

Chapter 1

Introducing Social Psychology

True/False Questions

1. Social psychology is the scientific study of how we feel about, think about, and behave toward the other people around us.
True; Easy
2. Social neuroscience is the study of how our social behavior both influences and is influenced by the activities of our brain.
True; Easy
3. Lewin's equation indicates that the behavior of a given person at any given time is a function of the characteristics of the person rather than the influence of the social situation.
False; Moderate
4. People have a tendency to help others without harming their own interests. This tendency refers to kin selection.
False; Moderate
5. Social support refers to the comfort that we receive from the people around us.
True; Easy
6. "I like the individualistic ideologies." This statement indicates an attitude.
True; Moderate
7. Emotions are long-lasting mental and physiological feeling states of individuals.
False; Easy
8. We experience emotions only when things are out of the ordinary or unusual.
True; Moderate
9. Robert finds out that the findings of a research are consistent with his ideologies and beliefs. Due to this, he recommends the research to all his friends. This situation exemplifies the hindsight bias.
False; Difficult
10. The tendency to think that we could have predicted something that we probably would not have been able to predict is called the hindsight bias.
True; Easy
11. Behavioral measures are measures in which individuals are asked to respond to questions posed by an interviewer or on a questionnaire.
False; Easy
12. Correlational research design is used to create a snapshot of the current state of affairs.
False; Moderate

13. Researchers should frame hypotheses that are falsifiable.
True; Moderate
14. Common-causal variables are variables that are not part of the research hypothesis
True; Easy
15. Dependent variables are the situations that are created by the experimenter through experimental manipulations.
False; Easy

Multiple Choice Questions

1. Charles, a psychology professor tells his students that an individual's social behavior influences and is influenced by the activities of his or her brain. The professor tells the students that they will study about such influences in the course that they are taking. Identify the course that Charles's students are taking.
- Social neuroscience
 - Cognitive neuroscience
 - Social cognitive science
 - Affective neuroscience
- a; Easy**
2. Which of the following refers to an understanding of how our knowledge about our social worlds develops through experience and the influence of these knowledge structures on memory, information processing, attitudes, and judgment?
- Social neuroscience
 - Social cognition
 - Social intelligence
 - Communal intelligence
- b; Easy**
3. Robert wants to develop a deep understanding of the dynamic relationship between individuals and the other people around them. Robert can achieve this by studying _____.
- Sociophysiology
 - Social psychology
 - Sociobiology
 - Evolutionary biology
- b; Moderate**
4. Which of the following refers to the process through which other people change our thoughts, feelings, and behaviors and through which we change theirs?
- Social influence
 - Social cognition
 - Social intelligence
 - Social adaptation
- a; Easy**
5. Penny has certain powers over Mitchell. Using these powers she tries to change Mitchell's behaviors. This is an example of using

- a. Social adaptation
- b. Social intelligence
- c. Social cognition
- d. Social influence

d; Moderate

6. Richard's friends' behaviors are often subject to the positivity that Richard displays. He often helps his friends change their negative behaviors. Which of the following occurs when someone actively attempts to change others' behaviors?

- a. Social cognition
- b. Social influence
- c. Social intelligence
- d. Social adaptation

b; Easy

7. Lewin's equation indicates that _____.

- a. a person's success or failure is not a function of his personal characteristics
- b. behavior of a person is a function of person variables and situation variables
- c. people are born with skills and they can use these skills under all circumstances
- d. social situation is not a strong influence in determining person characteristics

b; Moderate

8. Darren works as a supervisor in a manufacturing company. Darren has been a top performer for the organization. Which of the following statements that describes Darren's performance is consistent with Lewin's equation?

- a. Anyone, with the same self-motivation can perform like Darren.
- b. Hard work is the only secret behind Darren's success.
- c. Self-motivation and favorable work environment caused Darren's success.
- d. Anyone can perform like Darren if given the same kind of work atmosphere.

c; Difficult

9. Which of the following is a valid observation about Lewin's equation?

- a. It declares that a person's success or failure is not a function of his or her personal characteristics.
- b. It shares the view that people are not born with skills to behave in a certain manner.
- c. It shares the idea that internal factors, rather than external factors cause behaviors.
- d. It indicates that behavior of a person is a function of person variables and situation variables.

d; Moderate

10. Which of the following refers to the assumption that human nature, including much of our social behavior, is determined in large part by our evolutionary past?

- a. Evolutionary adaptation
- b. Kin selection
- c. Evolutionary selection
- d. Evolutionary intelligence

a; Easy

11. Which of the following terms refers to the extent to which having a given characteristic helps an individual organism survive and reproduce at a higher rate than do other members of the species who do not have the characteristic?

- a. Self-concern
 - b. Kin
 - c. Fitness
 - d. Other-concern
- c; Easy**

12. Scientists believe that human beings' social behavior depends on the evolutionary history of the species. This belief refers to _____.
- a. Evolutionary selection
 - b. Evolutionary adaptation
 - c. Kin selection
 - d. Evolutionary intelligence

b; Moderate

13. Choose the correct answer based on the statements below.

Statement 1: Human beings experience fear of failure.

Statement 2: Fear of failure makes human beings fitter.

