "There is nothing as practical as a good theory." Some journals, such as the journal Basic and Applied Social Psychology, focus on both basic and applied social psychological research.

121. Explain the hindsight bias and give an example.

ANSWER: The fact that something seems like common sense (especially after the fact) illustrates the hindsight bias or the "knew it all along" phenomenon, which is the tendency, after an event has occurred, to overestimate one's ability to have foreseen the outcome. The problem is that most things seem intuitive after the fact.

The hindsight bias often causes trouble for students in social psychology courses. The course material seems easy, even obvious. On a multiple-choice test where there are several plausible options, however, the task becomes surprisingly difficult. Students say, "I thought I knew the material," but their level of understanding was shallow. So don't fall into the trap of thinking, "I don't need to study this material—it is just common sense." But when confronted with the test, they see that common sense can make a case for multiple different answers.

Human intuition or common sense is a poor method for discovering truth. Yet, over half of Americans rely on their gut to decide what to believe.

Although common wisdom or common sense is probably right more often than it is wrong, that is not good enough for science. In the long run, science can find the right answers to almost everything that can be measured in a reliable and valid manner. (In the short run, scientists have to be content with slowly making

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progress toward the truth, such as replacing a partly right and partly wrong theory with another theory that is still partly wrong but a little more right.) Hence, social psychologists do not rely too heavily on common sense or accumulated wisdom. If anything, they have often had to justify their scientific studies by finding patterns that go against common sense. At most, common sense provides a good starting point for social psychologists to do their work. They can take ideas that everyone assumes to be true and find out which ones really are true, as opposed to which ones are false. As for those that are sometimes true and sometimes false, social psychologists can study what factors determine when they are true and when they are false.

An example of hindsight bias is the following. Employees at a company are not surprised when they hear that the accountant of the company was arrested for embezzling company funds. They had previously already wondered how he was able to own a flashy car and how he could afford such luxury vacations. So, when they heard he embezzled money, they said "they knew it all along."

122. What is meant by deception studies?

ANSWER: Deception studies are research studies that withhold information from participants or intentionally mislead them about the purpose of the study. It is natural for research participants to try to figure out what a study is about. They want to know what the researcher's hypothesis is. Any cues that convey the hypothesis to participants are called demand characteristics, and they can influence how participants behave. For example, some participants want to help the researcher out by confirming the hypothesis. Other participants want to do the opposite and disprove the researcher's hypothesis. To reduce demand characteristics, researchers sometimes give participants false information about the purpose of the study.

These deception studies must include a debriefing at the end where participants are given a full description of the purpose of the study, including revealing any deception that was involved. The debriefing serves two main purposes:
(1) to fully inform participants about the study and answer any questions they have, and
(2) to reduce or eliminate any stress or harm the participant experienced by being in the study.

One might think participants would be angered after learning they have been deceived. In actuality, they usually understand the need for deception and actually enjoy studies that use deception more than studies that use no deception, mainly because they think the deception studies are more interesting to participate in.

For a researcher to use deception, he or she must demonstrate that the potential scientific gains outweigh any potential costs to participants. This is the big tradeoff in social psychology studies.

123. Explain the correlational approach. Why do social psychologists adopt this research technique?

ANSWER: Although social psychologists generally prefer experimental studies, sometimes they cannot be used. The two hallmarks of an experiment are control and random assignment. If control is possible but random assignment is not, a quasi-experimental study can be conducted. However, some variables cannot be controlled, and random assignment cannot be used for practical or ethical reasons, such as gender, race, ethnicity, marital status, and age. For example, suppose a researcher is interested in the relationship between combat experiences in war and post-traumatic stress disorder (PTSD). It would be unethical to control the frequency, intensity, and duration of combat war experiences, and to randomly assign participants to have or not have combat war experiences.

