

Chapter 11: Social Psychology

What Is Social Psychology?

1. When the presence of others enhances one's performance of a task, we call this effect the _____ phenomenon.
- social facilitation
 - law-of-numbers
 - spectator
 - self-presentation

Answer a % correct 68 a = 90 b = 2 c = 2 d = 6 r = .22

2. Dan really doesn't feel like riding the stationary bicycle today, but he doesn't want the people around him to think he is a slacker. If he decides to continue exercising, what concept might explain his actions?
- social productivity
 - social loafing
 - social facilitation
 - social idleness

Answer c % correct 68 a = 24 b = 1 c = 68 d = 8 r = .40

3. The idea that we often learn about ourselves by comparing our performance with that of other people is reflective of:
- social comparison theory.
 - LeBon's view on mob violence.
 - cognitive dissonance.
 - performance comparison theory.

Answer a % correct 65 a = 65 b = 2 c = 3 d = 30 r = .23

4. The _____ theory suggests that we often learn about ourselves by comparing our performance with that of other people.
- dissonance
 - attribution
 - social comparison
 - conformity

Answer c % correct 90 a = 3 b = 5 c = 90 d = 2 r = .29

5. What is the tendency to make internal attributions when we succeed and external attributions when we fail?
- self-attribution error
 - fundamental attribution error
 - self-serving bias
 - actor-observer bias

Answer c % correct 72 a = 19 b = 6 c = 72 d = 4 r = .32

6. The theory that addresses the question of how people make judgments about the causes of behavior is _____ theory.
- exchange
 - social learning
 - attribution
 - social influence

Answer c % correct 44 a = 1 b = 31 c = 44 d = 23 r = .22

7. Inferring characteristics of people based on their observable behavior is called _____.
- social psychology
 - attribution
 - attitudes
 - personality psychology

Answer b % correct 80 a = 10 b = 80 c = 0 d = 10 r = .71

8. The cognitive process of deciding who or what caused an event is:
- attribution.
 - balance theory.
 - cognitive dissonance.
 - confirmation bias.

Answer a % correct 80 a = 80 b = 4 c = 12 d = 2 r = .36

9. The fundamental attribution error refers to:
- people's tendencies to ignore situational causes of behavior and favor internal explanations.
 - people's tendencies to ignore internal causes of behavior and favor external explanations.
 - people's tendencies to deal with someone else's behavior without trying to figure out what made them behave that way.
 - people's tendencies to go along with the majority opinion in deciding what caused an event rather than reasoning it out for themselves.

Answer a % correct 47 a = 47 b = 30 c = 10 d = 13 r = .49

10. The tendency to base attributions solely on behavior without considering the situation is called:
- projection.
 - behavioral relevance.
 - fundamental attribution error.
 - hedonic relevance.

Answer c % correct 79 a = 6 b = 14 c = 79 d = 1 r = .29

11. The tendency to give too much emphasis to personal factors when accounting for other people's actions is called _____.
- the primacy effect
 - defensive attribution
 - fundamental attribution error
 - the just world hypothesis

Answer c % correct 85 a = 4 b = 11 c = 85 d = 0 r = .36

12. The fundamental attribution error is based on the:
- confirmatory bias.
 - need to believe that one can control one's fate.
 - basic distrust that we have of other humans.
 - need to accurately detect causes of behavior.

Answer d % correct 65 a = 9 b = 16 c = 9 d = 65 r = .21

13. What is the process of explaining why certain events occurred or why a particular person acted in a certain manner?
- attribution
 - causality analysis
 - ascribing
 - stereotyping

Answer a % correct 70 a = 70 b = 15 c = 10 d = 3 r = .44

Social Influence: Conformity and Obedience

14. Giving in to indirect pressure to change your behavior and thoughts is called:

- a. conformity.
- b. compliance.
- c. obedience.
- d. persuasion.

