

Exam 2

1. Which statement about our sensory memory (AKA our sensory store) is true?

- A. Information is stored in this stage after we store information in our short-term memory.
- B. It is said to have a capacity of about 7 items.
- C. It only involves our sense of vision.
- D. Most of the information in this store is quickly forgotten.

ANSWER: D

% Correct: 76.67%

Our sensory memory, considered the first stage of memory, is very unique. Its capacity is considered unlimited, and it is thought to involve in all of our senses that we're able to use in order to take in information. With that being said, most of the information attended to during this stage is quickly forgotten. The only information that stays in our memory after this stage is the information that we deemed relevant enough to process.

2. The tendency to remember the first items on a list is the ____ effect. The tendency to remember the last items is the _____ effect.

- A. recency...primacy
- B. primacy...recency
- C. retrograde...anterograde
- D. anterograde...retrograde

ANSWER: B

% Correct: 96.67%

This question deals with the serial position effect. The effect suggests that we retain information from stories, lists, or other combinations of information at different rates based on the information's location in the order of the presentation. Our ability to retain information at the beginning of these lists, stories, etc. is called the primacy effect. Our ability to retain information at the end of these lists, stories, etc. is called the recency effect.

3. Which of these was true of the patient H.M.?

- A. His memory problems resulted from a stroke that damaged his frontal cortex.
- B. He could not remember anything he had learned before the onset of his amnesia.
- C. He lost all short-term memory and implicit memory.
- D. His main deficit was an inability to form new long-term memories.

ANSWER: D

% Correct: 86.52%

H.M. is considered one of the more memorable psychology-related case studies in our history. He suffered from damage to a region of his hippocampus. This damage made it impossible to consolidate new explicit memories. It was originally thought that this damage prevented him from retaining all information after the injury, but later studies showed that he still retained the ability to store implicit memories.

4. You want to remember a shopping list of 9 items. To aid memory, you group them as 3 fruits, 3 vegetables, and 3 dairy items. This strategy makes use of

- A. chunking.
- B. flashbulb memory.
- C. the von Restorff effect.
- D. encoding specificity.

ANSWER: A

% Correct: 98.89%

Techniques that allow you retain more information in your short-term memory than you can typically retain are called mnemonic devices. This particular mnemonic technique listed above is called chunking. Chunking involves finding ways to pair disparate topics together in order to store them in our memories as one item. There are many more mnemonic devices that can be used.

5. Ebbinghaus used nonsense syllables in his experiments on memory because nonsense syllables are

- A. highly interesting.
- B. immune to interference effects.
- C. unfamiliar.
- D. easy to remember.

ANSWER: C

% Correct: 86.52%

Ebbinghaus's goal when he utilized nonsense syllables in his research was insightful. He realized that studying memory by using words that he was familiar with would taint his ability to study the concept of memory in its pure form. Specifically, he knew that certain words would be easier to retain because of his familiarity with them and/or his ability to tie the words to past experiences or other pieces of information.

6. Your memory of the rules of basketball or golf is a type of

- A. semantic memory.
- B. episodic memory.
- C. procedural memory.
- D. declarative memory.

ANSWER: A

% Correct: 86.52%

Though this was thought to be a fairly straight forward example of semantic memory, apparently it wasn't as easy as was originally believed because of one major flaw—there were two correct answers. Episodic memories deal with our memory of specific events. Procedural memories deal with our memory of how to physically perform a task. This example was an example of both a semantic and declarative memory—semantic memories being a type of declarative memory.

7. Which of these is a highly effective way to increase your depth of processing for a list?

- A. Repeat each item on the list over and over.
- B. Think about how each item on the list might aid your survival.
- C. Write each word forward and backward several times.
- D. Practice saying pairs of words, and then triplets of words.

ANSWER: B

% Correct: 83.33%

The depth of processing model suggests that we can retain information better if we find ways to attend to the information more closely when encoding it and tie that information to other topics. Within this model is the notion that there are specific ways to encode the information even better when attempting to process it more "deeply". Generating images that evoke strong emotional responses in our encoding attempts are typically found to be more effective than most other encoding strategies.

8. Your friend asks, "What's the name of our chemistry lab instructor? I think it starts with a J." This is which type of memory test?

