

## Exam 2

1. Sperling's famous experiment where he flashed 3 lines of letter and number combinations for only a fraction of a second to people looking at a screen was designed to examine the nature of

- A. working memory.
- B. long-term memory.
- C. encoding strength.
- \*D. sensory memory.

% Correct: 80.76

Comments: This test for sensory memory was the first to verify both the short-lived nature of our sensory memory and the expansiveness of this stage of memory. It is coincidentally considered one of the best experiments to prove the existence of this stage of memory as well.

2. Memory research suggests that our short-term capacity is around \_\_, plus or minus 2 items.

- A. 5
- \*B. 7
- C. 10
- D. 12

% Correct: 96.15

Comments: This question is referencing the famous 7 plus or minus 2 findings that related to short term memory capacity. Over the years, numerous researchers have found that our ability to hold information in our heads for a small span of time has a capacity that is somewhere between 5 and 9 items—regardless of the type of information that is being held.

3. Your ability to notice when someone calls out your name, even when you are not listening to that person, is a problem for the \_\_\_\_\_ of attention.

- \*A. filter model
- B. capacity theory
- C. automaticity concept
- D. stroop effect

% Correct: 79.80

Comments: With respect to how we allocate and direct our attention, there have been numerous theories proposed over the years. One particular effect that has shed light on the theory that best matches how our minds actually work is called the "cocktail effect". This effect references the fact that we can not only block out peripheral information when our attention is drawn to something specific—like a conversation during a noisy party—but we can also quickly direct our attention to something that catches our ear or eye, even if we weren't paying attention to that thing at the time—like someone calling our name.

4. Over time, \_\_\_\_\_ fade(s) as our short-term memory of information weakens.

- A. the primacy effect
- \*B. the recency effect
- C. both the primacy and recency effects
- D. neither the primacy nor the recency effects

% Correct: 52.42

Comments: This question is referencing the lasting impacts of the serial-position effect. This effect shows that our memory of information at the beginning and end of an information set is easier to retain

for the short-term. However, research has shown that the impact of the recency effect—our ability to retain information at the end of presentations—is relatively short-lived.

5. Episodic memory is a type of

A. procedural memory.

B. behavioral memory.

C. semantic memory.

\*D. declarative memory.

% Correct: 81.73

Comments: This question is simply referencing the definitions behind the different types of memory that exist. Episodic memory, our detailed memory of specific events, is a type of declarative memory. Declarative memories are memories that we can convey verbally. Semantic memories are another type of declarative memory. They relate to general facts and pieces of information that do not have a personal experience in time associated with them.

6. Nonsense syllables were used by

\*A. Ebbinghaus in his research on memory capacity.

B. Craik and Watkins in their research on rehearsal effects.

C. Tulving in his depth of processing research.

D. Cohen in his comparison of different memory tests.

% Correct: 97.11

Comments: Though nonsense syllables have been used by a variety of different memory researchers over the years, the first researcher to use these syllables in his research on memory was Hermann Ebbinghaus. Ebbinghaus used these nonsense syllables to explore how both the process of encoding and forgetting worked. This work with these syllables also led the way to other research that explored the very complex topic of memory.

7. In “depth of processing” research, elaboration is \_\_\_\_\_ effective as/than rote-rehearsal when examining which of the two processes helps most with long-term retention.

A. a little less

\*B. more

C. equally

D. much less

% Correct: 92.30

Comments: The depth of processing topic was introduced when examining the best tools that we can utilize when trying to retain information for a long time. Research on the topic has shown that we can best retain information by processing it more “deeply”. Deep processing involves creating meaning out of information and making attachments between the information and past experiences. By doing this, the information stays in our minds longer and gives us a better chance to remember more of the information.

8. Violet reads list of words. She’s then asked if the word “horse” was on that list. The test that she’s being given is called a \_\_\_\_\_ test of memory.