Answer a % correct 78 a = 78 b = 15 c = 2 d = 5 r = .20

15. To conform is to yield to _____.

- a. social norms
- b. cognitive dissonance
- c. secondary processes
- d. response cues

Answer a % correct 93 a = 93 b = 4 c = 1 d = 1 r = .32

16. A dealer persuades a customer to buy a new car by reducing the price to well below that of his competitors. Once the customer has agreed to buy the car, the terms of the sale are shifted, by lowering the value of the trade-in and requiring the purchase of expensive extra equipment. Now the car costs well above the current market rate. This is an example of the _____ procedure.

- a. primacy
- b. lowball
- c. foot-in-the-door
- d. bait-and-switch

Answer b % correct 88 a = 1 b = 88 c = 11 d = 0 r = .35

17. Society's main standard for judging abnormal behavior is _____.

- a. the person's experience of inner distress
- b. whether behavior conforms to the existing social order
- c. an individual's personal sense of well-being
- d. the person's success in meeting societal expectations for performance in work, school, and in social relationships

Answer b % correct 43 a = 2 b = 43 c = 6 d = 47 r = .07

18. Informational influence is motivated by the desire to be _____.

- a. fun
- b. correct
- c. approved by the social group
- d. in touch with your social environment

Answer b % correct 49 a = 0 b = 49 c = 44 d = 7 r = .36

19. Asch (1951) used _____ to study informational conformity.

- a. the "autokinetic effect"
- b. the latency of response
- c. social loafing in a tug of war group
- d. line lengths

Answer d % correct 65 a = 16 b = 11 c = 8 d = 65 r = .51

20. John is a member of a local rock band and the Army Reserves. To be accepted in the band and by fans, John must wear long hair. However, the Reserves require John to keep his hair short. This is called a _____.

- a. avoidance-avoidance conflict
- b. social dilemma
- c. role conflict
- d. reactance

Answer c % correct 63 a = 0 b = 32 c = 63 d = 4 r = .33

21. Behavior that occurs when we change our actions or attitudes because of real or imagined group pressures is called _____.

- a. cooperation
- b. coercion
- c. obedience
- d. conformity

Answer d % correct 98 a = 1 b = 1 c = 1 d = 98 r = .33

22. Rules that govern behavior and apply to all members of a group are called _____.

- a. roles
- b. patterns
- c. laws
- d. norms

Answer d % correct 94 a = 2 b = 2 c = 2 d = 94 r = .51

23. Milgram's study on obedience has been criticized on the basis of _____.

- a. methodological weaknesses
- b. inability to replicate it
- c. lack of real-life application
- d. ethics

Answer d % correct 87 a = 3 b = 1 c = 9 d = 87 r = .36

24. In the famous Milgram experiment on obedience, who received a shock?

- a. the "learner"
- b. no one
- c. the confederate
- d. the subject

Answer b % correct 66 a = 21 b = 66 c = 5 d = 8 r = .37

25. Roles are similar to, but different from, norms because they also specify _____.

- a. what must be done
- b. how it should be done
- c. who must do it
- d. when it must be done

Answer c % correct 87 a = 8 b = 5 c = 87 d = 1 r = .24

26. Early studies indicated that women conformed more than men. Later research has shown that women's conforming behavior is motivated by their desire to _____.

- a. be popular
- b. avoid rejection
- c. become the group leader
- d. keep group conflict at a minimum

Answer d % correct 62 a = 3 b = 32 c = 4 d = 62 r = .24

27. Following orders is referred to as _____ by social psychologists.

- a. compliance
- b. conformity
- c. influence
- d. obedience

Answer d % correct 57 a = 27 b = 16 c = 0 d = 57 r = .21

28. Which of the following is an example of obedience, as defined by social psychologists?

- a. A soldier shoots enemy women and children on orders from his commanding officer.
- b. People clean their own table in a restaurant that has a sign reading, "Help keep costs down and clean off your table."
- c. Passengers move to the back of the bus as soon as the driver tells them to.
- d. Stan has thrown away all of his old ties and bought new ones to "be in style."

