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Chapter 2
Social Learning and Social Cognition

True/False Questions

1. Learning is a temporary change in knowledge that is acquired through experience.
   False; Easy

2. You feel hungry when you drive by one of your favorite eating places. This is a result of instrumental learning.
   False; Moderate

3. Emilia is a six year old kid. She dislikes all kinds of sea food. The major reason for this is that her mother also dislikes sea food. Emilia's attitude toward sea food is an example of observational modeling.
   True; Moderate

4. Assimilation is the process of making conflicting information more consistent with one's own expectations.
   True; Easy

5. You have known a person who performs community services. However, you don't believe that the person's intentions are clean. This situation describes a self-fulfilling prophecy.
   False; Difficult

6. Workers in the assembly line of a manufacturing company operate the machines in the line without much effort and thinking. Employees are using automatic cognition to operate these machines.
   True; Moderate

7. Everyday activities that we perform require controlled cognition.
   False; Easy

8. People invest money in gambling though the probability of succeeding is low. In this case, people are ignoring the base rates.
   True; Moderate

9. You believe that Manchester United will overpower Arsenal in a key clash that is coming up. However, you bet against Manchester United. This is an example of representativeness heuristic.
   False; Difficult

10. Highly inaccessible information is more salient than easily accessible information.
    False; Easy

11. A manager believes that all the employees support the decisions that he makes, although it is not the case in reality. This is an example of a false consensus bias.
    True; Moderate

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12. Counterfactual thinking can cause satisfaction or dissatisfaction.
    True; Easy

13. Donna and Hilda secured exactly the same grades in an examination. Donna thinks that she could have done better and Hilda feels that she has performed better than expected. This result has made Donna unhappy and Hilda happy. These outcomes have resulted from counterfactual thinking.
    True; Difficult

14. The problem of anchoring and adjustment helps people go beyond their negative expectations.
    False; Easy

15. Marketers bundle together products as part of their promotional programs. This is an example of the use of anchoring.
    True; Moderate

Multiple Choice Questions

1. Which of the following describes the relationship between learning and social cognition?
    a. Both cause only temporary changes in individuals.
    b. Both can lead to long-term changes in individuals.
    c. Social cognition is a method used for learning.
    d. Social cognition uses the principles of learning.
    b; Moderate

2. Martin is the manager of operations at Sorbo Corporation. He withholds his subordinates' incentives if they take leave for more than three days without following the formal procedures. Because of this practice, all his subordinates follow formal procedures before taking leaves. Which of the following types of learning occurred to the subordinates?
    a. Respondent
    b. Associational
    c. Operant
    d. Observational
    c; Difficult

3. A child attempts to climb on a table in the living room and falls down. The child learns from this experience and does not climb on to the table again. This is an example of _____ learning.
    a. operant
    b. respondent
    c. associational
    d. observational
    a; Moderate

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Answer questions 4-7 based on the table given below.

Feature 1	Feature 2	Feature 3	Feature 4	Feature 5	Feature 6
Learning is initiated by rewards and punishments.	Learning occurs when an event is associated with automatic behaviors	Learning is possible without engaging in activities that could be risky	Expectations of pleasant social experiences can initiate learning.	It involves modeling the behavior of others.	Learning is the result of previous experiences.

4. Identify the features that apply to operant learning.
   a. Features 1 and 2
   b. Features 1, 2, and 5
   c. Features 1 and 6
   d. Features 2, 4, and 5
   c; Difficult

5. Which of the following are the features that are applicable to associational learning?
   a. Features 2 and 4
   b. Features 3 and 5
   c. Features 1 and 6
   d. Features 1, 6, and 5
   a; Difficult

6. Habits such as smoking cigarettes, drinking coffee, and eating could result from association learning. Which of the following features explains this observation?
   a. Feature 1
   b. Feature 3
   c. Feature 5
   d. Feature 4
   d; Difficult

