

## Chapter 2: Doing Social Psychology Research

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### MULTIPLE CHOICE

1. Learning about research methods in social psychology has been shown to have which of the following effects in critical thinking?
  - a. It affects critical thinking about social psychology, but not other domains.
  - b. It leads to increased critical thinking about fields of psychology, yet it does not affect thinking in non-psychological domains.
  - c. It leads to increased critical thinking about popular claims regarding social, but not non-social, behaviour.
  - d. It leads to increased critical thinking about popular claims in general.

ANS: D                      PTS: 1                      REF: 26                      BLM: Higher order

2. Why is it important to have a public record of the methods social psychologists use to test their hypotheses?
  - a. because it allows other social psychologists to repeat the study themselves
  - b. because it ensures that the right people get credit for the research
  - c. because it provides a solid theoretical foundation for social psychological research
  - d. because it encourages social psychologists to conduct more basic, rather than applied, research

ANS: A                      PTS: 1                      REF: 26                      BLM: Remember

3. Sebastian is learning about research methods in his social psychology course. Which of the following benefits is he *most* likely to experience?
  - a. The findings he learns about in class will be easier to relate to real world events.
  - b. It will improve his appreciation of folk wisdom.
  - c. He will become a better consumer of information in general.
  - d. He will develop a better appreciation for the advantages of uncontrolled anecdotal observations.

ANS: C                      PTS: 1                      REF: 27                      BLM: Remember

4. What does all social psychological research begin with?
  - a. a question
  - b. an independent variable
  - c. a dependent variable
  - d. a control group

ANS: A                      PTS: 1                      REF: 27                      BLM: Remember

5. What was the inspiration for Solomon Asch's classic research on conformity?
  - a. real-world historical events
  - b. his own personal experiences and observations of group pressure
  - c. reading Sherif's prior research in the field
  - d. reading classic literature

ANS: C                      PTS: 1                      REF: 27                      BLM: Remember

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6. After a researcher has a particular research question in mind, what is the next step?
- developing a theory to answer the question
  - searching the existing literature for related research
  - selecting a random sample of participants to test the question
  - consulting the institutional research ethics board

ANS: B                      PTS: 1                      REF: 27-28                      BLM: Remember

7. Which of the following *best* describes the process of "treeing" when searching the psychology literature?
- cross-referencing output from PsychLIT with that of PsychINFO
  - breaking down the size of an electronic search by using several limiting terms
  - limiting searches to articles that have been cited by many other articles
  - using the reference sections of relevant articles to find other relevant articles

ANS: D                      PTS: 1                      REF: 28                      BLM: Remember

8. Why do social psychologists use electronic databases (such as PsychINFO and PsychLIT)?
- to help them select a random sample of participants from the population of interest
  - to determine the scientific and moral value of their research question
  - to find published research on a particular topic
  - to increase the external validity of their research

ANS: C                      PTS: 1                      REF: 28                      BLM: Remember

9. For a hypothesis to be useful, which of the following traits must it possess?
- testability
  - simplicity
  - generativity
  - comprehensiveness

ANS: A                      PTS: 1                      REF: 28                      BLM: Remember

10. Which of the following is a testable hypothesis?
- Conformity is behaving in agreement with other people.
  - Stereotypes are preconceived ideas about a person based on their perceived group membership.
  - People smile more when they are lying than when they are telling the truth.
  - Refusing to help someone in need is morally wrong.

ANS: C                      PTS: 1                      REF: 28                      BLM: Higher order

11. Which of the following is the most important feature of a hypothesis?
- simplicity
  - testability
  - generality
  - comprehensiveness

ANS: B                      PTS: 1                      REF: 28                      BLM: Remember

12. What is a hypothesis?
- an organized set of principles used to explain and predict observed phenomena
  - a specific procedure for manipulating or measuring variables in an experiment
  - an explicit statement specifying the circumstances that give rise to a particular outcome
  - a measure of the strength and association between two or more variables

ANS: C                      PTS: 1                      REF: 28-29                      BLM: Remember

13. On which of the following criteria are theories evaluated?
- their specificity
  - their popularity
  - their inclusivity
  - their generativity

ANS: D                      PTS: 1                      REF: 28                      BLM: Remember

14. Which of the following are social psychologists *most* likely to propose?
- mini-theories
  - grand theories
  - meta-theories
  - pluralistic theories

ANS: A                      PTS: 1                      REF: 28                      BLM: Remember

15. Which of the following is *most* consistent with Bem's theory of self-perception?
- People prefer to perceive themselves in positive rather than negative terms.
  - Becoming aware of one's own actions is threatening to the self-concept.
  - The way that people perceive themselves is primarily determined by their private thoughts and feelings.
  - People sometimes rely on their own behaviour to infer their attitudes and feelings.

ANS: D                      PTS: 1                      REF: 29                      BLM: Remember

16. On which of the following characteristics are social psychologists most likely to value a theory?
- the extent that the theory develops from a well-known hypothesis
  - the extent that the theory is generative
  - the extent that the theory is complex
  - the high degree of accuracy of the theory

ANS: B                      PTS: 1                      REF: 28-29                      BLM: Remember

17. Which of the following is a common attribute of current theories in social psychology?
- They are highly complex in nature.
  - They are general theories that apply across many situations.
  - They allow researchers to decrease the operationalization of behaviour.
  - They address particular and specific features of a person's behaviour.

ANS: D                      PTS: 1                      REF: 28                      BLM: Remember

18. Which of the following is a goal of applied research?
- solving practical problems
  - testing psychological theories
  - building a foundation of knowledge for the field
  - discovering general principles of behaviour

ANS: A                      PTS: 1                      REF: 29                      BLM: Remember

19. Melissa's research examines the cognitive processes involved in persuasion and how those processes can be used to persuade women to have yearly mammograms. This work represents an integration of which of the following fields?
- hypothetical and theoretical research
  - specific and general research
  - basic and applied research
  - conceptual and operational research

ANS: C                      PTS: 1                      REF: 29                      BLM: Higher order

20. Which of the following *best* describes the primary goal of basic research?
- to examine human behaviour in real-world settings
  - to test specific hypotheses derived from a specific theory
  - to integrate the different research methodologies within one scientific field
  - to solve practical problems

ANS: B                      PTS: 1                      REF: 29                      BLM: Remember

21. In encouraging social psychologists to generate useful, practical theories, what did Kurt Lewin do?
- He set apart reliability issues from validity issues.
  - He encouraged the synthesis of basic and applied research.
  - He reduced the distinction between hypotheses and theories.
  - He emphasized the importance of experimental methodologies.