Answer a % correct 46 a = 46 b = 14 c = 13 d = 27 r = .24

29. Changing one's behavior in response to real or perceived social pressures is referred to as _____ by social psychologists.

- a. compliance
- b. conformity
- c. influence
- d. obedience

Answer b % correct 71 a = 15 b = 71 c = 7 d = 7 r = .32

30. Which of the following is an example of conformity?

- a. A soldier shoots enemy women and children on orders from his commanding officer.
- b. A policeman beats a prisoner to force a confession on orders of his commanding officer.
- c. Passengers move to the back of the bus as soon as the driver tells them to.
- d. Stan has thrown away all of his old ties and bought new ones to "be in style."

Answer d % correct 88 a = 3 b = 1 c = 7 d = 88 r = .34

31. What did Milgram study?

- a. the authoritarian personality
- b. bystander apathy
- c. the effects of watching violence on television
- d. obedience to authority

Answer d % correct 95 a = 4 b = 1 c = 0 d = 95 r = .26

32. What percent of subjects in Milgram's experiment on obedience actually completed the shock series?

- a. less than 1%
- b. between 5% and 10%
- c. about 65%
- d. about 90%

Answer c % correct 72 a = 1 b = 6 c = 72 d = 20 r = .44

33. Even though he thought the Army Reserve's short hair regulation was silly, Ted really wanted the extra money Reserve duty provided to him, so he kept his hair short. This is an example of:

- a. conformity.
- b. reactance.
- c. private acceptance.
- d. a role.

Answer a % correct 47 a = 47 b = 13 c = 24 d = 16 r = .52

34. According to several research studies, conformity will be greatest among people who:
- do not expect future interaction with group members.
 - are not strongly attracted to the group.
 - feel accepted by the group.
 - are not completely confident about their ability.

Answer d % correct 68 a = 1 b = 3 c = 28 d = 68 r = .23

35. Group conformity is greatest when:
- the task is difficult or ambiguous.
 - the group is all female.
 - males outnumber females.
 - the pressure source is categorized into a unit.

Answer a % correct 58 a = 58 b = 2 c = 3 d = 37 r = .34

36. Following the direct orders of someone in a position of higher authority is called:
- compliance.
 - conformity.
 - obedience.
 - consent.

Answer c % correct 74 a = 18 b = 8 c = 74 d = 1 r = .20

37. _____ found that normal people in normal times will often follow orders to hurt innocent people.
- Solomon Asch
 - Kurt Lewin
 - Carolyn Sherif
 - Stanley Milgram

Answer d % correct 73 a = 17 b = 2 c = 8 d = 73 r = .43

38. In the Milgram experiment on obedience, the _____ was a confederate of the experimenter.
- subject
 - female subject
 - learner
 - normal person

Answer c % correct 62 a = 34 b = 1 c = 62 d = 3 r = .39

39. In the Milgram experiment on obedience, the dependent variable was the:
- learner's incorrect responses.
 - intensity of shock delivered.
 - learner's screams of pain.
 - number of mistakes made by the learner.

Answer b % correct 54 a = 21 b = 54 c = 18 d = 7 r = .36

40. Asch had subjects judge the length of straight lines after they heard "fake" subjects consistently give the same incorrect length judgment. Under this kind of social influence, the real subjects conformed to a distorted view of reality on about _____ of the judgment trials.
- 90%
 - 1/3
 - 50%
 - 2/3