A. savings

B. free recall

C. cued recall

\*D. recognition

% Correct: 56.73

Comments: Since the person in this test of memory is being asked specifically if something was on a list that she was given, she is taking a recognition test. If the person in this example was given hints, not actual words, she would have been taking a cued recall test. If she was simply asked to recall the information without any help or cues, she would have been taking a free recall test.

9. State-dependent memory research suggests that

\*A. you are most likely to recall information if you can recreate the state that you were in when you were presented the information.

B. novel information is best retained if you are in a specific emotional state—usually fear.

C. hierarchical organization of information helps you retain that information much better.

D. cued recall is always better than free recall.

% Correct: 96.15

Comments: This was essentially a definition question. State dependent memory is defined in answer A.

10. Lauren has just read a news article about a person that she only knew a few things about. Based on memory research, which of the following pieces of information from the article is Lauren most likely to remember about this person over the long-run?

A. the information that matches what she believed about the person

\*B. the information that did not match the expectations that she had about the person

C. the random information that didn't relate to anything that she believed about the person

D. she will remember all three types of information equally based on the person-memory paradigm

% Correct: 48.54

Comments: This question relates to some interesting research on how schemas impact our ability to retain new information. Though there is still some debate about the validity of the results in all contexts, most research has suggested that schema congruent information that does not support the schema is retained better than schema incongruent information or schema congruent information that does support the schema.

11. The War of the Ghosts is a story that highlights

\*A. how our memory works like a narrative.

B. how our memory works like a library.

C. the importance of the bystander effect.

D. the ease to which we can forget congruent information.

% Correct: 75.96

Comments: The "War of the Ghosts" was a tool used by memory researchers to examine how different types of information within a narrative are easier or more difficult to retain. This story was used because of its odd form and progression of the narrative. It had the essence of a story, but there were many unusual topics and atypical components to a story that were also included. Research using this tool has shown that our ability to retain information that is not in narrative form is often limited.

12. In one lecture found in the memory section you watched a series of photographs that showed the events leading up to a person being struck by a car. This series of pictures was used by Elizabeth Loftus during her attempts to understand

\*A. if our memory of an event can be altered by misinformation.

B. if our short-term memory is infinite.

C. how important change blindness can be when measuring memory.

D. how memory can greatly change if tested immediately or after a long span of time.

% Correct: 87.5

Comments: This question is referencing the really interesting research that Loftus ran on memory distortion. She was able to conclusively show that suggestive questions or wording could easily alter a person's recollection of events—even if they had just experienced them.

13. Geometric figures are a great example of categories

- A. as algorithms.
- B. based on typicality.
- \*C. as proper sets.
- D. as prototypes.

% Correct: 73.07

Comments: Research on categorization has revealed that we have many different forms of categories that exist in the world. Geometric figures exist in categories that function as proper sets. We often think of most categories as existing in this manner, with clearly defined differences and no room for confusion. However, there is considerable evidence to show that many of our categories that we use in our everyday life do not exist in this form.

14. Mary is trying to categorize a new toy that her company is about to market. She has decided to categorize it by putting it into the same category as another toy that's fairly similar to this new toy—regardless of how well that other toy fits the category that it's in. This approach to categorization matches the

- A. prototype view.
- \*B. exemplar view.
- C. proper sets view.
- D. typicality view.

% Correct: 45.19

Comments: This question is referencing a categorization approach. Since Mary is attempting to categorize something new by finding the closest thing that is similar and then just using the category that that thing is a part of—not by matching it to a good example of something, or by using a set of rules—Mary is using the exemplar view in her categorization attempts.

15. The issue of defining tomatoes as fruits or vegetables is a good example of how \_\_\_\_\_ can sometimes not work in categorization.

- \*A. categorization by proper sets
- B. the “fuzzy trace” model
- C. the typicality approach
- D. using prototypes

% Correct: 61.53

Comments: The government debate over the proper categorization of tomatoes and ketchup discussed in the lecture on categorization highlights the issue with using proper sets in attempts to categorize certain things. The main debate here revolved around tomatoes being vegetables or fruits. This debate is still a bit unresolved.