7. Identify the features that apply to observational learning.
   a. Features 1 and 2
   b. Features 3 and 5
   c. Features 2 and 3
   d. Features 1 and 6
   b; Moderate

8. Catherine, a six-year old child, treats her grandfather with great care and respect. Choose the correct answer based on the conclusion and the observations made based on this information.
   Conclusion: Catherine learned to respect her grandfather through instrumental learning.
   Observation 1: The grandfather gives her candy every time she helps him.
   Observation 2: Catherine's mother also treats the grandfather with great care.
   a. Both the observations strengthen the conclusion.
   b. Observation 2 strengthens the conclusion
   c. Observation 1 strengthens the conclusion
   d. Both the observations weaken the conclusion.

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c; Difficult

9. Linda witnessed an armed robbery involving a group of Hispanics. After this incident, she develops a negative attitude toward Hispanics. Which of the following types of learning has occurred here?
   a. Observational
   b. Associational
   c. Operant
   d. Instrumental
   b; Moderate

10. Which of the following examples describe a negative outcome of associational learning?
    a. Employees dislike managers who execute punishments.
    b. A child will most likely imitate the negative behaviors displayed by her parents.
    c. Employees work efficiently when they are rewarded, but would abstain from it when the reward is withdrawn.
    d. People from certain racial or ethnic groups are disliked due to negative media portrayals.
    d; Moderate

11. James, a 6 year-old girl, shows a special liking toward one of her teachers who looks like her mother. Which of the following types of learning could explain this liking?
    a. Associational
    b. Instrumental
    c. Observational
    d. Operant
    a; Moderate

12. Which of the following types of learning occurs when an object or event comes to be associated with a natural response?
    a. operant
    b. instrumental
    c. classical
    d. observational
    c; Easy

13. Rebecca is an emotional and aggressive individual. She expresses strong emotions and often fights with her husband. Betty, Rebecca's daughter, also behaved like Rebecca during her childhood. Which of the following types of learning best explains Betty's behavior?
    a. Associational
    b. Instrumental
    c. Operant
    d. Observational
    d; Moderate

14. Associational learning: racial hatred
    Which of the following is analogous to this relationship?
    a. Operant learning: slow results
    b. Classical learning: negative arousal
    c. Observational learning: imitation of negative behaviors
    d. Instrumental learning: low likeliness of sustained learning
    c; Difficult

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15. Which of the following is an example of observational modeling?
    a. A child studies hard to obtain high grades.
    b. A child imitates her brother's behaviors.
    c. A child behaves well to get rewards from his father.
    d. A child learns to play a video game by trial and error method.
    b; Moderate

16. Risks are involved when you learn by performing activities. Which of the following types of learning occurs without actually engaging in risky behaviors?
    a. Associational
    b. Observational
    c. Instrumental
    d. Operant
    b; Moderate

17. Which of the following types of learning occurs when people imitate others' behaviors?
    a. operant
    b. instrumental
    c. associational
    d. observational
    d; Easy

18. Which of the following is an activity for which observational learning is preferred to trial and error methods for beginners?
    a. Surgery
    b. Writing
    c. Playing chess
    d. Playing guitar
    a; Easy

Answer questions 19-20 based on the text given below.

You have a stereotypical notion that men are better drivers than women. You meet two people, Christiana and Robert. You notice that Christiana is a better driver than Robert.

19. Which of the following conclusions, if made by you, would indicate that you are accommodating the new information?
    a. Robert is not as mentally strong as the other men in the society.
    b. Most women drivers are bad but some drive better than men.
    c. Christiana's is skillful because she has been driving for many years.
    d. Robert is just a beginner and he will become a better driver after gaining experience.
    b; Difficult

20. Which of the following conclusions, if made by you, would indicate that you are assimilating the new information?
    a. Some women, like Christiana, drive better than men.
    b. Christiana's is skillful because she has been driving for many years.
    c. Women are better drivers than men.
    d. Men and women are equal in terms of driving capabilities.
    b; Difficult