ANS: B                      PTS: 1                      REF: 29                      BLM: Higher order

22. In which of the following ways is applied research in social psychology different from basic social psychological research?
- It is more theoretical than basic research.
  - It is more experimental than basic research.
  - It is specifically designed to find solutions to social problems.
  - It is specifically designed to address sociological issues.

ANS: C                      PTS: 1                      REF: 29                      BLM: Remember

23. Wayne and Wanda are designing a study to assess the impact of positive reinforcement on pro-social behaviour in children. Wanda thinks that they should reinforce the children with verbal praise, whereas Wayne thinks they should use candy as the positive reinforcement. What aspect of the reinforcement variable do Wayne and Wanda disagree about?
- internal validity
  - experimental realism
  - operational definition
  - interrater reliability

ANS: C

PTS: 1

REF: 30

BLM: Higher order

### Scenario 1

Read the following research scenario and answer the questions that follow: A researcher wanted to see if being drunk raises or lowers a person's self-esteem. In one condition he gives participants three glasses of punch spiked with alcohol and in the other he gives participants three glasses of plain punch. After participants finish their punch, they complete the Rosenberg (1965) self-esteem scale.

24. Refer to Scenario 1. In this study, what type of variable is self-esteem?
- a conceptual independent variable
  - a conceptual dependent variable
  - an operational independent variable
  - an operational dependent variable

ANS: B

PTS: 1

REF: 29-30

BLM: Higher order

25. Refer to Scenario 1. In this study, what type of variable is the Rosenberg questionnaire?
- a conceptual independent variable
  - a conceptual dependent variable
  - an operational independent variable
  - an operational dependent variable

ANS: D

PTS: 1

REF: 29-30

BLM: Higher order

26. What is construct validity?
- the extent to which the independent variable caused the observed change in the dependent variable
  - the extent to which the operational definitions reflect the conceptual variables of interest
  - the extent to which the experimental procedures are involving and meaningful to the participants
  - the extent to which different constructs within the study are correlated with one another

ANS: B

PTS: 1

REF: 29-30

BLM: Remember

27. In which of the following ways is construct validity important to social research?
- It ensures that the researcher is manipulating the concept of interest.
  - It ensures that the researcher is measuring the concept of interest.
  - It ensures that the study is high in internal validity.
  - It ensures that the study is high in reliability.

ANS: B                      PTS: 1                      REF: 30                      BLM: Higher order

28. In a study concerning the cues that signal deception, Winston uses the number of times a person shifts in his or her seat as a measure of lying. Virginia points out that people may shift their position because they are nervous about being perceived as a liar, even though they are actually telling the truth. What is Virginia questioning?
- the construct validity of Winston's measure of lying
  - the interrater reliability of Winston's measure of lying
  - the mundane realism of Winston's measure of lying
  - the internal validity of Winston's measure of lying

ANS: A                      PTS: 1                      REF: 30                      BLM: Higher order

29. Which of the following is the best example of a bogus pipeline technique?
- Participants agree to be connected to a scanner that detects deception.
  - Participants believe that subliminal messages are being "piped" to them through their headphones.
  - Participants agree to be hypnotized to tell the truth.
  - Blindfolded participants whisper messages to each other in line.

ANS: A                      PTS: 1                      REF: 31                      BLM: Remember

30. A group of participants (Group A) is asked to indicate how often they add salt to their food on a 5-point scale ranging from "almost never" to "once in awhile." A second group (Group B) responds to this question on a 5-point scale ranging from "once in awhile" to "all the time." Which of the following is most likely to occur?
- Both groups will be more likely to give responses on the higher than lower end of the scales.
  - Both groups will be more likely to give responses on the lower than higher end of the scales.
  - On average, Group A will report adding salt to their food more often than Group B.
  - On average, Group B will report adding salt to their food more often than Group A.

ANS: D                      PTS: 1                      REF: 31                      BLM: Higher order

31. Which of the following has been shown to increase the accuracy of self-reports?
- experimental research
  - construct validity
  - bogus pipeline
  - random sampling

ANS: C                      PTS: 1                      REF: 31                      BLM: Remember

32. Dr. Gillig is worried that when she asks participants to indicate on a questionnaire how they feel about gun control, they will respond in a socially desirable manner instead of indicating how they really feel. Which of the following scenarios accurately reflects the way that construct validity will be affected in Dr. Gillig's study?
- There will be higher construct validity if she uses a bogus pipeline.
  - There will be lower construct validity if the anonymity of participants' responses is increased.
  - There will be higher construct validity if she asks participants to sign a gun-control petition.
  - There will be higher construct validity if she asks her participants to respond verbally in person rather than commit their responses to paper.

ANS: A                      PTS: 1                      REF: 30                      BLM: Higher order

33. To examine how people cope with anger, Cheryl has participants complete a brief questionnaire every time they feel angry for a period of two weeks. What is Cheryl collecting?
- interval-contingent self-reports
  - event-contingent self-reports
  - signal-contingent self-reports
  - narrative-contingent self-reports

ANS: C                      PTS: 1                      REF: 32                      BLM: Higher order

34. Why have researchers developed interval-contingent, signal-contingent, and event-contingent report methods?
- to observe participants' behaviour unobtrusively
  - to strengthen the ethical standards used in experiments
  - to incorporate a more diverse sample of participants and cultures in their research
  - to reduce the time that elapses between an actual experience and the person's report of it

ANS: D                      PTS: 1                      REF: 32                      BLM: Remember

35. In her research on mood, Selena asks research participants to keep a journal for a period of one month. In this journal, participants write as much as they can about the various emotions they experience each day. What kind of research is Selena conducting?
- an experimental study
  - a correlational study
  - a narrative study
  - an archival research

ANS: C                      PTS: 1                      REF: 32                      BLM: Higher order

36. In comparison to self-report measures, observational measures have the advantage of being free from which of the following concerns?
- a. experimenter expectancy effects
  - b. social desirability concerns
  - c. sampling biases
  - d. memory biases

ANS: D                      PTS: 1                      REF: 32                      BLM: Remember

37. How are self-report measures and observational measures similar?
- a. Both are subject to biases and distortions in memory.
  - b. Both require high interrater reliability to be considered accurate.
  - c. Both can be influenced by social desirability concerns.
  - d. Both provide direct access to people's thoughts and feelings.