- A. implicit memory
- B. source amnesia
- C. savings
- D. cued recall

ANSWER: D

% Correct: 94.44%

There are many different tests of memory that are out there. Some tests get at information that is retained in our heads very well, others get at information that is only weakly present in our heads. When someone attempts to test our memory of something, but gives us a hint that makes accessing that information easier—without actually giving us that information—they are using a test called a cued recall test.

9. The tendency to remember something better if your body is in the same condition during recall as it was during original learning is known as

- A. flashbulb memory.
- B. biological memory.
- C. episodic memory.
- D. state-dependent memory.

ANSWER: D

% Correct: 95.56%

The concept of state-dependent memory is an example of a mnemonic device. This device relates to the topic of how we can encode and then recall information more easily. It suggests that the environment or condition that we're in when encoding information can be a very good cue for recalling that same information at a later time.

10. When you read the word "slice" on a list, you think of it as something you do to a golf ball. Later when someone asks which word on the list means "piece," you don't remember. Why?

- A. proactive interference
- B. encoding specificity principle
- C. depth-of-processing principle
- D. state-dependent memory

ANSWER: B

% Correct: 73.33%

This question relates to the interesting memory effect called encoding specificity. Though encoding specificity can sometimes make it easier to recall information, it can also decrease our memory of information if we're primed to think of information in a way that makes the accessing of information more difficult.

11. Some therapists claim that they can help their clients to recover long-repressed memories of childhood sexual abuse. Many other psychologists are skeptical of this claim, largely because

- A. suggestions may cause people to report false memories.
- B. people can recover painful repressed memories only through hypnosis.
- C. children must be at least eight or nine years old before they can use repression.
- D. childhood sexual abuse is known to be far rarer than these therapists report.

ANSWER: A

% Correct: 96.67%

This question relates to a fairly significant debate that occurred within the field for decades. Though many clinical psychologists and researchers in the 1930's and beyond operated on the assumptions that

a) repressed memories existed, and b) that they could be recalled if a deeply probing approach is taken to access them, research on the topic has raised considerable skepticism about both notions. This debate has been tied into both the research and legal fields. It has caused a large amount of animosity between people that fall into either of these camps over the years.

12. After Wilbur fell off his motorcycle, he forgot just about everything that had happened during the last hour before his accident. What kind of memory loss is this?

- A. global
- B. anterograde
- C. retrograde
- D. procedural

ANSWER: C

% Correct: 91.11%

Though this type of memory loss is rarely something that knocks out a considerable amount of memory from our minds, retrograde amnesia does often occur for those that experience physical trauma to the brain. It is probably important to note that amnesia usually occurs for information that was presented both before and after the trauma occurred right after the trauma, but most of the memories about information presented after the trauma does usually return to individuals.

13. If you hear the list “candy, sour, sugar, salty, taste, dessert...,” under which condition are you most likely to remember the word “sweet” even though it wasn’t on the list?

- A. if you have forgotten the other items
- B. if you remember the other items, but not very well
- C. if you remember the other items well
- D. under all conditions equally

ANSWER: B

% Correct: 68.89%

This question relates to the reconstruction effect. The reconstruction effect can allow us to retain related information in our memory much better than unrelated information. Unfortunately, with this ability to retain the information, there is a cost. All related information that isn’t presented can also be accidentally “remembered” very easily—especially when the memory of the presented information is not retained very well in the first place.

14. If you look at words written in various colors, you find it difficult to say the colors instead of reading the words. What is this phenomenon called?

- A. phi effect
- B. change blindness
- C. attentional blink
- D. Stroop effect

ANSWER: D

% Correct: 100.00%

This question related to the topic of automaticity of cognitive functioning. When our mind performs specific tasks automatically—like reading—our ability to prevent ourselves from engaging in these tasks is nearly impossible. That means that when we are asked to do alternate tasks that are contradicted by these automatic tasks, our ability to engage in these alternate tasks is significantly hindered.

15. According to the conceptual network approach, we learn that a canary is a kind of bird, which is a kind of animal. We also learn the distinctive characteristics of canaries, birds, and animals. What evidence supports this view?

- A. People deal with many categories that are not clearly defined, such as "shore birds."
- B. People answer faster when asked whether a canary is yellow and slower when asked whether a canary has skin.
- C. People who answer (correctly) that a canary has skin are likely also to say (incorrectly) that a canary has hair.
- D. People have trouble answering questions about kinds of birds that they have not personally seen.