Answer b % correct 38 a = 22 b = 38 c = 3 d = 38 r = .27

41. Norms usually do NOT:
- apply only to certain group members.
 - apply to all group members.
 - exist in unwritten form.
 - exist in written form.
- Answer a** % correct 22 a = 22 b = 18 c = 12 d = 48 r = .24
42. Even though she thought it was silly, Emily wore pink and green ribbons in her hair as her friends did. This is an example of:
- a group role.
 - a group norm.
 - conformity.
 - obedience.
- Answer c** % correct 94 a = 1 b = 4 c = 94 d = 1 r = .22
43. Normative social pressure is based on:
- a group's power because of informational value.
 - a group's power because of goal achievement.
 - a group's power because of wanting to be accepted.
 - a group's power because of social stability.
- Answer c** % correct 75 a = 8 b = 5 c = 75 d = 12 r = .26
44. Which of the following is a factor influencing conformity?
- the individual
 - the group
 - the task
 - all of the above
- Answer d** % correct 80 a = 1 b = 18 c = 1 d = 80 r = .22
45. In Asch's research study on conformity, he found that students conformed to group behavior:
- only on difficult tasks.
 - at least one-third of the time.
 - only if they knew the individuals in the group.
 - over half of the time.
- Answer b** % correct 49 a = 4 b = 49 c = 1 d = 46 r = .46
46. The technique used for studying conformity was developed by:
- Festinger.
 - Asch.
 - Lewin.
 - Thorndike.
- Answer b** % correct 71 a = 13 b = 71 c = 4 d = 11 r = .23
47. Conformity is greatest when:
- one or two go against the group.
 - the task is difficult.
 - the task is easy.
 - there are more than eight people in a group.
- Answer b** % correct 20 a = 7 b = 20 c = 34 d = 38 r = .37

48. Following direct and explicit orders of a person in authority is called:
- a. group think.
 - b. obedience.
 - c. prejudice.
 - d. deindividuation.

Answer b % correct 97 a = 1 b = 97 c = 0 d = 2 r = .26

49. Milgram is known for his research in:
- a. prejudice.
 - b. group think.
 - c. obedience.
 - d. deindividuation.

Answer c % correct 95 a = 0 b = 1 c = 95 d = 4 r = .26

50. When Milgram tested the assumption that the subjects blindly obeyed instructions because they were in a "safe" university setting, he found that:
- a. the setting had no effect on the subjects' behavior.
 - b. the setting had little effect on the subjects' behavior.
 - c. subjects applied greater levels of shock in a non-university setting.
 - d. subjects applied much lower levels of shock in a non-university setting.

Answer b % correct 28 a = 14 b = 28 c = 23 d = 34 r = .27

51. The Milgram obedience study has been criticized on the basis of:
- a. validity.
 - b. ethics.
 - c. reliability.
 - d. applicability.

Answer b % correct 67 a = 7 b = 67 c = 13 d = 12 r = .32

52. Which of the following is NOT a positive outcome of the Milgram obedience study?
- a. The subjects learned that they would obey an order to hurt another.
 - b. The subjects were glad they had been in the study.
 - c. The results further our knowledge about human behavior.
 - d. The results further our knowledge about the power of orders.

Answer a % correct 62 a = 62 b = 28 c = 6 d = 4 r = .32

53. Experiments showing the effects of group pressure on conformity were conducted by _____.
- a. Asch
 - b. Luchens
 - c. Milgram
 - d. Singer

Answer a % correct 71 a = 71 b = 7 c = 9 d = 13 r = .32

54. Asch's studies showed that conformity to group pressure occurred about _____ of the time.
- a. 5%
 - b. 35%
 - c. 65%
 - d. 95%

Answer b % correct 8 a = 1 b = 8 c = 46 d = 45 r = .32

55. Asch found that the likelihood of conformity increased with group size until _____ confederates were present.

- a. three
- b. four
- c. five
- d. six

Answer b % correct 36 a = 24 b = 36 c = 12 d = 29 r = .28

56. Conformity tends to be higher when a task is _____.

- a. easy
- b. ambiguous
- c. clearly defined
- d. illegal

Answer b % correct 57 a = 19 b = 57 c = 20 d = 4 r = .37

57. _____ is a response to pressure exerted by norms that are generally left unstated.