ANS: C                      PTS: 1                      REF: 31-32                      BLM: Remember

38. To assess the extent to which students are reading their textbooks, a professor notes how creased the spine of each book is. What is this professor relying on?
- a. a narrative study
  - b. signal-contingent self-reports
  - c. event-contingent self-reports
  - d. observational measures

ANS: D                      PTS: 1                      REF: 32-33                      BLM: Higher order

39. When machines are used to measure dependent variables in observational studies, which of the following needs is reduced?
- a. the need for internal validity
  - b. the need for random sampling
  - c. the need for construct validity
  - d. the need for interrater reliability

ANS: D                      PTS: 1                      REF: 32                      BLM: Remember

40. In a study examining the creativity of children's paintings, several judges are asked to rate the creativity of each painting. Which of the following is being assessed if we calculate the level of agreement between judges' ratings?
- a. internal validity
  - b. random sampling
  - c. construct validity
  - d. interrater reliability

ANS: D                      PTS: 1                      REF: 32                      BLM: Remember



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41. In a study examining well-being in the elderly, respondents living in different nursing homes are asked to rate the quality of the health care they receive. Researchers then obtain a copy of participants' medical records. The relationship between the quality ratings and actual health is assessed. Which of the following concepts is measured by this relationship?
- internal validity
  - external validity
  - construct validity
  - experimental validity

ANS: C                      PTS: 1                      REF: 30                      BLM: Higher order

42. Which of the following research methods do social psychologists tend to prefer?
- meta-analytic research
  - correlational research
  - experimental research
  - descriptive research

ANS: C                      PTS: 1                      REF: 33                      BLM: Remember

43. What do social psychologists use descriptive research to reveal?
- general patterns and trends in the variables of interest
  - cause-and-effect relationships between independent and dependent variables
  - associations between two or more variables of interest
  - the strength of an observed effect

ANS: A                      PTS: 1                      REF: 34                      BLM: Remember

44. Which of the following would be considered a method of descriptive research?
- correlational research
  - field experiments
  - observational studies
  - laboratory experiments

ANS: C                      PTS: 1                      REF: 34-35                      BLM: Remember

45. For which of the following questions would a researcher be *most* likely to use an observational study?
- Is memory for television commercials influenced by the content of the programs in which the commercials appear?
  - Is there any relationship between taking social psychology courses and happiness later in life?
  - Does the consumption of alcohol lead to increased aggressiveness?
  - Do banks tend to offer heterosexual couples lower interest rates on home mortgages than homosexual couples?

ANS: D                      PTS: 1                      REF: 34                      BLM: Higher order

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46. To examine potential gender differences in the qualities individuals seek in their romantic partners, HaeJin compares the personal ads placed by men and women. What type of research is HaeJin conducting?
- a survey study
  - an observational study
  - an archival study
  - an experiment

ANS: C                      PTS: 1                      REF: 34-35                      BLM: Higher order

47. Latrell, the editor of a popular sports magazine, would like to know more about the demographics of the magazine's readers. He designs a questionnaire to assess this information and sends it to a random sample of the magazine's readers. What type of research is Latrell conducting?
- a survey study
  - an observational study
  - an archival study
  - an experiment

ANS: A                      PTS: 1                      REF: 35-36                      BLM: Higher order

48. According to your textbook, what is the *most* important feature that should be considered when selecting samples in survey studies?
- inclusion of equal numbers of individuals from different groups in the population
  - the number of people in the sample
  - the ratio of the sample size to the population size
  - the extent to which the demographics of the sample proportionally match those of the population

ANS: D                      PTS: 1                      REF: 35                      BLM: Remember

49. A television producer is interested in whether women like soap operas more than sitcoms. The producer uses a random number table to select a sample of 100 households, and then makes phone calls to these households every afternoon for three weeks. Of those who were home when the producer called, 75 percent reported they liked soap operas more than sitcoms. Which of the following might raise questions about the results?
- the use of archival data
  - the representativeness of the sample
  - the construct validity of the measure
  - the operational definition advanced by the producer

ANS: B                      PTS: 1                      REF: 36                      BLM: Higher order

50. What, in principle, is the purpose of random sampling?
- to make sure that research participants have the right to withdraw from a study without incurring any penalty
  - to make sure that research participants are fully informed as to the procedures and hypotheses of the study
  - to make sure that research participants do not differ from one another in systematic ways
  - to make sure that research participants constitute a representative sample from the population of interest

ANS: D                      PTS: 1                      REF: 35                      BLM: Remember

51. Which of the following is a general difference between descriptive and correlational research methods?
- Descriptive research does not look at relationships between variables.
  - Descriptive research is more useful when one wants to infer causation.
  - Correlational research cannot make use of archival data.
  - Correlational research imbues the researcher with more control over the research participants.

ANS: A                      PTS: 1                      REF: 36                      BLM: Remember

52. Luke would like to know if there is a relationship between the number of psychology courses people take and their level of empathy. He surveys a randomly selected group of university students. Each student indicates the number of psychology courses he or she has taken and then completes an empathy scale. Which research method is Luke using?
- an experiment
  - a correlational study
  - a prospective study
  - an archival study

ANS: B                      PTS: 1                      REF: 37-38                      BLM: Higher order

53. What is the primary goal of using correlational research?
- to describe general patterns and trends in the variables of interest
  - to establish cause-and-effect relationships between independent and dependent variables
  - to determine the strength and direction of the relationship between two variables
  - to examine the effects of manipulated variables on measured variables

ANS: C                      PTS: 1                      REF: 37-38                      BLM: Remember

54. What types of variables can researchers use in correlational research?
- Researchers can use measured, but not manipulated, variables.
  - Researchers can use one measured variable, and one manipulated variable.
  - Researchers can use observational, but not archival, variables.
  - Researchers can use archival, but not observational, variables.