- a. Fear of failure will not survive over time in human beings if both the statements are true.
- b. Fear of failure will survive over time in human beings if statement 2 is true
- c. Fear of failure will not survive over time in human beings if statement 2 is true
- d. Fear of failure will survive over time in human beings if both the statements are false.

b; Difficult

14. Individuals have a tendency to affiliate with, accept, and be accepted by the people around them. This tendency refers to their _____.

- a. self-concern
- b. social power
- c. self esteem
- d. other-concern

d; Moderate

15. Human beings have a tendency to protect individuals who are genetically related to us. We try to protect our siblings, parents, and other relatives. Which of the following terms refers to our tendency to protect our relatives?

- a. Evolutionary selection
- b. Other-concern
- c. Kin selection
- d. Evolutionary adaptation

c; Moderate

16. Which of the following is the most important outcome observed when an individual engages in kin selection?

- a. Reduced other-concern for the individual who engages in kin selection
- b. Survival of the individual who engages in kin selection
- c. Increased self control for the individual who engages in kin selection
- d. Survival of the group, to which the individual belongs, as a whole

d; Moderate

17. Which of the following actions of an individual exemplifies kin selection?

- a. Andrea donates her kidney to her brother.
- b. Ryan lives in an apartment with his relatives.

- c. Anderson helps his friends to increase his social status.
- d. Jennifer establishes a family by marrying Charles.

a; Moderate

18. You tend to accept social norms and follow your peers to be accepted by them more generally. This tendency is referred to as _____.
- a. other-concern
 - b. kin selection
 - c. self-concern
 - d. evolutionary adaptation

a; Moderate

Choose the correct answer for questions 19-21 based on the table below.

Statement 1	Statement 2	Statement 3	Statement 4
Individuals have a tendency to protect themselves and their family members	Individuals have a tendency to be accepted by others in the society.	Individuals live in communities and cities and work together in groups.	Individuals put themselves first when they encounter problems.

19. Identify the statements that refer to other-concern.

- a. Statements 1 and 2
- b. Statements 3 and 4
- c. Statements 1 and 4
- d. Statements 2 and 3

d; Difficult

20. Identify the statements that refer to self-concern.

- a. Statements 1 and 2
- b. Statements 3 and 4
- c. Statements 1 and 4
- d. Statements 2 and 3

c; Difficult

21. Statement 2 refers to individuals' _____.

- a. other-concern
- b. self-esteem
- c. social-control
- d. fitness-alarm

a; Easy

22. Which of the following best describes the term social support?

- a. Self sacrifices by individuals to help a community grow.
- b. Our ability to convince others about the collective needs.
- c. The comfort that we receive from the people around us.
- d. Our ability to convince others about our strengths.

c; Easy

23. Nelson feels happy and comfortable when he is with his family members. This comfort that Nelson is experiencing is referred to as _____.

- a. social adaptation

- b. other-concern
 - c. self-concern
 - d. social support
- d; Moderate**

24. Fred works in a manufacturing firm as a project manager. He has handled more than fifty projects. Fred is married to Jennifer and the couple has three children. Fred is likely to report being happy if he _____.

- a. children are financially dependent on him
- b. has only a few intimate friends
- c. enjoys strong social support
- d. faces moderate conflicts in his family

c; Moderate

25. Joseph feels that he is being ignored by his friends and his colleagues. He often feels that many of his close ones have cheated him. These aspects can be best referred to as _____.

- a. social oration
- b. social disclosure
- c. social support
- d. social exclusion

d; Moderate

26. John is a member of the Amish religion. He follows a lifestyle that is not consistent with the Amish lifestyle. Others in the religion place him under a Meidung. Under the Meidung, John will _____.

- a. have to attend the church regularly
- b. be subject to frequent assaults
- c. be a servant of the Church
- d. not be spoken to by community members

d; Moderate

27. _____ represents a group of people, normally living within a given geographical region, who share a common set of _____, including religious and family values and moral beliefs.

- a. Norms; social norms
- b. Kin; cultures
- c. Culture; social norms
- d. Custom; religions

c; Easy

28. The members of a society tend to behave in ways that are shared by other members and perceived by them as appropriate. Such shared beliefs are referred to as _____.

- a. other-concerns
- b. culture blocks
- c. social norms
- d. collectivist ideals

c; Moderate

29. Which of the following statements, if true, would strengthen the ideologies of collectivism?

- a. Research has shown that achievement oriented individuals tend to have more success than others.

- b. Studies have shown that nations that are oriented toward interdependence have shown more growth than the other nations.
- c. Studies have shown that setting only group goals will reduce the self-esteem of the people who work hard for the success of the group.
- d. Research has shown that people who set materialistic goals work harder to achieve success.

b; Difficult

30. Which of the following terms refers to the cultural norms that indicate that people should be oriented toward interdependence?
- a. Individualism
 - b. Voluntarism
 - c. Materialism
 - d. Collectivism

d; Easy

31. In Japan, children are taught to focus on developing relationships with others and be responsible to one's family. Identify the social norm that Japan is following.
- a. Voluntarism
 - b. Collectivism
 - c. Materialism
 - d. Individualism

b; Moderate

32. _____ refers to the mental activity of processing information and using that information in judgment.
- a. Conduct
 - b. Affect
 - c. Behavior
 - d. Cognition

d; Easy

33. You often think about the people around you. You also create knowledge about them by understanding them. This process is referred to as _____.
- a. social cognition
 - b. kin selection
 - c. evolutionary adaptation
 - d. social screening

a; Moderate

34. Which of the following terms refers to a knowledge representation that includes information about a person or group?
- a. Schema
 - b. Cognition
 - c. Affect
 - d. Emotion

a; Easy

35. Jonathan tells his friend: "I dislike ice creams." This statement indicates Jonathan's _____ toward ice creams.
- a. cognition

- b. attitude
 - c. mood
 - d. self-concern
- b; Moderate**

36. Choose the correct answer based on the statements below.

Statement 1: The Japanese have a welcoming culture.