ANSWER: B

% Correct: 78.89%

The conceptual network approach to thinking suggests that our memory of information is not organized in hierarchical structures or equal groupings. Instead, our memories are stored in conceptually related clusters, with fast tracks found between specific bits of information within these clusters. This allows specific pieces of information to be more easily accessed when asked about them after we access conceptually related pieces of information.

16. If you are asked what word starts NEP---, you are more likely to think of NEPHEW if you had recently heard the word NIECE. What do we call that effect?

- A. the Stroop effect
- B. cognitive dissonance
- C. priming
- D. a prototype

ANSWER: C

% Correct: 94.44%

This question relates to the topics of encoding specificity and priming. Encoding specificity is a term used to explain how previous experiences force our mind to access certain pieces of information over others. Priming is the word used to explain the technique that makes encoding specificity possible.

17. You examine a scene, and then have a brief interruption, and examine a slightly different scene. You probably don't notice the difference. What is this phenomenon called?

- A. phi effect
- B. change blindness
- C. attentional blink
- D. Stroop effect

ANSWER: B

% Correct: 91.11%

This was a definitional question. This event is defined as change blindness. Many studies have shown that people cannot recognize changes in events or scenes if their attention is directed elsewhere for a brief period of time. It reveals how imperfect our memory is for information that we are processing at the time.

18. When faced with an unfamiliar item on a test, some students follow the advice, "When in doubt, choose the longest answer." That advice is an example of what?

- A. prototype
- B. spreading activation
- C. algorithm
- D. heuristic

ANSWER: D

% Correct: 88.89%

This is an example of a heuristic—one that I STRONGLY suggest you avoid when taking an exam. Heuristics are short-hand methods used by people attempting to solve a problem. They do not guarantee a correct response to the problem, but they can get someone to a quick response that might be fairly useful—if the heuristic is good—in a short period of time.

19. Which of the following tends to be true of satisficers more than maximizers?

- A. more likely to be pleased with the choices they make
- B. more likely to make the best possible choice
- C. more likely to take a long time making a decision
- D. more likely to regret a decision and wonder “what if?”

ANSWER: A

% Correct: 71.11%

Satisficers and maximizers are different approaches that we can take in our attempts to accomplish our goals. We also use these terms to describe people that have tendencies to approach goals in these specific ways on a consistent basis. Those that are defined as satisficers approach problems by looking for a solution that can overcome a problem, even if it’s not the best solution. Fortunately for those that use this approach, doing this can allow the satisficer to make quick decisions that he/she doesn’t often spend time questioning after the decision is made.

20. Which of the following is an example of the framing effect?

- A. When you view words in different colors, it is hard to say just the colors.
- B. After paying attention to one stimulus, you might ignore something just after it.
- C. People take more risk to prevent loss of lives than to save lives.
- D. You assume that if something looks and sounds like a duck, it probably is a duck.

ANSWER: C

% Correct: 86.52%

The framing effect relates to fact that the way that questions are asked can greatly impact the way a person interprets the information contained within those questions. The questions related to this topic that were described in class addressed concerns over losses and gains. It showed that we could be persuaded to pursue a risk over a sure thing—or vice versa—in dilemmas that we are presented based on if we were led to think about the topics of loss or gain as a result of the phrasing of the information that is presented.

21. You know there are only two librarians who live in your town of 10,000 people. However, when you meet a quiet young woman who likes to read, you decide she is probably a librarian. In your thinking you are relying on

- A. an algorithm.
- B. the representativeness heuristic.
- C. the Stroop effect.
- D. a cognitive map.

ANSWER: B

% Correct: 95.51%

This question related to the topic of heuristics. In particular, it is a prime example of something called the representative heuristic. It suggests that much of our interpretation of a situation and/or the likelihood of something occurring is based on our pre-conceived notions that we are currently holding in our heads. If we see a situation or individual that activates an expectation in our heads, we often

discount the likelihood of that expectation occurring in that case because of the notions that have entered our heads.

22. IQ tests were originally devised to help identify
- A. prisoners who were ready for release.
 - B. applicants who should be chosen for particular jobs.
 - C. mental patients who were likely to improve.
 - D. children who belonged in special classes.