Faced with such difficulties, social psychologists often adopt an alternative research technique known as the correlational approach. In this approach, the researcher does not try to control variables or randomly assign participants to groups. Instead, the researcher merely observes whether variables go together normally. Such associations are called correlations. A correlation gives the statistical relationship or association between two variables. When a correlation is positive, as one variable goes up the other variable also goes up. For example, there is a positive correlation between smoking cigarettes and lung cancer: The more cigarettes

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people smoke, the more likely they are (on average) to get lung cancer. When a correlation is negative, as one variable goes up the other variable goes down. For example, there is a negative correlation between time spent playing video games and grades in college: The more time college students spend playing video games, the lower their grade point average is. When there is no correlation, the two variables are not related in a linear fashion. For example, there is no correlation between IQ scores and shoe size.

124. What is meant by a replication crisis? How can one deal with it?

ANSWER: A replication crisis is a methodological crisis in which scientists have found that many scientific studies conducted in the past do not replicate, or if they do the effects tend to be smaller in size. Recently, science has undergone a replication crisis. A survey of 1,576 scientists published in Nature found that 70% of them have tried and failed to replicate another scientist's experiments, and over 50% have failed to replicate their own experiments. Among those surveyed, 52% agreed there is a significant replication crisis, 38% agreed that there is a slight crisis, 7% were unsure, and only 3% thought there was no crisis.

The replication crisis seems to extend to all fields of science, including psychology. A large-scale collaborative project attempted to determine the extent of the replication crisis within the field of psychology. Researchers attempted to replicate 100 previously published psychological studies. The results found that the average effect obtained in the replicated studies was about half the size (r 5 .20) of the average effect obtained in the original studies (r 5 .40), which was a significant decline. Like other scientific fields, psychology is coming to grips with the fact that some published findings are not as robust as we thought they were.

Several suggestions have been offered to deal with the replication crisis in psychology. One suggestion is to control what are described as "researcher degrees of freedom," which refers to the arbitrary decisions that researchers make when collecting and analyzing data (e.g., when to stop collecting data, what variables and observations to exclude from the analyses). Another common solution to the replication crisis is to conduct larger replication studies with sufficient statistical power. This solution has practical limitations, in terms of time and money. Meta-analysis provides another solution to the replication crisis, one that does not involve collecting larger samples of primary data. There is no issue of replication in a meta-analysis, and it has the advantage of including individual studies that use different methods and different operational variables.

125. Is the reliance on samples of college students for most social psychology experiments a problem?

ANSWER: Many people worry less about whether the findings of social psychology experiments are correct than about whether they are generalizable. These questions arise because most studies in social psychology are done with college students, who are easier to find for research (especially because most researchers are college or university professors). Some argue that students might not be typical of everyone else, so a social psychology based on college students might not generalize to other groups, such as the elderly, middle-aged corporate executives, or homeless people.

Periodically, social psychologists seek to replicate their studies using other groups. In general, the results are quite similar. College students do not differ all that fundamentally from other people in most respects. When they do differ, it is often more a matter of degree than of behaving according to different principles. A social psychology experiment typically seeks to establish whether some causal relationship exists—such as whether frustration causes aggression. As it happens, college students do become more aggressive when frustrated, but so do most other people. It might be that some groups will respond with more extreme aggression and others with less, but the general principle is the same: Frustration causes aggression.

Social psychology is also mainly interested in normal, typical people. College students are drawn from a broad segment of normal people, and so findings based on them typically can be generalized to other typical groups. One should be careful generalizing from findings based on students (or on other normal groups) to very unusual groups. When college students do differ from other people, these differences are probably

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limited to a few specific areas, and researchers interested in them should be cautious. On average, college students may be more thoughtful than others, and more intelligent (because people of low intelligence are less likely to go to college).

Their self-concepts may be less firmly established because most college students are still in the process of building their adult identities. They may have less experience with the burdens of responsibility than other adults who must cope with the demands of work and taking care of a family. They may come from slightly more affluent backgrounds and have somewhat smaller proportions of ethnic minorities than the population at large. None of these differences is likely to make students radically different from other people. Hence, social psychology's disproportionate reliance on studying college students does not represent a serious problem.

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