16. Harriet has two friends that came from large families. One friend's family order by age and gender was Boy, Girl, Boy, Boy, Girl, Girl. The second friend's family birth order was Boy, Boy, Boy, Girl, Girl, Girl. Harriet pointed out to the second friend how odd that order was, and suggested there might be something very unusual about the father. Harriet is falling victim to the

- \*A. representativeness heuristic.
- B. availability heuristic.

- C. algorithm error.
- D. undoing problem.

% Correct: 73.07

Comments: The representative heuristic involves our attempts to estimate the likelihood of something based on how closely the outcome represents something we would expect to see. Though the first combination “looks” more random than the first, both exact series are equally likely. They both have a 1 in 64 chance of occurring in that exact order.

17. Mark is asked if more or less than 10,000,000 motorcycle accident deaths occur in the United States each year. He realizes that this number is way too big, but then when he’s asked how many he does think occur each year, he estimates a very high number of deaths in comparison to how many actually occur. Mark is falling victim to the

- A. undoing problem.
- B. representativeness heuristic.
- C. availability heuristic.

\*D. anchoring effect.

% Correct: 81.73

Comments: This is a great example of the anchor effect. In this effect, when people are asked to make estimates of things that they really have no idea about, numbers presented before the estimate is given impacts the response provided. Since the number presented in the example was very large, the anchor effect suggests that the estimate given by Mark will be very large.

18. Daniel Kahneman and Amos Tversky studied the topic of heuristics for years in order to show us how

- A. heuristics can help us when immediate responses are required.
- B. heuristics can help us, but only when we have time to think about which one to use.
- \*C. heuristics can sometimes lead us to incorrect conclusions.
- D. algorithms take longer than heuristics.

% Correct: 71.15

Comments: Heuristics are mental shortcuts that allow us to make quick decisions when presented with problems that are either difficult to answer, complex, or filled with many potential responses. Though the use of heuristics to make decisions in our everyday life is often a good idea, Kahneman and Tversky discovered how several of the heuristics that we unknowingly use can sometimes push us to make incorrect decisions.

19. The “Concert and the Scalper” scenario described in one of the lectures highlights how the \_\_\_\_\_ effect works.

- A. availability heuristic
- \*B. sunk costs
- C. actions in uncertainty
- D. homo economicus

% Correct: 63.10

Comments: The concert and the scalper scenario describe a situation where someone buys an overpriced ticket from a scalper to attend an event that turns out to be boring. The scenario asks if the person who bought the overpriced ticket would feel more invested in the event than someone who bought the ticket at its original cost. Research suggests that the “sunk costs” in the overpriced ticket will often cause the person that bought the ticket from the scalper to overvalue the ticket purchased, and thus be more likely to stay at the event.

20. The “Framing Effect” found in decision making tasks reveals how
- A. we can quickly calculate out expected utilities through a few pieces of information.
  - \*B. our decisions are sometimes impacted by the way options are presented.
  - C. our memory of similar experiences can distort our ability to make good decisions.
  - D. compliments can make us bad decision makers.

% Correct: 94.23

Comments: There are many different examples of the framing effect in action, but all are defied through their effects described in answer B. We indeed do make many decisions and perceive many things based on the way the information is presented to us. We might not think that this is the case, but considerable research shows that this framing impacts us on a regular basis.

21. If you want to come up with a quick response to a problem, it is often best to use a(n)
- \*A. heuristic.
  - B. algorithm.
  - C. heuristic, then an algorithm.
  - D. algorithm, then a heuristic.

% Correct: 80.76

Comments: Though heuristics can occasionally lead us to decisions that are incorrect—or at least less than optimal in comparison to other decisions—heuristics provide us with the opportunity to make quick responses to questions that could potentially take a long time to develop a response.