ANSWER: D

% Correct: 95.51%

Alfred Binet's original IQ test was designed to help the French government detect children that were going to struggle in the traditional school systems. This goal to detect those that would succeed and/or fail in cognitive-based activities through these tests has persisted as being the primary goal of almost all IQ test since Binet's first test was created.

23. Which of these is an advantage of the Wechsler IQ tests over Raven's Progressive Matrices?
- A. The Wechsler tests can be administered quickly by someone with no training.
 - B. The Wechsler tests produce higher IQ scores for most people.
 - C. The Wechsler tests identify strengths and weaknesses on a variety of abilities.
 - D. The Wechsler tests are fairer to people from different cultures.

ANSWER: C

% Correct: 87.64%

The Raven's Progressive Matrices test can be a valuable tool for testing intelligence when verbal or cultural-based concerns arise around the test taker. Unfortunately, this test doesn't possess the ability to determine many aspects of the concept of intelligence within the test taker. The Wechsler IQ tests are specifically designed to test a wide variety of abilities related to the concept of intelligence.

24. The Wechsler and the Stanford-Binet tests were both devised to have a mean score around _____ and a standard deviation around _____.

- A. 500...100
- B. 100... 100
- C. 10...10
- D. 100...15

ANSWER: D

% Correct: 92.13%

The standardization of both the Wechsler and Stanford-Binet IQ tests were both loosely based off of the original Binet-Simon tests. In the Binet-Simon tests, an average performance meant that the person's mental and chronological ages were identical. This meant that their "intelligence quotient" was a ratio of two identical numbers multiplied by 100—meaning that their IQ was always 100. The eventual standardized scoring format of these two tests always ensured that the standard deviation of the distribution of these scores was 15.

25. Which of these states the Flynn effect?
- A. IQ scores rise from one generation to the next, unless the test is made more difficult.
 - B. People will take more risks to avoid losing something than to gain something.
 - C. People tend to overlook base-rate information.
 - D. Children master the pronunciation of a foreign language more easily than adults do.

ANSWER: A

% Correct: 100.00%

Though the Flynn effect has reportedly slowed in recent years, decades of research on intelligence tests has shown that the average performance on these tests has continually improved with each successive generation. This has forced the test creators of these tests to make the tests more and more difficult, while also making the standards for performance higher and higher, in order to ensure that the IQ average remains at 100. It also means that those taking past tests usually perform well above average in comparison to those that previously took the test years ago when they were the same age.

26. What is the relationship between the sentences “The building is big” and “It is a large building”?

- A. They have the same surface structure and the same deep structure.
- B. They have the same surface structure but different deep structures.
- C. They have the same deep structure but different surface structures.
- D. They have different deep structures and different surface structures.

ANSWER: C

% Correct: 90.00%

This is a language question. It relates to the topic of structures that we can discuss within the context of language. Since these two sentences mean the same thing, they have the same deep structure. Since they are organized differently, they have different surface structure.

27. In the early 1900s, several psychologists reared chimpanzees as if they were children and tried to teach them to talk. What was one major reason for their failure?

- A. The studies were done before psychologists learned about operant conditioning.
- B. The psychologists did not provide adequate reinforcements for speech.
- C. Chimpanzees have trouble making human sounds.
- D. Chimpanzees cannot learn to communicate in any way.

ANSWER: C

% Correct: 87.64%

This question references the very thought provoking research that was done when psychologists in the area of language wanted to understand if language abilities were specific to only our species. Though this research indicated that developing language skills in other species is possible, our ability to make a large number of auditory language-based sounds—while also possessing the neural capacity for generating and comprehending these sounds—makes us a unique species with respect to language.

28. What is meant by the “productivity” of human language?

- A. the ability to repeat what someone else said
- B. the ability to respond to language with practical actions
- C. the ability to learn new words
- D. the ability to create new sentences

ANSWER: D

% Correct: 92.22%

The term productivity in language research relates to our ability to generate sentences from the list of words found within a language. The concept of infinite generativity suggests that we can actually create nearly an infinite number of sentences with the vast array of words found in our languages.