ANS: A                      PTS: 1                      REF: 37                      BLM: Remember

55. What does the absolute value of a correlation coefficient indicate?
- the direction of the relationship between variables
  - which of two variables is the cause and which is the effect
  - the probability that the observed association was due to chance
  - the strength of the association between variables

ANS: D                      PTS: 1                      REF: 37                      BLM: Remember

56. Which of the following correlation coefficients reflects the *strongest* meaningful relationship?
- 0.67
  - 0
  - +0.86
  - +1.25

ANS: C                      PTS: 1                      REF: 37                      BLM: Remember

57. When decreases in one variable are accompanied by decreases in another variable, how are the variables described?
- They are described as negatively correlated.
  - They are described as positively correlated.
  - They are described as causally related.
  - They are described as prospectively related.

ANS: B                      PTS: 1                      REF: 37                      BLM: Remember

58. Which of the following explanations would be consistent with a negative correlation between the number of hours a person sleeps per night and her level of positive mood?
- The more sleep a person gets, the better her mood.
  - People who are happy are less likely to suffer from insomnia.
  - Stress causes people to sleep less and be in a bad mood.
  - People who are depressed tend to need more sleep than other people.

ANS: D                      PTS: 1                      REF: 37                      BLM: Higher order

59. Tony finds a correlation of -0.35 between procrastination behaviours and academic achievement. Which of the following is the *most* appropriate interpretation of this correlation?
- Students with a greater tendency to procrastinate, also tend to show lower grades academically.
  - Students with a greater tendency to procrastinate, also tend to show higher grades academically.
  - Procrastination causes academic achievement to increase.
  - Procrastination causes academic achievement to decrease.

ANS: A                      PTS: 1                      REF: 37                      BLM: Higher order

60. Carmella finds a correlation of +0.47 between self-esteem and academic achievement. Which of the following is the *most* appropriate interpretation of this correlation?
- High self-esteem motivates students to achieve more academically.
  - Doing well academically increases students' self-esteem.
  - The higher students' self-esteem, the greater their academic achievement.
  - As self-esteem increases, academic achievement decreases.

ANS: C                      PTS: 1                      REF: 37                      BLM: Higher order

61. Which of the following is an example of a negative correlation?
- The more pets you own, the greater your physical health.
  - The more alcohol you consume, the lower your grades will be.
  - The fewer vacations you take, the less happy you are.
  - The more you eat, the more you weigh.

ANS: B                      PTS: 1                      REF: 37                      BLM: Higher order

62. Suppose the correlation between the number of times couples go to the movies and the number of times they go out to dinner is  $+0.79$ . Among the following conclusions, which one is *most* consistent with this computation?
- The more often that couples go to the movies, the more often they go out to dinner.
  - The less often that couples go to the movies, the less often they go out to dinner.
  - There is a strong correlation between the number of times couples go to the movies and the number of times they go out to dinner.
  - Because the correlation coefficient is less than 1.0, the association between these two variables is very weak and probably unreliable.

ANS: C                      PTS: 1                      REF: 37                      BLM: Higher order

63. Dr. Vandelay found the correlation between conservative political attitudes and overall health to be +0.18. Which of the following can you conclude from this correlation?
- As conservative political attitudes increase, overall health increases.
  - As conservative political attitudes increase, overall health decreases.
  - There is virtually no relationship between conservative political attitudes and overall health.
  - Becoming ill causes you to become more conservative politically.

ANS: C                      PTS: 1                      REF: 37                      BLM: Higher order

64. Camryn measures the association between students' political attitudes when they first arrive at university and their political attitudes just prior to graduation. What kind of research is Camryn doing?
- an experiment
  - an observational study
  - a prospective study
  - a concurrent study

ANS: C                      PTS: 1                      REF: 37                      BLM: Higher order

65. To examine the relationship between media violence and aggressive behaviour, Lomez first measures the number of hours of violent television watched per week for a sample of boys. Ten years later, the same boys are contacted and asked to complete a questionnaire to measure their aggressiveness. Which research method is Lomez using?
- an experiment
  - an observational study
  - a concurrent study
  - a prospective study

ANS: D                      PTS: 1                      REF: 37                      BLM: Higher order

66. Which of the following is the most important difference between prospective and concurrent studies?
- They differ in whether the variables are independent or dependent.
  - They differ in the amount of time between measurement of the variables.
  - They differ in the type of statistic used to assess their significance.
  - They differ in the extent to which they are considered ethical by social psychologists.

ANS: B                      PTS: 1                      REF: 37-38                      BLM: Higher order

67. Which of the following is one of the many advantages of correlational research over experimental research?
- It offers more flexibility as to where and how variables are measured.
  - It allows the researcher to test for and determine the nature of causal relationships.
  - It exhibits high internal validity.
  - It tends to be statistically significant.

ANS: A                      PTS: 1                      REF: 38                      BLM: Remember

68. What is the most important advantage of correlational research?
- Correlational research aids researchers in the development of new hypotheses.
  - Correlational research permits researchers to determine whether one variable causes another.
  - Correlational research is often useful for studying phenomena for which experimentation is impractical or unethical.
  - Correlational research allows researchers to measure relationships between independent and dependent variables.

ANS: C                      PTS: 1                      REF: 39                      BLM: Higher order

69. In what ways can correlational studies be used?
- They can be used to evaluate hypotheses.
  - They can be used to help predict behaviour.
  - They can be used to establish causal relationships among variables.
  - They can be used to study questions after experimentation has failed.

ANS: B                      PTS: 1                      REF: 37-38                      BLM: Remember

70. Which of the following is the most important contribution of correlational research?
- It is a powerful way to establish causal relationships between variables.
  - It allows an experimenter to control extraneous variables.
  - It permits researchers to determine the strength of the relationship between variables.
  - It allows detailed investigation of variables that can be measured in the laboratory.

ANS: C                      PTS: 1                      REF: 37-38                      BLM: Remember

71. Eugenia will be using a correlational study to examine the relationship between physical attractiveness and marital satisfaction. Which of the following is a major limitation of Eugenia's chosen research method?
- She will *not* be able to demonstrate that one of these variables is causing the other.
  - She will *not* be able to assess the strength of the association between these variables.
  - She will *not* be able to determine whether the variables are positively or negatively related.
  - She will *not* be able to discern whether one variable is predictive of the other.