- a. Conformity
- b. Compliance
- c. Obedience
- d. Deindividuation

Answer a % correct 38 a = 38 b = 50 c = 5 d = 7 r = .23

58. The person who conducted the most well-known research on obedience is _____.

- a. Asch
- b. Milgram
- c. Luchens
- d. Kelley

Answer b % correct 87 a = 9 b = 87 c = 2 d = 2 r = .22

59. In Milgram's studies about _____ percent of his subjects administered the entire range of electric shocks.

- a. 25
- b. 45
- c. 65
- d. 85

Answer c % correct 72 a = 8 b = 8 c = 72 d = 12 r = .42

60. A very cohesive group, insulated from outside opinion, with a respected leader must make a decision quickly. As they deliberate, this group should be especially aware of the phenomenon called:

- a. deindividuation.
- b. social facilitation.
- c. groupthink.
- d. group polarization.

Answer c % correct 68 a = 5 b = 9 c = 68 d = 17 r = .37

61. Social influence in its most direct and powerful form is known as _____.

- a. deindividuation
- b. obedience
- c. compliance
- d. conformity

Answer b % correct 44 a = 3 b = 44 c = 6 d = 0 r = .42

62. When a group exerts such strong pressure to conform that it prevents people from expressing critical ideas, the group is suffering from _____.

- a. groupthink
- b. polarization
- c. risky shift
- d. deindividuation

Answer a % correct 73 a = 73 b = 9 c = 1 d = 17 r = .40

63. Any group of people who feel a sense of solidarity and exclusivity in relation to nonmembers is _____.

- a. an in-group
- b. a dominance hierarchy
- c. an out-group
- d. a support group

Answer a % correct 77 a = 77 b = 4 c = 13 d = 6 r = .42

64. According to the text, the Bay of Pigs invasion of Cuba was a result of _____.

- a. a weak leader
- b. groupthink
- c. risky shift
- d. group polarization

Answer b % correct 80 a = 2 b = 80 c = 1 d = 16 r = .41

65. When group members feel their efforts are going unrecognized, _____ occurs.

- a. inconsistency
- b. coordination loss
- c. motivation loss
- d. groupthink

Answer c % correct 83 a = 9 b = 2 c = 83 d = 6 r = .32

66. Research has shown that the person who _____ often becomes the group's leader.

- a. remains standing when others are seated
- b. possesses certain traits that correlate with leadership
- c. is seated at the head of the table
- d. arrives at the meeting late

Answer c % correct 36 a = 4 b = 59 c = 36 d = 1 r = .41

67. One effect of deindividuation that may contribute to mob violence is _____.

- a. group depolarization
- b. abdicating personal responsibility
- c. unjustified negative attitudes toward certain individuals
- d. social loafing

Answer b % correct 61 a = 15 b = 61 c = 18 d = 7 r = .45

68. Failure to critically evaluate ideas when concern is for reaching agreement is called _____.

- a. group polarization
- b. social comparison
- c. groupthink
- d. deindividuation

Answer c % correct 77 a = 12 b = 8 c = 77 d = 4 r = .51

69. The major problem with the groupthink theory is which of the following?
- There is no leadership during the decision-making process.
 - Group polarization occurs.
 - Risky shift occurs.
 - No critical evaluation occurs.

Answer d % correct 51 a = 14 b = 34 c = 1 d = 51 r = .49

70. Which of the following conditions is NOT conducive to group think?
- critical evaluation of ideas
 - a strong leader
 - individuals who are proud to be members of the group
 - a close-knit group

Answer a % correct 48 a = 48 b = 28 c = 17 d = 7 r = .36

71. Group think can be avoided by:
- having a strong leader.
 - inviting outsiders to give their opinions.
 - striving for a consensus among members.
 - having bright, well-informed members.

Answer b % correct 68 a = 17 b = 68 c = 9 d = 5 r = .45

Helping and Harming Others: Prosocial Behavior and Aggression

72. Altruistic behavior is behavior that:
- is intended to be helpful to others.
 - unintentionally harms others.
 - intentionally harms others.
 - has no known motivation behind it.