Statement 2: I like the nations that exhibit welcoming behaviors.

- a. Statement 1 indicates a schema whereas statement 2 indicates an attitude.
- b. Both the statements are indicative of the attitudes of an individual.
- c. Statement 1 indicates an attitude whereas statement 2 indicates a schema.
- d. Both the statements point to a schema and an attitude.

a; Difficult

37. Which of the following is a valid observation of social cognition?

- a. It involves a passive interpretation of events.
- b. It involves thinking about other people.
- c. It refers to an individual's self concept.
- d. It refers primarily to our liking or disliking of something.

b; Moderate

38. Choose the correct answer based on the events described below.

Event 1: We need to judge an individual.

Event 2: We have to form schemas and attitudes of the individual.

- a. Event 2 will occur quickly if event 1 has already occurred.
- b. Event 1 and event 2 are not related to each other.
- c. Event 2 can occur only after the occurrence of event 1.
- d. Event 2 will occur quickly if event 1 has not occurred.

a; Difficult

39. Which of the following terms refers to the feelings that we experience as part of our everyday lives?

- a. Conduct
- b. Cognition
- c. Affect
- d. Behavior

c; Easy

40. Individuals may find them happy, sad, jealous, grateful, proud, or embarrassed during a day. These feelings experienced each day are known as the individuals' _____.

- a. behavior
- b. conduct
- c. affect
- d. cognition

c; Easy

41. Which of the following terms refers to the positive or negative feelings that are in the background of our everyday experiences?

- a. Behaviors
- b. Emotions
- c. Cognitions

d. Moods
d; Easy

42. Bobby is in a good mood. Which of the following observations is likely to be true about Bobby?

- a. He will prefer to stay within himself.
- b. Bobby's creativity will diminish.
- c. His thought processes will open up.
- d. Bobby's cognitive processes will be weak.

c; Moderate

43. Brief, but often intense, mental and physiological feeling states are called _____.

- a. affects
- b. cognitions
- c. emotions
- d. moods

c; Easy

44. Powell is in a state of gloominess after failing in a test that he took recently. He feels intensely worried for a short period of time. The feelings that Powell is experiencing is an example of a(n) _____.

- a. emotion
- b. affect
- c. cognition
- d. mood

a; Moderate

45. Which of the following is a valid observation of human emotions?

- a. Emotions are caused by specific events.
- b. Emotions are longer lived in comparison to moods.
- c. Emotions will not create intense feelings.
- d. Emotions are characterized by low levels of arousal.

a; Easy

46. Jimmy and Emily are married to each other. They care for each other and show affection toward each other. They also share each other's worries. Which of the following refers to this act of sharing positive and negative outcomes?

- a. Kin selection
- b. Altruism
- c. Social influence
- d. Social exchange

d; Difficult

47. The sharing of goods, services, emotions, and other social outcomes is known as _____.

- a. social influence
- b. altruism
- c. social exchange
- d. kin selection

c; Easy

48. You often help people around you with the expectation of a return of benefits at a future time. Which of the following refers this tendency?

- a. Social influence
- b. Social cognition
- c. Kin selection
- d. Reciprocal altruism

d; Moderate

49. After taking a psychology test you identify that you have an achievement oriented personality. You think that you would have predicted this result without this test although it may not have been the case. This tendency to think that we could have predicted something that we probably would not have been able to is called _____.

- a. distinction bias
- b. affective bias
- c. hindsight bias
- d. experimenter's bias

c; Moderate

50. Vincent experiences hindsight bias after taking a test to determine his personality type. Vincent is likely to believe that _____.

- a. the test was not necessary at all
- b. he should recommend the test to others
- c. the test benefitted him immensely
- d. he should take the test once again

a; Difficult

51. After reading a description of research findings, you think that the researcher wasted his time to find out some facts that were obvious. This is an example of _____ bias.

- a. experimenter's
- b. affective
- c. hindsight
- d. social comparison

c; Moderate

52. The outcome of an empirical study will be based on _____.

- a. researchers' ability to distinguish facts that are obvious
- b. collection of data that exists within a system for independent scrutiny
- c. researchers' commonsensical conclusions and judgments
- d. collection and systematic analysis of observable data

d; Easy

53. Characteristics that researchers try to measure using an empirical approach are known as _____.

- a. behavioral measures
- b. conceptual variables
- c. cognitive measures
- d. operational variables

b; Easy

54. The particular method that we use to measure a variable of interest in an empirical study is called a(n) _____.

- a. operational definition
- b. conceptual measure
- c. systemic definition
- d. behavioral measure

a; Easy

55. Troy works for a construction company. He takes a test that contains such questions as the following:

1. I enjoy working with the new project manager.

Strongly disagree 1 2 3 4 5 6 Strongly agree

2. I am able to communicate well with the new project manager.

Strongly disagree 1 2 3 4 5 6 Strongly agree

This test is an example of a(n) _____ measure.