ANS: A                      PTS: 1                      REF: 38                      BLM: Higher order

72. Relative to experimental studies, what is the primary *disadvantage* of correlation studies?
- They are more labour-intensive.
  - Cause and effect cannot be determined with them.
  - Their results are more difficult to understand.
  - The choice of variables that can be studied is limited.

ANS: B                      PTS: 1                      REF: 38                      BLM: Remember

73. Causation cannot be inferred from correlational studies? Why is this so?
- because correlational studies suffer from a lack of construct validity
  - because correlational studies do not involve the manipulation of variables
  - because one can only infer causation from studies conducted in the lab
  - because researchers have too much control over the variables in correlational research

ANS: B                      PTS: 1                      REF: 38                      BLM: Higher order

74. In order to conduct an experiment, which of the following must researchers have?
- the ability to observe behaviour unnoticed
  - the ability to systematically measure two variables
  - the ability to manipulate an independent variable
  - a laboratory environment

ANS: C                      PTS: 1                      REF: 38                      BLM: Remember

75. In a well-designed experiment, which of the following conditions is necessary?
- that all participants are treated in exactly the same manner except for the specific differences the experimenter wants to create
  - that all participants are matched on important subject variables
  - that all participants accurately represent the groups in the population
  - that all participants of different types are assigned to the appropriate conditions in a balanced way

ANS: A                      PTS: 1                      REF: 40-41                      BLM: Remember

76. Irina is interested in whether frustration causes aggression. What type of research should she conduct?
- an experiment
  - a correlation study
  - a prospective study
  - a narrative study

ANS: A                      PTS: 1                      REF: 39                      BLM: Higher order

77. Which of the following is *most* relevant to ensuring that any differences one obtains after the experimental manipulation of a study have been produced only by that manipulation?
- statistical interactions
  - external validity
  - construct validity
  - experimenter control

ANS: D                      PTS: 1                      REF: 40                      BLM: Remember

78. Random assignment is a defining feature of an experiment. What does it mean?
- It means that participants randomly select the particular experimental manipulations they will experience.
  - It means that participants were randomly selected from the population of interest.
  - It means that whether participants are in one condition or another is determined by chance.
  - It means that participants are assigned to the experimental conditions on the basis of their pre-existing differences.

ANS: C                      PTS: 1                      REF: 40                      BLM: Remember



**Scenario 2**

Instructions: Read the following research scenario and answer the questions that follow.

A researcher was interested in the effects of mood on aggression. She decided to see how receiving an insult or a compliment affects aggression, and she measured aggression by having participants administer small shocks to another participant. The researcher found that participants in the insult condition were more aggressive than those in the compliment condition.

79. Refer to Scenario 2. In this research, what is the conceptual independent variable?
- a. administering of small shocks
  - b. receiving a compliment or insult
  - c. mood
  - d. aggression

ANS: C                      PTS: 1                      REF: 30-40                      BLM: Higher order

80. Refer to Scenario 2. In this research, what is the operationalized independent variable?
- a. administering of small shocks
  - b. receiving a compliment or insult
  - c. mood
  - d. aggression

ANS: B                      PTS: 1                      REF: 30-40                      BLM: Higher order

81. Refer to Scenario 2. In this research, what is the conceptual dependent variable?
- a. administering of small shocks
  - b. receiving a compliment or insult
  - c. mood
  - d. aggression

ANS: D                      PTS: 1                      REF: 30-40                      BLM: Higher order

82. Refer to Scenario 2. In this research, what is the operationalized dependent variable?
- a. administering of small shocks
  - b. receiving a compliment or insult
  - c. mood
  - d. aggression

ANS: A                      PTS: 1                      REF: 30-40                      BLM: Higher order

83. Refer to Scenario 2. A reviewer might be concerned that people in the insult condition were more naturally aggressive than people in the compliment condition, causing the differences observed by the researcher. In which of the following cases would this be a valid concern?
- if participants were not a representative sample of the population
  - if participants were not randomly assigned to the condition
  - if participants were not randomly selected from the population
  - if participants were not evenly divided by gender

ANS: B                      PTS: 1                      REF: 40-41                      BLM: Higher order

84. Refer to Scenario 2. Suppose a reviewer thinks that the participants did not believe that they were actually administering shocks to another person. What feature would the reviewer have concerns about?
- construct validity
  - external validity
  - experimental realism
  - mundane realism

ANS: C                      PTS: 1                      REF: 30-40                      BLM: Higher order

85. Refer to Scenario 2. Suppose a reviewer questions the value of the research by stating that the majority of people never administer a shock to another person in the real world. What feature would the reviewer be concerned about?
- construct validity
  - external validity
  - experimental realism
  - mundane realism

ANS: D                      PTS: 1                      REF: 30-40                      BLM: Higher order

86. Why is random assignment essential to establishing causality?
- because it permits researchers to verify that they have a diverse and representative sample of participants
  - because it reduces the possibility that individual characteristics of the participants produced the observed results
  - because it increases the external validity of the experiment
  - because it allows researchers to determine whether or not their operational definitions reflect the variables of interest

ANS: B                      PTS: 1                      REF: 40-41                      BLM: Higher order

87. What do researchers call the procedure used to ensure that research participants have an equal chance of being placed in either the experimental or control group in an experiment?
- random assignment
  - random sampling
  - debriefing
  - experimental realism

ANS: A                      PTS: 1                      REF: 40                      BLM: Remember

88. Which of the following is a major difference between field experiments and laboratory experiments?
- Laboratory experiments are higher in mundane realism.
  - Laboratory experiments allow more naturalistic observation of behaviour.
  - Laboratory experiments are less susceptible to experimenter expectancy effects.
  - Laboratory experiments permit researchers greater control.

ANS: D                      PTS: 1                      REF: 40                      BLM: Higher order

89. Which of the following is an advantage of field research?
- Random assignment is more likely to be used in field experiments.
  - Researchers can manipulate more variables in the field than in the lab.
  - Participants are more likely to behave naturally in the field than in the lab.
  - Field research affords greater internal validity than lab experiments.