22. The two things needed in order to determine a person’s intelligence quotient in the Stanford-Binet Intelligence Scale is
- \*A. their mental and chronological age.
  - B. their test performance and the average for their age group.
  - C. their number of errors and correct responses for their particular test.
  - D. the time it took them to complete the test and their performance.

% Correct: 64.42

Comments: Though there have been many revisions of the IQ test since first introduced by Theodore Simon and Alfred Binet, the version of the IQ test mentioned in this question (the one generated by Lewis Termann) measures IQ by dividing a person’s mental age by his/her chronological age and then multiplying that ratio by 100.

23. Based on raw performance, not test scores, the distribution of IQ test performances is
- A. normally distributed.
  - B. bimodal.
  - C. positively skewed.
  - \*D. negatively skewed.

% Correct: 22.33

Comments: This question was apparently more difficult than expected. Though many students answered that the distribution of performances on IQ tests are normally distributed, as was covered in the intelligence lecture, the performances are NOT normally distributed. The scores are normally distributed, but this is because the scores are forced into a normal distribution through a transformation process. The performance difference between two high IQ scores is usually very minimal, while the performance difference between two low IQ scores is usually very large.

24. At your current age (assuming you’re between 18 and 25 years of age), your \_\_\_\_\_ is near its highest level it will be throughout your life.

- A. IQ
- \*B. fluid intelligence
- C. crystallized intelligence.
- D. “beta” intelligence.

% Correct: 71.15

Comments: Since IQ scores are now standardized, there is no way for an average intelligence score for a population to change over time. The things that can change over time are different types of intelligence. The one that peaks during late adolescence/early adulthood is fluid intelligence. This intelligence relates to the cognitive flexibility that allows people the ability to learn new information, adapt in new environments, and solve challenging problems.

25. Which statement about language abilities across species is true?

- A. Only human beings have something that we can define as a language.
- B. Only primates have something that we can define as a language.
- C. Only mammal and birds have something that we can define as a language.
- \*D. A large number of different species have something that can be defined as a language.

% Correct: 50

Comments: Though the language capabilities of other species studied thus far has been limited in comparison to humans, there are many other species that possess some form of language—a means of communication between members of the species. Research has also shown that there are several species that can also learn new languages in the correct environments. These learned languages are again limited.

26. What might prevent you from showing the Stroop effect?

- A. Print the words in large capital letters.
- B. Print the words with wider than usual spaces between them.
- C. Print the words in italic font.
- \*D. Print the words in a language you don’t understand.

% Correct: 82.69

Comments: The Stroop effect occurs when we are shown a list of colors that appear in colors that don’t match the words written. We are then asked to identify the colors of the words—not what the words read themselves. Because reading is an automatic cognitive behavior, it is nearly impossible to suppress that activity, and thus it becomes nearly impossible to identify the color of the words. This is what causes the Stroop effect. The only thing that can remove this automaticity is for us to not have it activated at all. The only thing listed that accomplishes this goal is answer D.

27. Why is the sentence, “He hit a man with a bagel” ambiguous?

- A. It has more than one surface structure.
- \*B. It has more than one deep structure.
- C. It has no surface structure.
- D. It has no deep structure.

% Correct: 56.86

Comments: Sentences are ambiguous when their meaning is unclear. Oftentimes, this implies that the sentence can mean a variety of different things. In the case of this sentence, it could mean that a man used a bagel to hit another man, or it could mean that a man holding a bagel was struck by another man. Because of the different potential meanings, this sentence is said to have more than one deep structure.

28. How many phonemes and morphemes are in the word enough?

- A. One phoneme and four morphemes
- \*B. Four phonemes and one morpheme
- C. Two phonemes and six morphemes
- D. Six phonemes and two morphemes

% Correct: 69.23

Comments: Phonemes are units of sound, morphemes are units of meaning. Since enough is a combination of four sounds “e” “n” “ah” “f”, and one item of meaning, the correct answer is B.