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21. Some people act to influence the new information in a way that makes the conflicting information fit within their existing knowledge, and thus reducing the likelihood of change. This process is known as _____.
    a. accommodation
    b. transformation
    c. modification
    d. assimilation
    d; Easy

22. When existing schemas change on the basis of new information we call the process:
    a. accommodation.
    b. assimilation.
    c. transformation.
    d. restructuring.
    a; Easy

23. You have formed a stereotypical opinion about one of your colleagues. Later, after getting to know her well, you change your perception about her. This is called a process of _____.
    a. accommodation
    b. adjustment
    c. assimilation
    d. compromise
    a; Moderate

24. Which of the following is a process that involves changing new information to suit our expectations?
    a. accommodation
    b. assimilation
    c. transformation
    d. restructuring
    b; Easy

25. Choose the correct answer based on the statements given below.
    Statement 1: Accommodation is a process of learning.
    Statement 2: Accommodation involves changing beliefs based on new information.
    a. Both the statements are correct.
    b. Only statement 1 is correct.
    c. Only statement 2 is correct.
    d. Both the statements are invalid.
    a; Moderate

26. A student believes that she lacks the ability to perform well in public debates. She often stays away from participating in debates due to this disbelief and believes her performances in debates is poor even if she actually does well. This is an example of _____.
    a. confirmation bias
    b. false consensus
    c. inductive bias
    d. attribution error
    a; Moderate

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27. A professor tells her students that they are likely to get good grades in an exam if they expect a strong performance from themselves. This professor is advising to make use of the _____.
    a. inductive bias
    b. false consensus
    c. confirmation bias
    d. attribution error
    c; Moderate

28. Which of the following refers to a process that occurs when our expectations about others lead us to behave toward those others in ways that make those expectations come true?
    a. Counterfactual Thinking
    b. Availability Heuristic
    c. Self-fulfilling prophecy
    d. False Consensus Bias
    c; Easy

29. Which of the following refers to the process of self-fulfilling prophecy?
    a. Behaving in ways that make one's expectations come true
    b. Behaving in ways that are not consistent with one's beliefs
    c. Ignoring new information to support one's beliefs
    d. Behaving in ways that are consistent with another person's beliefs
    a; Easy

30. Brenda is one of the project managers at ICub Technologies. She expects superior performance from Gary, one of her subordinates. Which of the following is an instance where Brenda is displaying a self-fulfilling prophecy?
    a. Brenda conducts a performance review to assess Gary's performance.
    b. Brenda asks Gary to prepare a monthly report of her activities.
    c. Without much scrutiny, Brenda assigns the toughest task of a project to Gary.
    d. Brenda criticizes Gary for his performance in an assignment.
    c; Moderate

31. Choose the answer that correctly matches rows in the following table.

1. Cognitive accessibility	(a) Some stimuli, such as those that are colorful or moving, grab our attention.
2. Salience	(b) We tend to make judgments according to how well the event matches our expectations
3. Representativeness Heuristic	(c) Things that come to mind easily tend to be seen as more common.
4. Availability Heuristic	(d) Some schemas and attitudes are more accessible than others

    a. 1-c; 2-d; 3-a; 4-b
    b. 1-b; 2-c; 3-d; 4-e
    c. 1-d; 2-c; 3-b; 4-a
    d. 1-d; 2-a; 3-b; 4-c
    d; Difficult

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32. We may think a lot about our physical appearance because it is important to us. We may give very little attention to some other schemas with lesser importance. Which of the following can explain this?
    a. Representativeness heuristic
    b. Consensus bias
    c. Cognitive accessibility
    d. Counterfactual thinking
    c; Difficult

33. An individual is most likely to develop schemas when he or she:
    a. is not exposed to useful information.
    b. is not exposed to new information.
    c. has a lot of information to learn about.
    d. spends high levels of energy on activities.
    c; Easy