29. According to the James-Lange theory of emotions,

- A. you feel an emotion, then you act.
- B. you act, then you feel the emotion.
- C. you act, then you appraise the situation

D. you feel an emotion, act, and appraise the situation simultaneously.

ANSWER: B

% Correct: 82.22%

The James-Lange theory of emotions is believed to be one of the first theories ever proposed by psychologists to explain how our emotions and physiological reactions to situations interacted with each other. Their theory counter-intuitively contended that our identification of emotions actually followed our physiological reactions to a situation. Subsequent research has shown this relationship to be considerably more complex than was originally believed, but James and Lange got the conversation about this topic started.

30. How do facial expressions of emotion vary across cultures?

A. All the expressions other than smiles vary from one culture to another.

B. People in some cultures show no facial expressions of emotion at all.

C. Many expressions look similar, but their meaning varies from one culture to another.

D. Many expressions look nearly the same and have the same meanings.

ANSWER: D

% Correct: 77.78%

Though there are some unique facial expressions relating to emotions found within specific cultures, research on this topic has shown considerable overlap in facial expressions when experiencing specific emotions across a wide variety of cultures. Specifically, there is considerable evidence that suggests that we have at least six basic emotions that automatically generate six universal facial expressions across all humans in various cultures.

31. Psychologists attempting to identify basic emotions have generally made each of the following assumptions, EXCEPT

A. basic emotions should appear early in life, without requiring much experience.

B. each basic emotion should each have a distinct facial expression.

C. basic emotions should be about the same for people in different cultures.

D. basic emotions should be triggered by the same situations or stimuli for all people.

ANSWER: D

% Correct: 87.78%

The concept of basic emotions was first discussed centuries ago. Charles Darwin, the famous scientist that introduced his theory of evolution was one of the first to discuss the notion of this topic. These emotions were said to a) appear early in life, b) have distinct facial expressions, and c) be universal across cultures. There was nothing said about these emotions always be evoked in identical situations.

32. Which of the following is the clearest example of a homeostatic motivation?

A. self-actualization

B. fear of failure

C. temperature regulation

D. desire to succeed

ANSWER: C

% Correct: 94.44%

Homeostasis is said to be achieved when everything in one's environment is in balance. The concept of homeostatic motivation suggests that many of our motives are evoked in our attempts to keep aspects of our life or environment in balance. The answer above that relates to this topic is answer C—the motivation to keep temperature regulated.

33. Which of these is considered one of the first need that must be met on Maslow's hierarchy of needs?

- A. self-actualization
- B. breathing
- C. sexual activity
- D. competition

ANSWER: A

% Correct: 87.78%

According to Maslow's hierarchy of needs—which has been applied to many areas of psychology over the years—our daily pursuits are a byproduct of various needs that we are attempting to meet at any given moment. This theory also suggests that there are certain needs that are more critical to us than others. The most critical need that needs to be met on the list above is breathing. In other words, if we can't breathe, nothing else really matters at that point.

34. Bob spends many hours painting despite not earning very much money for this task. Motivational researchers would imply that this detail indicates that Bob is probably _____ motivated to paint.

- A. intrinsically
- B. extrinsically
- C. reward based
- D. self-pace

ANSWER: A

% Correct: 94.44%

This question relates to the basic distinction between intrinsic and extrinsic motivators. Since the example listed above relates to a motivation to pursue something that doesn't seem to have any tangible reward, we call this an intrinsically motivated pursuit.

35. In Freud's theory, what does the superego do?

- A. It includes the drives for immediate biological gratification.
- B. It makes logical decisions.
- C. It includes dos and don'ts handed down from one's parents.
- D. It strives for a feeling of superiority.

ANSWER: C

% Correct: 84.44%

Freud's concept of the superego—which he considered to be one of the three major parts to each of our beings—was thought to be focused primarily on standards of right and wrong. His theory surmised that the key elements to the formation of this superego were a child's parental figures.

36. When psychologists identified the "big five" personality traits, a major criterion for identifying any of these traits was that the traits

- A. should reflect points accepted by Freud, Jung, Adler, and other theorists.
- B. should depend on different neurotransmitters.
- C. should not correlate with one another.
- D. should develop at different ages.

ANSWER: C

% Correct: 84.44%

The "big five" came from research attempting to find distinctive traits that were universally identifiable in all of us. To obtain the "big five", researchers looked for a variety of traits that people could use to

identify themselves—with a focus on finding traits that did not overlap with each other. This, of course, means that they were looking for traits that didn't correlate with each other in statistical analyses.