29. What is meant by a microexpression?

- A. The facial expression that corresponds to a very weak emotion
- \*B. A brief, sudden facial expression of an emotion
- C. An emotional expression by a laboratory animal
- D. A change in brain activity evoked by an emotional stimulus

% Correct: 92.30

Comments: Expressions occur when people experience emotions that temporarily change the muscle activity on their faces. Microexpressions are special forms of expressions that only last a fraction of a second. They often disappear because the person is not intending to, or even attempting to hide, the true emotions that they are experiencing.

30. How do body reactions relate to emotions, according to the James-Lange theory?

- A. Emotional feelings lead to body reactions.
- \*B. Body reactions lead to emotional feelings.
- C. Body reactions suppress emotional feelings.
- D. Emotional feelings suppress body reactions.

% Correct: 83.65

Comments: The James-Lange theory of emotions was one of the first theories in psychology to guess at how our emotions and physiological reactions to our environment interacted with each other. James and Lange surmised in their theory that the basic assumption that our emotions dictated our body’s reactions was wrong. Instead, they suggested that we determine our emotions through the conscious recognition of our physiological reactions to an event.

31. What is the main evidence for the idea that people have six “basic emotions”?

- A. Six words in all languages
- B. Six types of movement
- C. Six brain areas
- \*D. Six facial expressions

% Correct: 95.19

Comments: Basic emotions are thought to be emotions that we develop naturally, without any need for learning to occur. Though we could attempt to determine the set number of basic emotions that exist in a variety of different ways, most research has focused on how emotions naturally impact facial expressions. Research across different age groups and cultures has suggested that we all possess the ability to display 6 basic emotions on our faces at even very young ages.

32. Which of the following is a “need” discussed by Abraham Maslow in his hierarchy of needs?

- A. power
- B. contact comfort
- \*C. self-actualization



D. curiosity

% Correct: 93.20

Comments: Research on the topic of motivation has focused primarily on the topic of needs. Abraham Maslow, a famous Humanistic psychologist, proposed that one of our drives was for pursuit of self-actualization. This self-actualization involves a pursuit of an ideal self that subsequently generated a vast array of positive cognitive and personality related outcomes.

33. Mika is learning Spanish in order to impress a girl that he likes, but also because he finds the activity fun. In terms of motivation, we would call Mika's drive to learn Spanish

A. an intrinsic motivation.

B. an extrinsic motivation.

\*C. both an intrinsic and extrinsic motivation.

D. neither an intrinsic nor an extrinsic motivation—it is an impulse instead.

% Correct: 95.14

Comments: Goal-driven motives are called extrinsic motivators and internally-driven motives (it's fun, or interesting, etc.) are called intrinsic motivators. This description provided in the question suggests that both motivators are present in Mika's behavior, thus the answer to the question is C.

34. Most of Sigmund's Freud focus on needs revolved around

\*A. sexual and bodily needs.

B. needs surrounding spiritual goals.

C. intrinsic needs.

D. extrinsic needs.

% Correct: 77.66

Comments: Though Freud's theories took him in many different directions over the decades that he worked, the primary focus of his psychodynamic theory revolved around a large portion of our behaviors and individual differences stemming from our sexual and bodily needs. These needs were said to propel us to many of our daily actions, even if we were unaware that they were the source of our actions.

35. Social psychologists emphasize the \_\_\_\_ in the  $B = f(P, E)$  formula.

A. B

B. f

C. P

\*D. E

% Correct: 76.69

Comments: This formula reads, "behavior is a result of the combination of the person and their environment". Since social psychologists focus on the power of the environment on our behaviors, a social psychologist would be particularly interested in the E portion of this equation—the environmental factors.

36. The doctrine of interactionism specifically suggests that

A. both traits and states impact behavior.

B. traits impact states.

\*C. the situation, a person's traits, and a person's states all impact each other.