34. Schemas of an individual are particularly powerful when they are:
    a. initiating a task.
    b. tired.
    c. active.
    d. not learning.
    b; Easy

35. Colorful or moving stimuli grab our attention more than less colorful or moving stimuli. This is referred to as _____.
    a. availability heuristic
    b. counterfactual thinking
    c. stimulus salience
    d. consensus bias
    c; Easy

36. You are walking through a street. Of the hundreds of events occurring in the street, only a few would grab your attention. This means that the stimuli of those events were more _____.
    a. controlled
    b. common
    c. representative
    d. salient
    d; Moderate

37. Things that come to mind easily tend to be seen as more common. Which of the following refers to this phenomenon?
    a. Representativeness heuristic
    b. Anchoring and adjustment
    c. Availability heuristic
    d. Counterfactual thinking
    c; Easy

38. Which of the following is most likely to initiate automatic cognition?
    a. A new project that you undertake

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b. A routine job that you perform at work
c. A game that is based on logical interpretation
d. A problem based on multiple concepts
b; Moderate

39. Which of the following statements is true of automatic cognition?
a. It is an artificial response to a stimulus.
b. It is an outcome of a learning process.
c. It occurs quickly and without much effort.
d. It is mostly observed in individuals with low intelligence.
c; Easy

40. Which of the following statements is true of controlled cognition?
a. It requires a deliberate attempt from individuals.
b. It occurs quickly and without much effort.
c. It is not an outcome of a learning process.
d. It is commonly used for routine activities.
a; Easy

41. Which of the following activities requires the most controlled cognition?
a. Recollecting your personal information
b. Performing a routine check of materials in a store
c. Multiplying two small numbers
d. Determining the scope of a large project
d; Moderate

42. A group of students was asked to play a racing game. Another group was asked to play a slow moving game that simulates everyday activities of human beings. After playing the game, the group that played the racing game seemed more active than the group that worked on the simulation. Which of the following might have caused this occurrence?
a. Priming
b. Controlled cognition
c. False consensus
d. False imagery
a; Difficult

43. Some of our schemas and attitudes are more easily used in information processing than are others. Which of the following terms refers to this effect?
a. Cognitive accessibility
b. Salience
c. Counterfactual Thinking
d. Availability Heuristic
a; Easy

44. Certain stimuli grab more attention than others. Which of the following refers to this phenomenon?
a. False consensus bias
b. Representativeness heuristic
c. Availability heuristic
d. Salience
d; Easy

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45. You study in a school where few Hispanics study. A Hispanic boy joining this school will receive more attention than the other students of the school. Which of the following is the correct explanation of this phenomenon?
    a. Controlled cognition is used to analyze people.
    b. Unusualness makes a stimulus more salient than other stimuli.
    c. People use automatic cognition to judge people.
    d. People tend to support the ideas of randomness.
    b; Difficult

46. Which of the following refers to the use of representativeness heuristic?
    a. People consider information from a variety of sources before making decisions.
    b. People use information that is easily accessible.
    c. People lack the ability to consider all options before making choices.
    d. People base their judgments on information that match their expectations.
    a; Easy

Answer questions 52-53 based on the information given in the following table.

Type 1	Type 2	Type 3	Type 4
Infrequent information	Negative information	Common information	Colorful information

47. Identify the types of information that are likely to act as salient stimuli.
    a. Types 1, 2, and 3
    b. Types 2, 3, and 4
    c. Types 1, 2, and 4
    d. Types 1, 3, and 4
    c; Moderate

48. Which of the following types of information is least likely to be noticed by people?
    a. Type 1
    b. Type 2
    c. Type 3
    d. Type 4
    c; Moderate

49. You are heading for a football match and you know that your favorite team's captain has won ten coin tosses in a row. You are almost certain that your team's captain will win the coin toss this time, though its mathematical probability is only fifty percent. Which of the following best explains this phenomenon?
    a. People ignore salient information when judging others or events.
    b. People expect the outcomes of such events to be randomly distributed.
    c. People use controlled cognition to analyze a random distribution.
    d. People have high cognitive accessibility in analyzing random information.
    b; Difficult