37. People who trust other people and expect others to trust them are high in which trait?

- A. neuroticism
- B. extraversion
- C. agreeableness
- D. conscientiousness

ANSWER: C

% Correct: 92.13%

This question related to the traits found in the “big five”. The example listed above related to the trait of agreeableness. There are many aspects to the trait of agreeableness, but trust is a key component to this trait.

38. If Tina defines herself as a personality psychologist, she is focusing her research on the ___ of the $B = f(P, E)$ equation.

- A. B
- B. f
- C. P
- D. E

ANSWER: C

% Correct: 86.52%

This question about the formula listed above relates to our attempts to determine the cause of our behaviors. Put into words, the formula reads: “behaviors come from an interaction between the person and the environment.” Social psychologists focus on the environmental aspect of this formula (E). Personality psychologists focus on the person aspect of this formula (P).

39. Why is the Rorschach Inkblot test considered a “projective” technique?

- A. It is still in the stage of being a research project.
- B. It asks people to project their personality onto an ambiguous figure.
- C. It invites people to describe their projects for the future.
- D. It asks people to throw projectiles and engage in other motor tasks.

ANSWER: B

% Correct: 97.78%

Since the Rorschach attempts to measure the personality of an individual by attempting to get them to indirectly indicate their personality while reporting what they see in a series of ambiguous ink stains, we call this test a projective test. In essence, the test is trying to get the person to “project” his/her personality into his/her responses about the stains.

40. Why is personality measurement so difficult?

- A. Personality is caused by unconscious processes that cannot be observed.
- B. Personality research requires expensive equipment.
- C. The behaviors constituting personality change from moment to moment.
- D. Languages do not have enough words that describe personality.

ANSWER: C

% Correct: 67.42%

This was an admittedly difficult question. Though answer C was explored in detail in the book, it wasn't mentioned much in the lecture. Most personality researchers have been consistently frustrated to find

that personality linked behaviors are not very well predicted by personality measures. This is primarily because behaviors that we link to personality within an individual often fluctuate from exposure to exposure. That being said, answers A, B, and D are all unequivocally false with respect to personality measurements.

41. When discussing the fact that the correlation coefficient of .30 for measures of the Big 5 and specific behaviors indicates, we concluded that this information indicated

- A. that traits are extremely valuable measures when predicting behaviors.
- B. that shared environments are really important when predicting behaviors.
- C. that trait measures are not very good predictors of our day to day behaviors.
- D. that only the Big 5 should be used as traits when trying to predict a person's overall behaviors.

ANSWER: C

% Correct: 70.45%

Though a correlation coefficient of .30 in studies with large samples is guaranteed to be determined as statistically significant (meaning that there is an undeniable relationship between variables), the .30 correlation cap for personality traits and personality related behaviors is less than impressive. Put into words, it means that a lot more than personality measures relating to the "big five" are needed to effectively predict the everyday behaviors of an individual.

42. If I were to get you to work hard on a task that was challenging—and smile while you're doing it--research on the topic of cognitive dissonance would suggest that

- A. you'll grow to despise the task.
- B. you'll grow to like the task.
- C. your original impression of the task should be flipped, regardless of which direction it originally leaned.
- D. your original impression of the task should stay the same, regardless of which direction it originally leaned.

ANSWER: B

% Correct: 75.28%

Cognitive dissonance is aroused in an individual when his/her behaviors do not match his/her feelings or thoughts. Research on this topic suggests that when people cannot justify their behaviors or undo their actions they often choose to change their attitudes in order to remove this cognitive dissonance.

43. You do not understand your professor's lecture. You would like to ask a question, but you see others quietly taking notes. Because you assume they understand, you don't ask your question. The other students are thinking just as you are, so nobody asks any questions. This situation illustrates which concept?

- A. the diffusion of responsibility
- B. pluralistic ignorance
- C. social loafing
- D. group polarization

ANSWER: B

% Correct: 82.95%

This question relates to the interesting effect called the bystander effect—our tendency to conform in our inaction during a situation when others around us are not acting. One of the explanations for why this occurs is discussed in this question. When a group inaccurately assumes a universal consensus for not wanting to act in a situation where action should be taken—simply because nobody is acting—we call this pluralistic ignorance.