- a. operational
- b. behavioral
- c. observational
- d. self-report

d; Difficult

56. Sarah joins an organization as an employee relationship manager. Instead of asking the employees how interactive Sarah is, the management measures her effectiveness by assessing how much time she spends with the employees and by observing her body language during the interactions. The organization is using a(n) _____ measure in this case.

- a. investigative
- b. behavioral
- c. statistical
- d. self-report

b; Moderate

57. Which of the following is a potential disadvantage of using self-report measures?

- a. Self-report measurement methods involve complicated procedures and steps.
- b. Such measures do not provide participants' answers to the operational definitions.
- c. Self-report measurement methods cannot be included in a survey.
- d. People's insights into their own opinions and behaviors need not be perfect.

d; Easy

58. You are conducting a study to assess people's attitude toward a certain person. However, you believe that the participants will be indistinct about their opinion of the person. Which of the following measures will be most suited in this situation?

- a. Self-report measure
- b. Surveying measure
- c. Behavioral measure
- d. Questioning measure

c; Difficult

59. _____ measures are designed to directly assess what people do.

- a. Self-report
- b. Survey
- c. Behavioral

d. Questioning
c; Easy

60. Which of the following is the major purpose for which Electroencephalography is used on psychological studies?
- a. To prepare an individual for a self-report measure
 - b. To introduces biases in the thoughts of individuals
 - c. To change the structure of an individual's brain
 - d. To measure the thoughts and feelings of individuals
- d; Easy**

61. Which of the following is a major disadvantage of using Electroencephalography (EEG) in psychological studies?
- a. It does not provide a very clear picture of the structure of the brain.
 - b. It cannot be used to assess the brain wave patterns of individuals.
 - c. It is not useful in measuring the brain activity in children.
 - d. It cannot be used by researchers to observe changes over very fast time periods.
- a; Easy**

62. Justin wants to conduct a study based on the signals from the brain. He selects Functional magnetic resonance imaging (fMRI) ahead of Electroencephalography (EEG). Which of the following will most likely be the reason behind this selection?
- a. Unlike fMRI, EEG cannot provide information about the general patterns of electrical activity within the brain.
 - b. Unlike fMRI, EEG does not allow the researcher to see these changes quickly as they occur in real time.
 - c. Unlike EEG, fMRI provides brain images that are very specific.
 - d. Unlike EEG, fMRI does not use a magnetic field to create images of brain structure.
- c; Moderate**

63. You are planning to conduct a research to study the behaviors of people who visit a shopping center. You need to obtain a complete picture of what is occurring at a given time. You also plan to develop questions for a survey, which you are planning to conduct subsequently, based on this research. Identify the research design that is best suited for this situation?
- a. Observational
 - b. Experimental
 - c. Statistical
 - d. Correlational
- a; Moderate**

64. Statement 1: You want to conduct a study to assess the relationships between and among two variables.
Statement 2: You need to draw inferences about the causal relationships between and among the two variables by using the study.
Correlational research design is suitable in this case if _____.
- a. both the statements are true
 - b. only statement 1 is true
 - c. only statement 2 is true
 - d. both the statements are false
- b; Difficult**

65. You are planning to conduct a research to assess the causal impact of an experimental manipulation on a dependent variable. Experimental research design will be best suited in this situation if you need to _____.
- a. choose an inexpensive design
 - b. manipulate many important variables
 - c. manipulate only two variables
 - d. finish the study in less time

c; Moderate

66. Which of the following research designs is best suited to study the causal impact of experimental manipulations on a dependent variable?
- a. Correlational
 - b. Statistical
 - c. Observational
 - d. Experimental

d; Easy

67. In order to study the behavior of students in a class, Alan watches them by using a video camera fitted in the class room. This is an example of _____ research.
- a. observational
 - b. experimental
 - c. correlational
 - d. statistical

a; Difficult

68. Which of the following refers to a statement about the relationship between or among the variables of interest and also the specific direction of that relationship?
- a. Mission statement
 - b. Research hypothesis
 - c. Causal statement
 - d. Validity hypothesis

b; Easy

69. Danny is performing a study on employee behaviors. The hypothesis that he formed is specific and can be rejected or accepted based on available evidence. This means that the hypothesis is _____.
- a. unstable
 - b. falsifiable
 - c. invalid
 - d. artificial

b; Moderate

70. Which of the following types of researches is conducted to search for and to test hypotheses about the relationships among two or more variables?
- a. Experimental
 - b. Correlational
 - c. Observational
 - d. Behavioral

b; Easy

71. Which of the following is a likely value that correlation coefficient can have?

- a. 0.8
- b. 1.5
- c. -6.0
- d. 10.0

a; Easy

72. _____ variables are variables that are not part of the research hypothesis, but which lead to both the predictor and the outcome variable, and thus produce the observed correlation between them.

- a. Observational
- b. Conceptual
- c. Self-report
- d. Common-causal

d; Easy

73. Which of the following refer to the variables that are created by the experimenter through the experimental manipulations?