50. Representativeness heuristic: judgments based on expectations.
    Which of the following is identical to this relationship?
    a. Cognitive accessibility: extent of knowledge activation
    b. Base rate: chances of uneven occurrences

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c. Availability heuristic: abundance of information
d. False consensus: slow responsiveness to stimuli
a; Moderate

51. We tend to make judgments according to how well the event matches our expectations. Which of the following terms refers to this effect?
a. Representativeness heuristic
b. Automatic cognition
c. Salience
d. Counterfactual thinking
a; Easy

52. Debra Harris is a strong baseball supporter. She keeps track of the latest developments in baseball and talks about it recurrently. Debra's _____ for baseball is very high.
a. false consensus bias
b. base rate
c. inconsequentiality
d. cognitive accessibility
d; Moderate

53. Which of the following is most strongly associated with the concept of cognitive accessibility?
a. Responsiveness to non-salient stimuli
b. Knowledge activation in memory
c. Judgments based on expectations
d. Inconsistent behavioral patterns
b; Easy

54. People have a tendency to make judgments of the frequency or likelihood that an event occurs on the basis of the ease with which they can be retrieved from memory. Which of the following refers to this tendency?
a. Cognitive accessibility
b. Representativeness heuristic
c. Availability heuristic
d. False consensus bias
c; Moderate

55. We may overestimate the number of attacks against a minority group. This happens because such crimes are easy to recall. Which of the following refers to this occurrence?
a. Availability heuristic
b. Counterfactual thinking
c. Representativeness heuristic
d. Anchoring and adjustment
a; Moderate

56. Identify the pair of sentences where statement 2 explains the phenomenon mentioned in statement 1.
a. Statement 1: People experience availability heuristic.
Statement 2: People make decisions based on the ease of information retrieval.
b. Statement 1: People experience false consensus bias.
Statement 2: People usually make decisions based on preconceptions.

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c. Statement 1: People have low cognitive accessibility.
Statement 2: People base decisions on controlled cognition.
d. Statement 1: People engage in counterfactual thinking.
Statement 2: People tend to be pessimistic in their approaches.
a; Difficult

57. Arthur believes that the decisions his groups makes are the best and that his team members are also happy with the decisions. However, his team members are not happy with many of the group decisions. Arthur is experiencing _____.
a. cognitive conflict
b. the false consensus bias
c. the representativeness heuristic
d. the availability heuristic
b; Difficult

58. Milton is a strong follower of the Republican ideologies and believes the Republican ideas are fundamental to any democracy. He finds it hard to understand why people follow other ideologies. Milton is influence by _____.
a. the false consensus bias
b. the representativeness heuristic
c. cognitive conflict
d. the availability heuristic
a; Difficult

59. Which of the following is an example of the false consensus bias?
a. An individual enters into an agreement by making compromises.
b. An organizational group is divided on the selection of operational strategies
c. An organization makes a false claim to obtain subsidies from the government.
d. An administrator makes decisions assuming that everyone agrees to with them.
d; Moderate

60. Individuals can sometime be overly influenced by their schemas and attitudes. Which of the following statements strengthens this point of view?
a. Attitudes of people are not consistent with their beliefs.
b. Individuals do not have clearly defined schemas.
c. Controlled cognition is more impactful than automatic cognition.
d. Individuals rely heavily on their most cognitively accessible attitudes
d; Difficult

61. Keith is a good driver. He believes that he can drive better than anybody else in the world. This is an example of _____.
a. controlled cognition
b. anchoring
c. overconfidence
d. false consensus
c; Moderate

62. A group of business students were asked to choose a business plan from a set of three plans. The students were also asked to estimate the percentage of other students who would have chosen the same plan that they selected. All the students answered with a much higher