ANS: C                      PTS: 1                      REF: 41                      BLM: Remember

90. A researcher manipulates certain factors in an experiment to see whether they affect the variables of interest. What are these factors called?
- independent variables
  - dependent variables
  - control conditions
  - interactions

ANS: A                      PTS: 1                      REF: 41                      BLM: Remember

91. What do experiments examine?
- the effects of control factors on dependent variables
  - the effects of dependent variables on independent variables
  - the effects of independent variables on dependent variables
  - the effects of independent variables on control factors

ANS: C                      PTS: 1                      REF: 41                      BLM: Remember

92. To examine the impact of group size on conformity behaviour, Stanley has groups of two, five, or ten people stand on the street and stare up at a window. Stanley then records the number of passersby who stop and stare at the window. What kind of study is this?
- a prospective study
  - an experiment with one independent variable
  - an experiment with two independent variables
  - an experiment with three independent variables

ANS: B                      PTS: 1                      REF: 41                      BLM: Higher order

93. Dr. Van Nostrand studies the impact of pornography on attitudes toward women. In this research, what is "attitudes toward women"?
- a. the independent variable
  - b. the control factor
  - c. the interaction
  - d. the dependent variable

ANS: D                      PTS: 1                      REF: 42                      BLM: Higher order

94. Vera thinks that having pets increases psychological functioning and well-being. To test this, one group of randomly selected nursing home residents are each given a pet while a second group are not. Over two months, the overall level of psychological functioning is evaluated on a daily basis. What is the independent variable in this study?
- a. the number of months of testing
  - b. whether or not the residents received a pet
  - c. the level of psychological functioning demonstrated by the residents
  - d. the level of well-being demonstrated by the residents

ANS: B                      PTS: 1                      REF: 42                      BLM: Higher order

95. Harrison asks research participants to solve as many math problems as they can while working either alone or in groups of three. In this experiment, the number of math problems the participants solve is *most* likely which of the following?
- a. the control variable
  - b. the subject variable
  - c. the independent variable
  - d. the dependent variable

ANS: D                      PTS: 1                      REF: 42                      BLM: Higher order

96. Castilla wonders whether environmental factors influence how long juries take to select a foreperson. Mock jurors are brought into a room with either a rectangular table or a round table. The jurors are asked to select a foreperson before starting deliberation. Castilla records how long it takes each jury to select a foreperson. What variable is the shape of the table?
- a. the control variable
  - b. the subject variable
  - c. the independent variable
  - d. the dependent variable

ANS: C                      PTS: 1                      REF: 42                      BLM: Higher order

97. Ashton-James and her colleagues (2009) conducted a study in which they examined the type of pen selected from a group of pens by Western and East Asian participants. What did they find?
- They found that participants of Western backgrounds were more likely than those of East Asian backgrounds to select the most common pen.
  - They found that whether or not the participant selected an uncommon pen depended upon a subject variable.
  - They found that whether or not the participant selected an uncommon pen depended upon their mood.
  - They found that whether or not the participant selected an uncommon pen depended upon their mood and a subject variable.

ANS: C                      PTS: 1                      REF: 41-42                      BLM: Higher order

98. Ashton-James and her colleagues (2009) conducted a study in which they examined the type of pen selected from a group of pens by Western and East Asian participants. What did the study show about the influence of mood?
- The study revealed that mood had different effects on pen selection for participants of Western and East Asian backgrounds.
  - The study revealed that mood influenced pen selection for participants of Western but not East Asian backgrounds.
  - The study revealed that mood influenced pen selection for participants of East Asian but not Western backgrounds.
  - The study revealed that mood did not influence pen selection for either group of participants.

ANS: A                      PTS: 1                      REF: 42                      BLM: Remember

99. A study conducted by Ashton-James and her colleagues (2009) examined the type of pen selected by Western and East Asian participants. What type of research is this study?
- a descriptive study
  - an experiment
  - an archival study
  - a correlational study

ANS: B                      PTS: 1                      REF: 41-42                      BLM: Higher order

100. What was the dependent variable in the study by Ashton-James and her colleagues (2009) ?
- the colour of pen participants selected
  - the uncommonness of the pen participants selected
  - participants' ethnic backgrounds
  - participants' mood ratings

ANS: B                      PTS: 1                      REF: 42                      BLM: Higher order

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101. When researchers find that the results of their studies could have occurred by chance only 5 or fewer times in 100 possible outcomes, what do they conclude about the results?
- a. that they are statistically significant
  - b. that they reflect an interaction between the dependent variables
  - c. that they are theoretically meaningful
  - d. that are null because of their low level of reliability

ANS: A                      PTS: 1                      REF: 43                      BLM: Higher order

102. Suppose Zachary observes a significant negative correlation between binge drinking and grades among university students. Which of the following conclusions is best supported by this finding?
- a. Zachary cannot conclude what causes what, but he can be sure that either binge drinking causes lower grades or vice versa.
  - b. Zachary can conclude that binge drinking causes lower grades.
  - c. Zachary can conclude that lower grades causes binge drinking.
  - d. There is a 5 percent probability or less that this correlation occurred by chance.

ANS: D                      PTS: 1                      REF: 43                      BLM: Higher order

103. According to standard convention, when is statistical significance achieved?
- a. when the results could have occurred by chance 1 or fewer times in 100 possible outcomes
  - b. when the results could have occurred by chance 5 or fewer times in 100 possible outcomes
  - c. when the results could have occurred by chance 10 or fewer times in 100 possible outcomes
  - d. when the results could have occurred by chance 15 or fewer times in 100 possible outcomes

ANS: B                      PTS: 1                      REF: 43                      BLM: Remember

104. Which of the following is one reason that social psychologists attempt to replicate the results of their research?
- a. because doing so increases the construct validity of the experiment
  - b. because doing so allows them to examine multiple relationships among variables
  - c. because doing so increases our certainty that the results are not due to chance
  - d. because doing so increases the likelihood that participants have been treated ethically

ANS: C                      PTS: 1                      REF: 43                      BLM: Remember

105. What do researchers call participants who are subjected to all of the experimental procedures *EXCEPT* the experimental manipulation?
- a. raters
  - b. confederates
  - c. samples
  - d. controls

ANS: D                      PTS: 1                      REF: 43                      BLM: Remember

106. What is the purpose of using control groups?
- a. to answer ethical concerns about experiments
  - b. to determine if there are any interactions among the independent variables
  - c. to ensure a high level of experimental realism
  - d. to provide a baseline against which to compare the effects of the independent variables