Answer a % correct 56 a = 56 b = 6 c = 1 d = 36 r = .23

73. A major reason why people won't help when there are many bystanders is because:
- of diffusion of responsibility.
 - people are egoistic.
 - people like to see others hurt.
 - people are not altruistic.

Answer a % correct 91 a = 91 b = 2 c = 1 d = 6 r = .40

74. According to research, the larger the group, the:
- safer you are.
 - more likely you are to receive help.
 - more likely you are to give assistance.
 - less likely you are to give or receive help.

Answer d % correct 93 a = 2 b = 2 c = 4 d = 93 r = .41

75. Which of the following is NOT true?
- Bystanders often do not perceive a crisis as an emergency.
 - Bystanders fail to help because of basic human callousness.
 - The greater the number of bystanders, the less likely it is that anyone will come forward to help the victim of a crisis situation.
 - all of the above.

Answer b % correct 68 a = 4 b = 68 c = 7 d = 21 r = .41

76. The term _____ refers to the tendency to help others who are in need even when there is not likely to be a reward for helping.

- a. bystander mitigation
- b. altruism
- c. empathy
- d. sympathetic collusion

Answer b % correct 74 a = 11 b = 74 c = 9 d = 6 r = .42

77. Which of the following is NOT a step in making a decision to help?

- a. supplying help
- b. moving away to observe
- c. noticing the distressed person
- d. interpreting the situation

Answer b % correct 74 a = 22 b = 74 c = 4 d = 0 r = .27

78. If a person sees a victim in dire need, but doesn't know how to help, that person will most likely:

- a. stay with the victim.
- b. do nothing.
- c. go for help.
- d. attempt to offer first aid.

Answer b % correct 66 a = 5 b = 66 c = 27 d = 3 r = .29

79. In which of the following situations is a person the LEAST likely to do nothing:

- a. The person sees a victim, but doesn't have training to do first aid.
- b. The person sees a victim and there are many others around.
- c. The person sees a victim collapse next to him or her.
- d. The person sees two children, who look similar, fighting.

Answer c % correct 35 a = 2 b = 57 c = 35 d = 6 r = .46

80. Behavior directed at helping others with no thought or expectation of personal gain is called _____ behavior.

- a. primacy
- b. conformity
- c. altruistic
- d. manipulative

Answer c % correct 90 a = 9 b = 0 c = 90 d = 1 r = .32

81. The most important situational variable in altruism is the _____.

- a. weather
- b. time of day
- c. presence of other people
- d. ambiguity of the situation

Answer c % correct 66 a = 1 b = 0 c = 66 d = 33 r = .20

82. What is the tendency to exert less effort when working on a group task if individuals' contributions will not be evaluated?

- a. social facilitation
- b. the goof-off phenomenon
- c. social idleness
- d. social loafing

Answer d % correct 86 a = 9 b = 0 c = 5 d = 86 r = .37

83. According to research:
- a person will get more help in a crowd.
 - there is safety in numbers.
 - the fewer people present, the greater chance of receiving help.
 - people are not altruistic.
- Answer c % correct 95 a = 0 b = 5 c = 95 d = 0 r = .38**
84. It is unusual to find a group _____.
- where the same person is always the leader
 - led by a woman
 - that has a task specialist
 - that has a socioemotional leader
- Answer a % correct 43 a = 43 b = 7 c = 11 d = 38 r = .46**
85. Early studies showed that people and ants work _____ when in the presence of others than when alone.
- faster
 - more for themselves
 - slower
 - more effortlessly
- Answer a % correct 79 a = 79 b = 2 c = 13 d = 6 r = .25**
86. The arousal and excitement that occurs in the presence of others aids in:
- learning new behavior.
 - the performance of well-learned responses.
 - social loafing.
 - learning complex behaviors.
- Answer b % correct 48 a = 32 b = 48 c = 13 d = 7 r = .27**
87. _____ may result when a person performs in a group in which his or her contribution is not easily observable.
- Groupthink
 - Social inhibition
 - Deindividuation
 - Social loafing
- Answer d % correct 67 a = 1 b = 9 c = 23 d = 67 r = .40**
88. According to Irving Janis, the Bay of Pigs fiasco occurred because of:
- a weak leader.
 - groupthink.
 - the risky shift phenomenon.
 - group polarization.
- Answer b % correct 64 a = 15 b = 64 c = 7 d = 15 r = .49**
89. Which of the following conditions is conducive to creating a group think effect?
- the illusion of disagreement
 - a weak leader
 - failing to critically evaluate ideas
 - members who do not like each other
- Answer c % correct 68 a = 12 b = 17 c = 68 d = 3 r = .50**