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percentage than what existed in reality. Which of the following phenomena causes this disparity in judgment?
a. False consensus bias
b. Representativeness heuristic
c. Cognitive conflict
d. Availability heuristic
a; Difficult

63. The false consensus bias is not usually observed on judgments of _____.
a. positive personal traits
b. team attributes
c. unclear attitudes
d. team decision making
a; Easy

64. The tendency to think about events according to "what might have been" is known as _____ thinking.
a. cognitive
b. counterfactual
c. rational
d. divergent
b; Easy

65. Charles escaped a road accident when he was travelling in Chicago. After a few days, he wonders what would have happened if he had not survived the accident. This kind of thinking is called _____ thinking.
a. cognitive
b. controlled
c. methodical
d. counterfactual
c; Moderate

66. Which of the following is an example of counterfactual thinking?
a. A project manager thinks of the various stages of a project when making the project's blueprint.
b. A science professor makes certain assumptions to frame an equation.
c. An employee feels dissatisfied when he thinks of a missed opportunity for promotion.
d. A scientist presents information that contradicts a well known fact.
c; Moderate

67. People want to go beyond their negative expectations and prevent those expectations from biasing their judgments. What prevents them from making such adjustments?
a. The problem of cognitive accessibility
b. The process of mental rehearsal
c. The problem of cognitive dissonance
d. The process of rational thinking
a; Moderate

68. Which of the following statements describes the problem of anchoring and adjustment?
a. People make controlled decisions as opposed to spontaneous decisions.
b. People offer more effort to perform a task than what is actually required.

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c. People use multiple methods to analyze a situation in hand.
d. People fail to go beyond their initial expectations when making decisions.
d; Easy

69. Which of the following is a marketing situation where the anchoring phenomenon is used?
a. The price of a product is $49.95 instead of $50.
b. A price is listed as ten chocolates for 5 dollars.
c. A new model of passenger vehicle is offered at a very low price.
d. A product is sold at a premium price band.
b; Moderate

70. Counterfactual thinking: Dissatisfaction from events that did not occur.
Which of the following is analogous to this relationship?
a. Problem of anchoring and adjustment: Failure to prevent biases in judgments
b. Social cognition: Lack of sufficient mental activity
c. False consensus bias: Failure to perceive consensus among people
d. Overconfidence: inaccurate identifications of others
a; Difficult

71. "Get 16 portraits for only $999." This banner appeared in front of shop. Which of the following effects is being used here?
a. Overconfidence
b. Counterfactual thinking
c. Anchoring
d. False consensus
c; Moderate

72. You have not learned properly to drive a car. But you are 100 percent certain that you will pass the road test. Which of the following refers to this situation?
a. False consensus bias
b. Adjustment problem
c. Anchoring problem
d. Overconfidence
d; Moderate

73. Which of the following is a drawback of being overconfident in our own skills?
a. It helps generate a negative outlook about our society.
b. It makes us concentrate more on our shortcomings.
c. It may us to engage in risky behaviors.
d. It makes us less confident when facing problems.
c; Easy

74. Albert takes a logic test. He expects a high score but scores low on the test. This error in judgment is caused by _____.
a. anchoring and adjustment
b. counterfactual thinking
c. false consensus bias
d. overconfidence
d; Moderate

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75. Which of the following phenomena might lead people to invest their money in gambling even though their chances of winning are pretty low?
    a. The representative heuristic
    b. Controlled thinking
    c. Anchoring and adjustment
    d. The false consensus bias
    a; Easy

76. You are planning to invest in an entrepreneurial venture. You think about other startup ventures that have been successful (for instance, Facebook). Which of the following would take place if you use the representative heuristic when making this decision?
    a. You will invest only low amounts in the business.
    b. You will invest in more than one business.
    c. You will ignore the low likelihood of the new business's success.
    d. You will invest in many companies to minimize your risks.
    c; Difficult