- a. Conceptual variables
- b. Causal variables
- c. Independent variables
- d. Common-causal variables

c; Easy

74. An organization decides to conduct an experimental research to identify the factors that influence productivity in an organization. In this study, productivity is a(n) _____ variable.

- a. dependent
- b. independent
- c. causal
- d. common-causal

a; Difficult

75. Which of the following refers to the variable that is measured after the manipulations have occurred in an experimental research?

- a. Conceptual variables
- b. Independent variables
- c. Common-causal variables
- d. Dependent variables

d; Easy

76. Norman is conducting a research to determine the level of customer satisfaction caused by such variables as product performance and employee behavior. In this study, employee behavior is used as a(n) _____ variable.

- a. common-causal
- b. dependent
- c. independent
- d. conceptual

c; Difficult

77. You conduct a research to identify factors that determine the perceptual process in human beings. You consider such variables as intelligence, cognitive ability, and emotional

intelligence. Which of the following refers to the confidence with which you can frame a causal relationship between these variables?

- a. External validity
- b. Procedural validity
- c. Behavioral validity
- d. Internal validity

d; Moderate

78. _____ validity refers to the confidence with which we can draw conclusions about the causal relationship between the variables.

- a. Behavioral
- b. Internal
- c. External
- d. Procedural

b; Easy

79. Martha is a project manager at Calto Solutions. She wants to study the impact that such variables as work atmosphere, tools available, and employee intelligence have on productivity. Which of the observations of this situation is true?

- a. Two-variable model is best suited for this situation.
- b. Factorial research designs are best suited for this situation.
- c. Factorial research designs can be used in this case if only two variables are analyzed at a time.
- d. Factorial research designs can be used in this case if only three variables are analyzed at a time.

b; Difficult

80. Which of the following is a valid observation about a factorial research design?

- a. It can have two or more independent variables.
- b. It cannot be used to study the relationship between more than two variables.
- c. It must have more than one dependent variable.
- d. It can have only one independent variable.

a; Easy

81. _____ validity refers to the extent to which relationships can be expected to hold up when they are tested again in different ways and for different people.

- a. Behavioral
- b. External
- c. Procedural
- d. Operational

b; Easy

82. Which of the following is a statistical procedure in which the results of existing studies are combined to determine what conclusions can be drawn on the basis of all of the studies considered together?

- a. Behavioral analysis
- b. Meta analysis
- c. Self-reporting
- d. Observational analysis

b; Easy

83. In the scientific approach of conducting research, data is interpreted according to its _____ and the results of many studies may be combined using _____.
- validity; meta-analysis
 - attribution; non behavioral analysis
 - attribution; meta-analysis
 - validity; non behavioral analysis
- a; Moderate**
84. Ryan conducts a series of studies to analyze the factors that influence organizational productivity. After completing the studies, he performs meta-analysis. Identify the reason why Ryan used meta-analysis.
- In order to correct an error observed in one of the studies.
 - In order to create a survey based on the studies that he conducted.
 - In order to select one study from all the studies that he conducted.
 - In order to reconfirm the accuracy of the tests that he conducted.
- d; Moderate**

Short Answer Questions

- Define social psychology.
Social psychology is the scientific study of how we feel about, think about, and behave toward the other people around us, and how our feelings, thoughts, and behaviors are influenced by those others.
Easy
- What is social cognition?
Social cognition refers to an understanding of how our knowledge about our social worlds develops through experience, and the influence of these knowledge structures on memory, information processing, attitudes, and judgment.
Easy
- What is social neuroscience?
Social neuroscience is the study how our social behavior both influences and is influenced by the activities of our brain.
Easy
- Do you think our behaviors are affected by other people with whom we interact every day? Explain.
Our behaviors are profoundly influenced by the social situation—the other people with whom we interact every day. The social situation includes our friends and family, our fraternity or sorority brothers and sisters, our religious groups, the people we see on TV and read about or interact with on the web, as well as people we think about, remember, or even imagine
Moderate
- What is social influence
Social influence refers to the process through which other people change our own thoughts, feelings, and behaviors, and through which we change theirs.
Easy
- What does Lewin's equation indicate?

Kurt Lewin formalized the joint influence of person variables and situational variables, which is known as the person-situation interaction, in an important equation:

Behavior = f (person, social situation)

Lewin's equation indicates that the behavior of a given person at any given time is a function of (depends upon) both the characteristics of the person and the influence of the social situation.

Moderate

7. What is fitness in evolutionary terms? How does it help individuals?
In evolutionary theory, fitness refers to the extent to which having a given characteristic helps the individual organism survive and reproduce at a higher rate than do other members of the species who do not have the characteristic. Fitter organisms pass on their genes more successfully to later generations, making the characteristics that produce fitness more likely to become part of the organism's nature than are characteristics that do not produce fitness.

Moderate

8. What is social support?
Social support refers to the comfort that we receive from the people around us—for instance, our family, friends, classmates, and co-workers.

Easy

9. Describe ABCs of social psychology.
Social psychology is based on the ABCs of affect, behavior, and cognition. In order to effectively maintain and enhance our own lives through successful interaction with others, we rely on three basic, but also interrelated, human capacities: (1) Affect (feelings), (2) behavior (interactions), and (3) cognition (thought).