ANS: D                      PTS: 1                      REF: 43                      BLM: Remember

107. Which of the following best represents an independent variable?
- a. gender
  - b. anger
  - c. handedness
  - d. ethnic background

ANS: B                      PTS: 1                      REF: 42                      BLM: Higher order

108. Which of the following *best* represents a challenge to internal validity?
- a. failure to use a randomization procedure when selecting a sample
  - b. use of a dependent measure high in interrater reliability but low in construct validity
  - c. differential compensation given to two groups in an experiment
  - d. designing laboratory conditions to be very different from everyday conditions

ANS: C                      PTS: 1                      REF: 43                      BLM: Higher order

109. According to your textbook, what is the *best* solution to the problem of experimenter expectancy effects?
- a. the use of different experimenters in different conditions
  - b. letting participants choose their own condition
  - c. keeping experimenters uninformed about group assignment
  - d. strict attention to random assignment

ANS: C                      PTS: 1                      REF: 42                      BLM: Remember

110. Ted treated participants in one condition of his experiment differently from participants in another condition. This difference in the treatment was not part of the experimental design. What did Ted's behaviour most likely *decrease*?
- the probability that the results of the study would be statistically significant
  - the chances that experimenter expectancy effects would be produced
  - the internal validity of the results
  - the experimental realism of the procedures

ANS: C                      PTS: 1                      REF: 43-44                      BLM: Higher order

111. Rosenthal (1976) asked students to teach a rat to learn a maze. Some students were told they had been given a genetically engineered "intelligent" rat, whereas others were told that they had a "dull" rat. Although there were no actual differences among the rats, the "intelligent" rats learned the maze more quickly than the "dull" rats. What is the most likely cause of these results?
- experimenter expectancy effects
  - mundane realism
  - experimental realism
  - high construct validity

ANS: A                      PTS: 1                      REF: 44                      BLM: Higher order

112. What does external validity refer to?
- the degree to which there can be reasonable certainty that the independent variables in an experiment caused the observed effects on the dependent variables
  - the degree to which there can be reasonable confidence that the same results would be obtained for other people and in other situations
  - the degree to which participants were assigned to the various conditions on the basis of representative criteria
  - the degree to which the experimental situation engages participants and leads them to behave naturally and spontaneously

ANS: B                      PTS: 1                      REF: 44-45                      BLM: Remember

113. What does it mean to say that a study has high external validity?
- It means that the theoretical constructs will be accurately represented by the study's manipulations and measures.
  - It means that the results will be able to be generalized to different types of people and situations.
  - It means that changes in the dependent variable will be caused by changes in the independent variable.
  - It means that the theory under investigation by the study is correct.

ANS: B                      PTS: 1                      REF: 44-45                      BLM: Remember



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114. A social psychologist wants to study the impact of listening to classical music on people's level of comfort in social interactions. She runs a study using a convenience sample of university undergraduates. Why is using this particular sample a problem?
- It is a threat to mundane realism.
  - It is a threat to experimental realism.
  - It is a threat to internal validity.
  - It is a threat to external validity.

ANS: D                      PTS: 1                      REF: 44-45                      BLM: Higher order

115. Joel argues that the use of confederates provides for real interactions that emulate the types of reactions that occur in real life. Dale argues that the use of confederates simply makes an experiment more involving for the participant. Which of the following about Joel's and Dale's beliefs is most likely?
- Joel and Dale both believe that confederates increase mundane realism.
  - Joel and Dale both believe that confederates increase experimental realism.
  - Joel believes that confederates increase mundane realism; Dale believes that confederates increase experimental realism.
  - Joel believes that confederates increase experimental realism; Dale believes that confederates increase mundane realism.

ANS: C                      PTS: 1                      REF: 46                      BLM: Higher order

116. The similarity between an experimental situation and characteristics of the real world is an aspect of which of the following?
- experimental realism
  - mundane realism
  - internal validity
  - experimental control

ANS: B                      PTS: 1                      REF: 45                      BLM: Remember

117. Which of the following is a benefit of using deception in social psychological research?
- Mundane realism is increased.
  - Researchers can unobtrusively study naturally occurring behaviour.
  - Participants' reactions tend to be less affected by social desirability.
  - Deception increases the likelihood of statistically significant findings.

ANS: C                      PTS: 1                      REF: 46                      BLM: Higher order

118. Which of the following procedures are involved in research using meta-analysis?
- computation of correlations among more than two variables
  - approaching a research question using both correlational and experimental techniques
  - statistical assessment of the consistency among several tests of the same hypothesis
  - computation of correlations when self-report data are not available

ANS: C                      PTS: 1                      REF: 47                      BLM: Remember

119. Lisa is in the process of gathering all recent work on gender differences in conformity. She intends to examine this work to determine if and when gender differences occur. What kind of analysis is Lisa doing?
- a. a concurrent analysis
  - b. a meta-analysis
  - c. a narrative analysis
  - d. a descriptive analysis

ANS: B                      PTS: 1                      REF: 46                      BLM: Remember

120. When do researchers request informed consent from participants?
- a. All participants in any study must give informed consent.
  - b. A deep and fulsome description of the research must be given before seeking consent if deception is used.
  - c. In observational studies, consent may not be required.
  - d. In observational research with minors, consent is required.

ANS: B                      PTS: 1                      REF: 48                      BLM: Remember

121. Which of the following is the *most* accurate ordering of events in an experiment?
- a. deception, informed consent, debriefing
  - b. informed consent, debriefing, deception
  - c. debriefing, deception, informed consent
  - d. informed consent, deception, debriefing

ANS: D                      PTS: 1                      REF: 47-49                      BLM: Higher order

122. The research study by Ramirez-Esparza and others (2009) investigated the sociability of Mexican and American participants. What did the results reveal?
- a. Mexican and American participants provided self-ratings of sociability that were equally high.
  - b. American participants were far more sociable than Mexican participants, but only on behavioural measures.
  - c. Mexican participants were far more sociable than American participants, but only on behavioural measures.
  - d. Mexican and American participants provided equal sociability on behavioural measures.