44. What does the Implicit Association Test attempt to measure?

- A. people's tendency to cooperate or compete
- B. five major personality traits
- C. people's attitudes towards familiar family members
- D. people's prejudices that they do not want to admit

ANSWER: D

% Correct: 83.15%

The implicit association test is a pseudo-projective test that attempts to determine a person's attitudes towards or against specific groups based on their ability to categorize positive and negative words with images or descriptions of those specific groups. The design of the test is based on the assumption that we should be able to react more quickly when pairing positive words with groups that we like and negative words with groups that we don't like versus the opposite type of pairing.

45. The fundamental attribution error is the tendency to

- A. use external causes as decoy attributions to explain our failures.
- B. feel less responsibility for helping someone when you know that other people are around.
- C. overemphasize internal attributions for other people's behavior.
- D. silence all disagreement and move quickly toward a group decision.

ANSWER: C

% Correct: 97.75%

Though recent research examining collectivist societies has suggested that this error is not as fundamental as was originally believed, in Western cultures this error is well established. It suggests that we tend to make internal attributions for the actions of others, regardless of whether or not those actions are associated with positive, neutral, or negative aspects of a person. Put simply, we assume that the actions of others are always more about them than they are about the situation.

46. The Society for the Defense of Apathy asks you to make a \$1 contribution, and you agree. Later they ask you for a \$50 donation. The society is using the _____ technique.

- A. that's-not-all
- B. self-handicapping
- C. door-in-the-face
- D. foot-in-the-door

ANSWER: D

% Correct: 100.00%

This was a persuasion technique described in the persuasion module of the book. It is a prime example of something called the foot-in-the-door technique. This technique has proven to be an especially effective one when attempting to persuade someone to do or feel something.

47. In the Asch line study, if a person is outnumbered 3 to 1, the conformity effect is about as strong as if the person were outnumbered

- A. 2 to 1.
- B. 7 to 1.
- C. 6 to 2.
- D. 10 to 5.

ANSWER: B

% Correct: 70.00%

The Asch line study involved examining how we can get others to conform to a group, even when the group is unmistakably wrong. Research on the topic suggests that two of the key components to making someone bend to a group are: a) a majority of at least three individuals, and b) a group with a universal response (no allies). The only answer that meets both of those requirements is answer B.

48. The more often we come in contact with another person or thing the _____ likely we are to like that person or object. This is called the _____ effect.

- A. more...mere-exposure
- B. less...mere-exposure
- C. more...equity
- D. less...equity

ANSWER: A

% Correct: 100.00%

This is a definition based question that was discussed in the attraction readings. The very powerful mere exposure effect suggests that those that we come in contact with on a consistent basis often are seen as more attractive as we continue to see them. This has been applied to both friendships and romantic relationships. There has been some research that indicated that those that we originally hate will just be hated more as we continually see them, but the mere exposure effect appears to work very well for most other types of interactions.

49. People who listen to a message on a topic they care about deeply will invest the time and energy necessary to evaluate the evidence and logic. This is called the _____ route to persuasion.

- A. dissonant
- B. central
- C. self-perceptive
- D. peripheral

ANSWER: B

% Correct: 88.89%

This was a topic discussed in the persuasion readings. It addresses the different means that someone can utilize when attempting to persuade someone. If someone is attempting to persuade someone by addressing the topic directly, we call this a central route to persuasion. Research has shown that this approach is especially effective when the person being persuaded cares about the topic at hand.

50. Your ability to avoid going out for drinks before a big exam in this class would indicate your display of something that social and personality psychologists would call

- A. your ability to delay gratification.
- B. your ability to strategize optimally.
- C. a tendency to lean on satisficers.
- D. a tendency to commit the fundamental attribution error.

ANSWER: A

% Correct: 80.90%

Though "strategizing optimally" might be a good way to describe the situation above, it isn't a term that have been created by psychologists studying this phenomenon. We call this "delaying gratification". The topic of delaying gratification has been explored by personality and social psychologists alike. The lead researcher on this topic was Walter Mischel. Mischel was able to show that there existed a wide range between individuals with respect to the ability to avoid immediate temptation in order to accomplish a greater goal across individuals. The example above is a great example of when delaying gratification would be especially beneficial.