Moderate

10. What is social cognition?
Social cognition is cognition that relates to social activities, and which helps us understand and predict the behavior of ourselves and others.

Easy

11. Explain how schemas and attitudes influence our social behavior.
A schema is a knowledge representation that includes information about a person or group (for instance our knowledge that Joe is a friendly guy or that Italians are romantic). An attitude is a knowledge representation that includes primarily our liking or disliking of a person, thing, or group ("I really like Julie;" "I dislike my new apartment"). Once we have formed them, both schemas and attitudes allow us to judge quickly and without much thought whether someone or something we encounter is good or bad, helpful or hurtful, to be sought out or avoided. Thus schemas and attitudes have an important influence on our social information processing and social behavior.

Moderate

12. Is affect harmful to individuals? Explain.
Affect refers to the feelings we experience as part of our everyday lives. As our day progresses, we may find ourselves feeling happy or sad, jealous or grateful, proud or embarrassed.
Although affect can be harmful if it is unregulated or unchecked, our affective experiences normally help us to function efficiently and in a way that increases our chances of survival. Affect signals us either that everything is in good shape or that things are not going so well.

Affect can also lead us to engage in behaviors that are appropriate to our perceptions of a given situation. When we are happy we may seek out and socialize with others, when we are angry we may attack, and when we are fearful we are more likely to run away.

Difficult

13. Compare and contrast emotions with moods.

Emotions are brief, but often intense, mental and physiological feeling states. In comparison to moods, emotions are shorter lived, stronger, and more specific forms of affect. Emotions are caused by specific events, and they are accompanied by high levels of arousal. Whereas we experience moods in normal, everyday situations, we experience emotions only when things are out of the ordinary or unusual.

Difficult

14. Do you think social psychology is just common sense? Explain your answer.

Social psychology is, in part, common sense. However, it is not entirely common sense. Some aspects that are supported by common sense are often disproved by scientific research on psychology. Hindsight bias also makes people think that is just common sense. Social psychologists conduct research because it often uncovers results that could not have been predicted ahead of time.

Difficult

15. What are self-report measures?

Self-report measures are measures in which individuals are asked to respond to questions posed by an interviewer or on a questionnaire.

Easy

16. What is a research hypothesis? Provide an example.

A research hypothesis is a statement about the relationship between or among the variables of interest, and also the specific direction of that relationship.

The statement below is an example of a research hypothesis.

“People who are more similar to each other will be more attracted to each other.” Student examples will vary.

Moderate

17. What are common-causal variables?

Common-causal variables are variables that are not part of the research hypothesis, but which cause both the predictor and the outcome variable, and thus produce the observed correlation between them.

Easy

18. Compare and contrast dependent variables with independent variables.

Independent variables refer to the situations that are created by the experimenter through the experimental manipulations and dependent variable refers to the variable that is measured after the manipulations have occurred.

Moderate

19. Explain why scientists use factorial research designs.

Factorial research designs are experimental designs that have two or more independent variables. By using a factorial design the scientist can study the influence of each variable on the dependent variable as well as how the variables work together to influence the dependent variable.

Moderate

20. Why do researchers conduct Meta-analysis?

In some cases researchers may test their hypotheses, not by conducting their own study, but rather by looking at the results of many existing studies, using a meta-analysis—a statistical procedure in which the results of existing studies are combined to determine what conclusions can be drawn on the basis of all of the studies considered together.

Moderate

Fill in the Blanks

1. _____ is the study how our social behavior both influences and is influenced by the activities of our brain
Social neuroscience; Easy
2. _____ refers to the comfort that we receive from the people around us.
Social support; Easy
3. _____ refers to the feelings we experience as part of our everyday lives
Affect; Easy
4. Measure designed to directly measure an individual's actions are called _____.
Behavioral measures; Easy
5. _____ refers to the extent to which changes in the dependent variable in an experiment can confidently be attributed to changes in the independent variable.
Internal validity; Easy

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

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 is a likely relationship between learning and social cognition?

- a. Both cause temporary changes in individuals.
- b. Learning is a fundamental part of social cognition.
- 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 withdraws his attempt to climb on to the table. This is an example of _____ learning.

- a. operant
- b. respondent
- c. associational
- d. observational

a; Moderate

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 originated from previous experiences.

4. Identify the features that apply to instrumental 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 kid, 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 chocolates 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.

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 major disadvantage 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 media portrayals.

d; Moderate

11. James, a 6 year old kid, shows special affinity toward one of his teachers who look like her mother. Which of the following types of learning is the reason for this affinity?

- 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 initiated 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: mockery with negative effects
- c. Observational learning: imitation of negative behaviors
- d. Instrumental learning: low likeliness of sustained learning

c; Difficult

15. Which of the following is an example of observational modeling?
- a. A child studies well 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 a minority 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 is a trained driver.
 - c. Women are better drivers than men.
 - d. Men and women are equal in terms of driving capabilities.

c; Difficult

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 _____.
- accommodation
 - transformation
 - modification
 - assimilation

d; Easy

22. When existing schemas change on the basis of new information we call the process:
- accommodation.
 - assimilation.
 - transformation.
 - 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 _____.
- accommodation
 - adjustment
 - assimilation
 - compromise

a; Moderate

24. Which of the following is a process that involves changing new information to suit our expectations?
- accommodation
 - assimilation
 - transformation
 - restructuring

b; Easy

Choose the correct answers for questions 25-26 based on the following finding and the observations given within the questions.