77. DeShawn Pelletier was found guilty in a trial. The conviction was based mainly on the testimony of an eyewitness. DeShawn had not committed the crime but the witness was confident that she had seen DeShawn performing the crime. Which of the following is a valid explanation of this error?
    a. The witness was using a false consensus bias.
    b. The witness was biased due to overconfidence.
    c. The witness used counterfactual thinking.
    d. DeShawn was dressed in very expensive clothes.
    b; Difficult

78. People who watch violent television shows view the world as more dangerous. Which of the following explains this effect?
    a. Violence becomes an accessible stimulus for them.
    b. They become more aggressive by watching such shows.
    c. They develop a false consensus bias after watching the shows.
    d. People become less angry by watching such shows.
    a; Moderate

Short Answer Questions

1. What is operant learning? Explain with examples.
   Operant learning refers to the principle that experiences that are followed by positive emotions (reinforcements or rewards) are likely to be repeated whereas experiences that are followed by negative emotions (punishments) are less likely to be repeated.
   An employee might act in a certain way if his action attracts rewards or lack of action attracts punishments. This is an example of operant learning. Student examples may vary.
   Moderate

2. What is associational learning? Explain with an example from your own experience.
   Associational learning occurs when an object or event comes to be associated with a natural response, such as an automatic behavior or a positive or negative emotion.
   You might develop a negative attitude towards a certain group of people due to their image in the society. This is an example of associational learning. Students can provide similar examples from their own experience.

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Difficult

3. What is observational learning? Explain with an example.
   Observational learning refers to learning that occurs through exposure to the behavior of others. A child will imitate the behaviors of her parents. This is an example of observational learning.
   Student examples will vary.
   Moderate

4. Compare and contrast assimilation and accommodation.
   When existing schemas change on the basis of new information, it is referred to as accommodation. Assimilation occurs when existing knowledge influences new information in a way that makes the conflicting information fit with existing knowledge, thus reducing the likelihood of change. Assimilation will lead us to process new information in a way that allows us to keep our existing expectations intact. Accommodation is the process of learning itself. It makes us change our beliefs.
   Moderate

5. What is a self-fulfilling prophecy?
   A self-fulfilling prophecy is a process that occurs when our expectations about others lead us to behave toward those others in ways that make those expectations come true.
   Easy

6. Provide three examples from your life where your expectations about a person led you to behave in a certain manner toward him.
   This question asks the students to find examples of self-fulfilling prophecy from his or her life. Students may have misunderstood a person to be a criminal based on their stereotypical notions or may have behaved in a certain manner to individuals based on expectations. Students may provide such examples.
   Difficult

7. Do you think driving a car involves automatic cognition? Explain your answer.
   Driving a car involves automatic cognition. We perform actions, such as steering in the right direction and breaking, without any real thinking. If you couldn't drive a car automatically you wouldn't be able to talk to the other people riding with you, or listen to the radio at the same time.
   Difficult

8. Compare and contrast automatic cognition and controlled cognition.
   Automatic cognition refers to thinking that occurs out of our awareness, quickly and without taking much effort. The things that we do most frequently tend to become more automatic each time we do them, until they reach a level where they don’t really require us to think about them very much.
   When we deliberately size up and think about something, for instance another person, we call it thoughtful (or controlled) cognition.
   Moderate

9. Explain the impact of salience and accessibility in our judgments.
   We each have a large number of schemas that we might bring to bear on any type of judgment that we might make. Depending upon which aspects we attend to, we might feel particularly good or bad about ourselves.