D. states impact traits.

% Correct: 70.87

Comments: Many people have assumed that either our personality is caused by our environment, our environment is shaped by our personality, or a given event shapes our actions—which in turn eventually forms our personality. The doctrine of interactionism suggests something very different. It supposes that all three of these things develop with each other at the same time. Our world we find ourselves in, the events that we experience, and the person that we are, all come from the way these three impact each other throughout our lifespans.

37. The factor analysis is a mathematical technique that was used in order for researchers to generate  
\*A. the “Big 5”.

B. the 6 basic emotions that we express.

C. the impact of our states and traits on behavior.

D. the heritability of traits.

% Correct: 68.93

Comments: The factor analysis is a highly refined mathematical tool that looks for correlations between responses to questions that can help us find overlaps between questions that don’t appear to overlap on the surface. This tool was used by personality psychologists that were looking to find a parsimonious way to differentiate individuals across the smallest number of universal traits possible—while still being able to get a good sense of each individual. This was what eventually led researchers to what is now called the “Big 5”.

38. Altruistic behaviors, compliance with others, and modesty are all aspects of the “Big 5” trait \_\_\_\_\_.

A. conscientiousness

B. extraversion

\*C. agreeableness

D. interdependence

% Correct: 95.14

Comments: Each trait in the “Big 5” has a combination of different facets to them. These facets often overlap with each other, but are distinct enough to measure on their own. The facets mentioned in this question all relate to the “Big 5” trait of agreeableness.

39. The one “Big 5” trait that has a large spread of scores in comparison to the other traits when people take the NEO-FFI is \_\_\_\_\_.

\*A. neuroticism

B. extraversion

C. agreeableness

D. interdependence

% Correct: 62.13

Comments: This question is referencing the spread of responses that are found within questions posed by the NEO-FFI. Though each trait’s questions provide a spread of different response scores amongst individuals, the one that provides the largest range of scores in neuroticism. This means that there is more variation between question responses for this trait than there is for any other trait.

40. The difference between “primary” and “secondary” traits is

\*A. where they lie in the hierarchy of personality.

B. whether someone knows about or doesn’t know about the trait.

C. if the trait is environmentally or internally driven.

D. if a trait is consistent or not.

% Correct: 52.94

Comments: This concept relates to the notion that there might be different levels of traits that we can use to describe ourselves. Primary traits are ones that encompass a large number of other traits. Secondary traits are still traits—consistencies within us—but they only can be applied to a smaller aspect of our personality related behaviors in different environments.

41. Based on research looking at the correlation between traits and several behaviors, we can conclude
- \*A. traits only have a weak predictive value for most behaviors.
  - B. traits have almost a perfect predictive value for most behaviors.
  - C. there is actually a negative correlation between traits and most behaviors.
  - D. there is usually a high, but not perfect correlation between traits and most behaviors.

% Correct: 45.63

Comments: Though much has been made of the importance of traits, when explaining behavior, most psychologists have found that knowledge of our traits can only help us predict a small portion of our everyday actions. The thing that can predict our actions the most is the environment in which we find ourselves.

42. The correlational ceiling for most traits and personality related behaviors is around \_\_\_\_.
- A. -.5
  - B. -.1 to .1
  - \*C. .3
  - D. .75

% Correct: 70.87

Comments: This question is again alluding to the lack of predictive power that traits have on our everyday behaviors. Though we think that we are consistent, that we know our traits, and that who we are has a large impact on our behaviors in each situation we encounter, the research on this shows otherwise. Most studies suggest a strong cap of a correlation coefficient of .3 for our personality related behaviors and the traits that we assign to ourselves.

43. Based on the research surrounding the self-perception theory of attitudes, the best way to eventually make yourself feel happy if you aren't currently feeling that way is to
- A. make yourself feel sad.
  - B. think of reasons why you should be happy.
  - \*C. act as though you are happy.
  - D. hope—there really isn't any research that suggests we can change our own moods intentionally.

% Correct: 82.52

Comments: Self-perception theory suggests that our actions can have a large impact on our beliefs about who we are, what we feel, and what we believe. Therefore, if the desired outcome is to feel happy, the best way to create this outcome is to simply act happy.