Finding: Joseph was involved in a process of learning.

25. Observation 1: Joseph was exposed to new information.
Observation 2: Joseph accommodated the new information.
- Either observation 1 or observation 2 can prove the finding.
 - Both the observations are needed to prove the finding.
 - Observation 1 proves the finding but the statements together disprove the finding.
 - The given statements alone cannot prove or disprove the finding.

b; Difficult

26. Observation 1: Joseph was exposed to new information.
Observation 2: Joseph assimilated the new information.
- Either observation 1 or observation 2 can prove the finding.
 - Both the observations are needed to prove the finding.
 - Observation 1 proves the finding but the statements together disprove the finding.

- d. The given statements disprove the finding.
d; Difficult

27. 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

28. A student believes that she lacks the ability to perform in public debates. She often stays away from participating in debates due to this disbelief and rates her performances in debates low irrespective of the actual performance. This is an example of _____.

- a. confirmation bias
b. false consensus
c. inductive bias
d. attribution error

a; Moderate

29. 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 _____.

- a. inductive bias
b. false consensus
c. confirmation bias
d. attribution error

c; Moderate

30. 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

31. 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

32. 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

33. 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. Saliience	(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

34. 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 refers to this experience of varying openness?

- a. Representativeness heuristic
- b. Consensus bias
- c. Cognitive accessibility
- d. Counterfactual thinking

b; Difficult

35. 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

36. Schemas of an individual are particularly powerful when they are:

- a. initiating a task.
- b. tired.
- c. active.
- d. not learning.

b; Easy

37. Colorful or moving stimuli grab our attention more than the common stimuli. This observable fact is referred to as _____.

- a. availability heuristic
- b. counterfactual thinking
- c. saliience
- d. consensus bias

c; Easy

38. 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

39. 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

40. Sarah is taking a survey. The respondents are asked to fill in their address on the front page of the questionnaire. Sarah could quickly recollect and write down her address. Remembering address is an example of ____ cognition.
- a. thoughtful
 - b. attentive
 - c. automatic
 - d. controlled

c; Moderate

41. Which of the following could initiate automatic cognition?
- a. A new project that you undertake
 - 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

42. Which of the following statements is true of automatic cognition?
- a. It is an artificial response to a stimulus.
 - b. It is not an outcome of a learning process.
 - c. It occurs quickly and without much effort.
 - d. It is majorly observed in individuals with high intelligence quotient.

c; Easy

43. 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

44. Which of the following is an activity that requires controlled cognition?
- a. Recollecting your personal information
 - b. Performing a routine check of materials in a store
 - c. Using a calculator to multiply two numbers

d. Determining the scope of a project
d; Moderate

45. A group of students was asked to play a racing game. Another group was asked to play a slow moving game that simulates every day activities of human beings. After playing the game, the group that played the racing game seemed more active than the group worked on the simulation. Which of the following has caused this occurrence?

- a. Priming
- b. Controlled cognition
- c. False consensus
- d. False imagery

a; Difficult

46. Some of the schemas and attitudes that you come across are more easily reached than others. Which of the following terms refers to this effect?

- a. Cognitive accessibility
- b. Salience
- c. Counterfactual Thinking
- d. Availability Heuristic

a; Easy

47. Jones is an intelligent individual with many good qualities although he is short. However, because of this shortcoming, he feels inferior to his colleagues. This aspect of judging oneself with only one of the various attributes is called _____.

- a. salience
- b. controlled cognition
- c. adjustment
- d. false consensus bias

a; Moderate

48. Andrea is a highly aggressive saleswoman. Charles, Andrea's colleague, dislikes Andrea due to her excessive aggression. However, Andrea has always behaved well with Charles and the other colleagues. Which of the following terms refers to this act of judging one based on a single characteristic?

- a. Representativeness heuristic
- b. Availability heuristic
- c. Salience
- d. False consensus bias

c; Difficult

49. 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

50. 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

51. 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

52. 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

53. 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

54. You are heading for a football match and you know that your favorite team's captain has won ten tosses in a row. You are almost certain that your team's captain would lose the 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

55. 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
- c. Availability heuristic: abundance of information
- d. False consensus: slow responsiveness to stimuli

a; Moderate

56. We tend to make judgments according to how well the event matches our expectations. Which of the following terms refers to this effect?
- Representativeness heuristic
 - Automatic cognition
 - Saliency
 - Counterfactual thinking
- a; Easy**
57. 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.
- false consensus bias
 - base rate
 - inconsequentiality
 - cognitive accessibility
- d; Moderate**
58. Which of the following is most strongly associated with the concept of cognitive accessibility?
- Responsiveness to non-salient stimuli
 - Knowledge activation in memory
 - Judgments based on expectations
 - Inconsistent behavioral patterns
- b; Easy**
59. 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?
- Cognitive accessibility
 - Representativeness heuristic
 - Availability heuristic
 - False consensus bias
- c; Moderate**
60. 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?
- Availability heuristic
 - Counterfactual thinking
 - Representativeness heuristic
 - Anchoring and adjustment
- a; Moderate**
61. Identify the pair of sentences where statement 2 explains the phenomenon mentioned in statement 1.
- Statement 1: People experience availability heuristic.
Statement 2: People make decisions based on the ease of information retrieval.
 - Statement 1: People experience false bias.
Statement 2: People usually make decisions based on preconceptions.
 - Statement 1: People have low cognitive accessibility.
Statement 2: People base decisions on controlled cognition.
 - Statement 1: People engage in counterfactual thinking.
Statement 2: People tend to be pessimistic in their approaches.