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Other people also possess many different characteristics that we might use to judge them. We are more likely to judge people on the basis of characteristics that are salient, meaning that they attract our attention when we see something or someone. Things that are unique, negative, colorful, bright, and moving are more salient, and thus more likely to be attended to, than are things that do not have these characteristics.
Moderate

10. What is representativeness heuristic?
In many cases we base our judgments on information that seems to represent, or match, what we expect will happen. When we do so, we are using the representativeness heuristic
Easy

11. What is cognitive accessibility? Explain with an example.
Cognitive accessibility refers to the extent to which knowledge is activated in memory, and thus likely to be used in perception. A person has thorough knowledge of interior designing. For him, we would say that interior designing is a highly accessible construct.
Moderate

12. Explain the problem of availability heuristic.
The tendency to make judgments of the frequency or likelihood that an event occurs on the basis of the ease with which they can be retrieved from memory is known as the availability heuristic. The idea is that things that are highly accessible, come to mind easily and thus may overly influence our judgments.
Easy

13. What is false consensus bias? Provide examples.
The false consensus bias refers to the tendency to overestimate the extent to which other people are similar to us. For instance, if you are yourself in favor of abortion rights, opposed to gun control, and prefer rock music to jazz, then you are likely to think that other people share these beliefs as well.
Easy

14. Explain counterfactual thinking.
The tendency to think about events according to "what might have been" is known as counterfactual thinking. We might think of an event's non-occurrence after the event took place. This is an example of counterfactual thinking.
Easy

15. We might experience satisfaction or dissatisfaction due to counterfactual thinking. Elucidate this statement.
Our emotional reactions to events are often colored not only by what did happen but also by what might have happened. This tendency to think about events according to "what might have been" is known as counterfactual thinking. If we can easily imagine an outcome that is better than what actually happened, then we may experience sadness and disappointment. On the other hand, if we can easily imagine that a result might have been worse that what actually happened, we may be more likely to experience happiness and satisfaction.
Moderate

16. Explain the problem of anchoring and adjustment.
You may be thinking that you want to go beyond your negative expectation, and prevent this knowledge from biasing your judgments. However, the availability bias frequently prevents

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this adjustment from occurring – leading us to anchor on the initial construct, and not adjust sufficiently. This is called the problem of anchoring and adjustment.
Moderate

17. What is known as overconfidence?
Overconfidence is a potential judgmental bias, and one that has powerful and often negative effects on our judgments. It is the tendency to be overconfident in our own skills, abilities, and judgments.
Easy

18. What are the demerits of being overconfident? Provide an example.
When we are overconfident, we often have little awareness of our own limitations, leading us to act as if we are more certain about things than we should be, particularly on tasks that are difficult.
You might feel overconfident of doing well in a test and may not prepare sufficiently. This is an example of an ill-effect of overconfidence.
Moderate

19. Explain the effects of cognitive biases in everyday life.
For one, if the errors occur for a lot of people, they can really add up. So many people continue to buy lottery tickets, or to gamble their money in casinos, when the likelihood of them ever winning is so low. This is an integrated effect of the biases.
People may also take more care to prepare for unlikely events than for more likely ones, because the unlikely ones are more salient. For instance, people think that they are more likely to die from a terrorist attack or as the result of a homicide than they are from diabetes, stroke or tuberculosis.
Salience and accessibility also color how we perceive our social worlds, which may have a big influence on our behavior. For instance, people who watch a lot of violent television shows also view the world as more dangerous.
Moderate

20. What is base rate? What will happen if people ignore base rates?
The likelihood that events occur across a large population is called base rates. Our expectations might differ from the base rates.
A representative heuristic occurs when people ignore base rates. It is the tendency to base our judgments on information that seems to represent, or match, what we expect will happen. They focus on events that are unlikely.
Easy

Fill in the Blanks

1. _____ is an information processing rule of thumb that enables us to think in ways that are quick and easy but that may sometimes lead to error.
Cognitive heuristic; Easy

2. Learning that occurs through exposure to the behavior of others is called _____.
observational learning; Easy

3. _____ refers to deliberate thinking about a topic which takes some cognitive effort.
Thoughtful (Controlled) cognition; Easy

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4. _____ refers to the extent to which knowledge is activated in memory.
Cognitive accessibility; Easy

5. _____ is the tendency to weigh an initial construct too heavily, insufficiently moving our judgment away from it.
Anchoring and adjustment; Easy

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