ANS: C                      PTS: 1                      REF: 48                      BLM: Remember

123. What do researchers call the disclosure made to participants after research procedures are completed, in which the researcher explains the purpose of the research?
- a. informed consent
  - b. explanatory statement
  - c. experimenter expectancy effects
  - d. debriefing

ANS: D                      PTS: 1                      REF: 48                      BLM: Remember

124. What is the value of the scientific method to social psychology?
- The scientific method clarifies the types of questions that social psychologists choose to ask.
  - The scientific method can reduce the influence of personal beliefs in social psychology research.
  - The scientific method determines the statistical techniques used to analyze a problem.
  - The scientific method affects the research techniques used to address a particular issue.

ANS: B                      PTS: 1                      REF: 49                      BLM: Remember

125. How do social psychology researchers deal with concerns about experimenter bias in their research?
- By requiring that research is evaluated by a research ethics board, current researchers have few concerns about experimenter bias.
  - Experimenter bias is removed by statistical analysis of the data.
  - Social psychology research is devoid of experimenter bias.
  - Scientific methods reduce but do not eliminate experimenter bias in social psychology.

ANS: D                      PTS: 1                      REF: 49                      BLM: Higher order

## ESSAY

1. Explain the difference between random sampling and random assignment, and indicate how these procedures affect a study's internal and external validity.

ANS:

A random sample meets the requirement that all members of the target population have an equal chance of being selected for the sample. Random samples are particularly attractive because they are more representative than other samples (such as convenience samples) of the populations from which they are taken. Moreover, because representative samples allow one to generalize the findings of a study to the larger population, random sampling increases external validity. Random assignment is a procedure that is only relevant when conducting an experiment; in this case, members of the sample (who have already been chosen, randomly or not) have an equal chance of being assigned to any of the experimental conditions. This procedure assures that, on average, members of experimental groups are equivalent in all ways except for the independent variable. Because this condition allows one to infer that the independent variable caused the dependent variable, random assignment increases internal validity.

PTS: 1

2. What are the advantages and the primary disadvantage of doing correlational research rather than experiments? Give an example of two variables that you think probably are negatively correlated with each other. Explain why you think so.

ANS:

An important advantage of doing correlational research rather than experiments is that correlational research can study associations of naturally occurring variables that cannot be manipulated or induced, such as participants' gender, age, race, height, etc. Correlational research can examine phenomena that would be difficult or unethical to create for research purposes, such as certain kinds of violence, love, abuse of alcohol, etc. Correlational research also offers more flexibility than experiments in which variables are measured, as in the field, using archives, through national surveys, etc. The primary disadvantage of doing correlational research rather than experiments is that a correlation cannot demonstrate causation. That is, correlations cannot demonstrate cause-and-effect relationships between variables. A well-designed experiment, in contrast, can demonstrate that changes in one variable can cause a change in another variable. Two variables are negatively correlated if as one variable increases the other decreases. One pair of variables that should be negatively correlated with each other is the amount of time spent studying and the number of courses failed. As the amount of time one spends studying increases, the number of courses one fails should decrease.

PTS: 1

3. What are the two essential characteristics of an experiment? Why, and how, is each of these important for the internal validity of the experiment?

ANS:

One essential characteristic of an experiment is that the researcher has control over the experimental procedures. The researcher manipulates the variables of interest and keeps all else uniform. That is, all participants should be treated exactly the same way—except for the manipulations that the experimenter is investigating. The other essential characteristic of an experiment is that all participants are assigned randomly to the different conditions. Because of random assignment, at the beginning of the study there should be no difference among the participants, on average, as a function of the condition to which they were assigned. Internal validity is the degree to which there can be reasonable certainty that the independent variables in an experiment caused the effects obtained on the dependent variable. By having a great deal of control over the experimental procedures, researchers can help ensure that the only differences between conditions are the manipulations themselves and not some other factors. If other factors vary along with the independent variables, then it is less clear that the independent variables are the cause of any differences found in the dependent variable, thereby reducing the internal validity of the experiment. Even if the researcher has a great deal of control and ensures that the only differences in the treatment received by the participants across conditions are the manipulations of the independent variables, it is possible that the participants in one condition are different from the participants in other conditions in important ways. If this is the case, the differences found in the dependent variable may be a function of these other differences, rather than the result of the manipulations. If the participants are randomly assigned to the conditions, however, the chances that the participants differed in ways other than those created by the manipulations become very improbable. Differences found in the dependent variable can thus be attributed to the manipulations of the independent variables rather than to pre-existing differences among the participants, thereby creating internal validity.

PTS: 1

4. Imagine that some researchers are interested in university students' self-reports about their reactions to various stressful situations. Rather than simply asking the students to recall various stressful situations and their reactions to them, the researchers want to reduce the time between the students' self-reports about the situations and the actual situations themselves. Describe two methods that have been developed by social psychologists that could serve this purpose.

ANS:

The textbook describes three such methods: interval-contingent, signal-contingent, and event-contingent. Using the interval-contingent method, the researchers would have the students report their experiences at regular intervals, such as once a day. Using the signal-contingent method, the researchers would ask the students to report their experiences as soon as possible after being signalled to do so, as with a beeper. Using the event-contingent method, the researchers would ask the students to report on a designated set of events as soon as possible after such events occurred; for example, the students might be asked to report their experiences as soon as possible after being confronted with a stressful situation.

PTS: 1

5. What is informed consent? What is debriefing? Why are they important in conducting research in social psychology? What is the responsibility of research ethics boards?

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ANS:

Informed consent is the individual's deliberate, voluntary decision to participate in research, based on the researcher's description of what will be required during such participation. Individuals must be given enough information about the research in order to make an informed decision about whether or not they wish to participate. Debriefing is a disclosure, made to participants after research procedures are completed, in which the researcher explains the purpose of the research, attempts to resolve any negative feelings, and emphasizes the scientific contribution made by individuals' participation. Both informed consent and debriefing are very important in protecting the welfare of the individuals who participate in the research. Informed consent, for example, is critically important from an ethical perspective. Human participants should know what the possible risks and dangers are of participating in some research before they agree to do so. The debriefing is also important from an ethical perspective. During the debriefing the researcher should attempt to make the participants feel good about having participated in the research, and any possible negative effects of having been in the study should be eliminated. Research ethics boards exist at all institutions that seek federal funding for research involving human participants. Their responsibility is to review research proposals to ensure that the physical and psychological welfare of the individuals who participate in the proposed research will be protected.

PTS: 1