a; Difficult

62. Arthur leads a team of fifteen people and makes decisions without consulting the members. Arthur believes that the decisions that he make are the best and his team members are happy with the decisions. However, his team members are not contented with many of Arthur's decisions. Arthur is experiencing a(n) _____.
- a. cognitive conflict
 - b. false consensus bias
 - c. representativeness heuristic
 - d. availability heuristic

b; Difficult

63. Milton is a strong follower of the republican ideologies. He believes the republican ideas are fundamental to any democracy. He finds it hard to understand why people follow other ideologies. Milton is stricken by _____.
- a. false consensus bias
 - b. representativeness heuristic
 - c. cognitive conflict
 - d. availability heuristic

a; Difficult

64. Which of the following is an example of 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 fake claim to obtain subsidies from the government.
 - d. An administrator makes decisions assuming that everyone agrees to it.

d; Moderate

65. 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 salient and accessible attitudes

d; Difficult

66. 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

67. 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 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**

68. Which of the following is most likely to evoke a false consensus?

- a. Judging one's sense of humor
- b. Deciding one's own attractiveness
- c. Making a career choice
- d. Judging the sincerity of a group

c; Moderate

69. 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

70. 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

71. 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

72. 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

73. 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 availability bias
- b. The process of mental anchoring
- c. The problem of cognitive dissonance
- d. The process of controlled thinking

a; Moderate

74. Which of the following statements describes the problem of anchoring and adjustment?
- People make controlled decisions as opposed to spontaneous decisions.
 - People offer more effort to perform a task than what is actually required.
 - People use multiple methods to analyze a situation in hand.
 - People fail to go beyond their negative expectations when making decisions.
- d; Easy**
75. Which of the following is a marketing situation where the anchoring phenomenon is used?
- The price of a product is \$49.95 instead of \$50.
 - Ten chocolates are bundled in a single box for sale.
 - A new model of passenger vehicle is offered at a very low price.
 - A product is sold at a premium price band.
- b; Moderate**
76. Counterfactual thinking: Dissatisfaction from events that did not occur. Which of the following is analogous to this relationship?
- Problem of anchoring and adjustment: Failure to prevent biases in judgments
 - Social cognition: Lack of sufficient mental activity
 - False consensus bias: Failure to perceive consensus among people
 - Overconfidence: inaccurate identifications of others
- a; Difficult**
77. "Get 16 portraits for only \$999." This banner appeared in front of shop. Which of the following effects is being used here?
- Overconfidence
 - Counterfactual thinking
 - Anchoring
 - False consensus
- c; Moderate**
78. 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?
- False consensus bias
 - Adjustment problem
 - Anchoring problem
 - Overconfidence
- d; Moderate**
79. Which of the following is a drawback of being overconfident in our own skills?
- It helps generate a negative outlook of the society.
 - It makes us concentrate more on our shortcomings.
 - It affects our judgments negatively.
 - It makes us less confident when facing problems.
- c; Easy**
80. Albert takes a logic test. He expects a high score but scores low in the test. This error in judgment is caused by _____.
- anchoring and adjustment
 - counterfactual thinking
 - false consensus bias
 - overconfidence

d; Moderate

81. Which of the following phenomena makes people invest their money in gambling though their chances of winning is pretty low?
- Representative heuristic
 - Controlled thinking
 - Anchoring
 - False consensus bias

a; Easy

82. You are planning to invest in an entrepreneurial venture. Which of the following would take place if you suffer from representative heuristic when making this decision?
- You will invest only low amounts in the business.
 - You will invest in more than one business vertical.
 - You will ignore the likeliness of the business's success.
 - You will invest in many companies to minimize your risks.

c; Difficult

83. DeShawn Fernandez 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?
- The witness was facing a false consensus bias.
 - The witness was biased due to overconfidence.
 - The witness used counterfactual thinking.
 - The convict was distressed of representative heuristic.

b; Difficult

84. People who watch violent television shows view the world as more dangerous. Which of the following explains this effect?
- Violence becomes a salient stimulus for them.
 - They become more aggressive by watching such shows.
 - They develop a false consensus bias after watching the shows.
 - People become less belligerent by watching such shows.

a; Moderate

85. You are preparing for an examination. One of the sections that you have to study is more difficult than the other sections. You spend more time studying this section and remain underprepared for the other sections. Which of the following is the psychological explanation of this occurrence?
- You have developed a false consensus bias toward that particular section.
 - The odd chapter appeared to be more salient to you.
 - You used controlled thinking to analyze the outcomes of the examination.
 - The preparation was faced with a process of anchoring and adjustment.

b; Difficult

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.

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.
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 than 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 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
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