44. Solomon Asch was able to show in his famous conformity research on line length judgment that
- A. authority figures can get people to conform.
  - \*B. people can even conform to the group in situations where the group is obviously wrong.
  - C. conformity happens when we are scared to be punished.
  - D. personality characteristics are key components to determining who conforms to a group.

% Correct: 90.29

Comments: Solomon Asch was a social psychologist that questioned the justification for conformity. Before his research, many people assumed that conformity was a result of ambiguity. In other words, since we don't know what to do in many situations, we just follow others. In Asch's experiments, he

examined if people would conform in situations where there was no doubt about the correct response. He was able to show that many of us follow others, even when we know that those others are doing something that is incorrect.

45. Research on social loafing has suggested that the greater the size of the group,

- \*A. the less effort you put into contributing to the group.
- B. the more effort you put into contributing to the group.
- C. the closer you feel with the group.
- D. the less you feel like you are a part of the group.

% Correct: 96.11

Comments: Though there are caveats to this effect, the definition of social loafing is embedded within the question and answer A. Research on this topic has provided us with some interesting insights about the power of the situation and how it impacts performance.

46. The original anger-frustration theory suggested that anything that produced frustration automatically triggered anger. How did the revised anger-frustration theory alter this formula?

- A. It suggested that personality characteristics could strengthen or weaken this relationship.
- B. It suggested that time played a role in when the frustration led to anger.
- \*C. It suggested that situational cues for anger were also required for the frustration to produce anger.
- D. It suggested that anger could also come from things outside of frustration.

% Correct: 66.01

Comments: This question gets at an interesting concept that relates to the emotions that we feel. Many of us assume that our emotions arise on their own. This theory, and the large amount of research around it, suggests that we experience emotions through both physiological changes and our recognition of cues to produce the specific emotion.

47. What has research demonstrated about first impressions of people?

- A. First impressions are no more accurate than chance.
- B. People take several minutes to form their first impression of someone.
- C. People quickly discard their first impressions after gaining new information.
- \*D. Your first impression influences your behavior and that of the other person.

% Correct: 93.13

Comments: This question alludes to a social psychology phenomenon called the primacy effect. This effect suggests that our perceptions, actions, and ensuing relationships with individuals are often the byproduct of our first encounters with someone.

48. According to the theory of cognitive dissonance, what do people try to do?

- A. Avoid situations in which they would have to make difficult decisions
- \*B. Minimize any conflict between their behavior and their attitudes
- C. Carefully evaluate as much evidence as possible before forming an attitude
- D. Convince other people to change their attitudes

% Correct: 79.41

Comments: Cognitive dissonance occurs when our behaviors don't match our attitudes. When faced with this problem, people must choose between one of three options in order to reduce the dissonance: change the behavior, justify the action, or change the attitude.

49. Which of the following is an example of the central route to persuasion?

- \*A. This candidate has consistently supported better public schools.

- B. This candidate has a good smile and an attractive family.
- C. This candidate has endorsements from many movie stars.
- D. This candidate shook hands with everyone in your neighborhood.

% Correct: 67.32

Comments: When attempting to persuade someone, the persuader can use arguments related to the topic at hand (this is called a central route to persuasion), or they can use arguments that are unrelated to the topic at hand (this is called a peripheral route to persuasion). The answer above that relates to the central route approach is answer A.

50. What is the theoretical explanation for why both birds and humans prefer a physically attractive mate?

- A. Physically attractive individuals tend to be intelligent.
- \*B. Physically attractive individuals tend to be healthy.
- C. Physically attractive individuals tend to be creative.
- D. Physically attractive individuals tend to be cooperative.

% Correct: 86

Comments: Though we are forced to approach this topic from a theoretical standpoint, one pervasive theory is that attractiveness indicates health. This has been verified across several things that are considered attractive (symmetry, a lack of disease, etc.), and the responses that people give when describing the benefits of attractive individuals.