90. The factor most likely to determine whether group think becomes a problem for a group is group _____.
- a. size
 - b. status
 - c. intellect
 - d. cohesiveness
- Answer d % correct 68 a = 25 b = 6 c = 1 d = 68 r = .34**

Attitudes and Persuasion: Changing Minds

91. A relatively stable organization of beliefs, feelings, and behavior tendencies toward something or someone else is a(n) _____.
- a. affect
 - b. cognition
 - c. archetype
 - d. attitude
- Answer d % correct 88 a = 2 b = 4 c = 4 d = 88 r = .26**

92. Learned, relatively enduring feelings about objects, events, or issues are called _____.
- a. norms
 - b. opinions
 - c. attitudes
 - d. emotions
- Answer c % correct 95 a = 5 b = 0 c = 95 d = 0 r = .34**

93. Bill thinks that drug use is bad, but he has friends who use illicit drugs and he sometimes gets high himself. Socializing with drug users and using drugs himself illustrate which component of attitude?
- a. evaluation
 - b. action
 - c. belief
 - d. moral
- Answer b % correct 81 a = 5 b = 81 c = 5 d = 10 r = .21**

94. The media is a powerful influence on our attitudes because it is frequently _____.
- a. rejecting
 - b. our only source of information about certain things
 - c. with us from birth
 - d. entertaining
- Answer b % correct 95 a = 0 b = 95 c = 5 d = 0 r = .25**

95. The foot-in-the-door approach encourages people to perform a larger or more costly act because:
- a. refusing a costly act makes them feel guilty.
 - b. of a new self-image.
 - c. they feel their effort is justified.
 - d. they do not feel threatened.
- Answer b % correct 29 a = 14 b = 29 c = 48 d = 10 r = .20**

96. According to the door-in-the-face technique, people will go along with a smaller request after they have refused a larger request because:
- a. they feel guilty.
 - b. of the primacy effect.
 - c. they feel threatened.
 - d. they do not want to be cheated.
- Answer a % correct 90 a = 90 b = 10 c = 0 d = 0 r = .27**

97. What theory was advanced by Festinger?

- a. balance
- b. cognitive heuristic
- c. cognitive dissonance
- d. confirmation bias

Answer c % correct 73 a = 1 b = 8 c = 73 d = 18 r = .28

98. According to Festinger, the feeling of discomfort that results from the realization that our beliefs and our behaviors are discrepant is called:

- a. attribution.
- b. balance theory.
- c. cognitive dissonance.
- d. confirmation bias.

Answer c % correct 83 a = 4 b = 4 c = 83 d = 9 r = .36

99. To relieve dissonance, people will try to change _____, so that attitudes, beliefs, and behavior will once again support one another.

- a. the subject
- b. their cognitions
- c. their values
- d. their actions

Answer b % correct 38 a = 5 b = 38 c = 29 d = 29 r = .37

100. Even though Jane thought it was wrong to take from others, she didn't want to be rejected by her peers, so she began shoplifting along with them. Jane probably experienced _____ when she stole.

- a. the fundamental attribution error
- b. reactance
- c. central route change
- d. cognitive dissonance

Answer d % correct 60 a = 10 b = 30 c = 0 d = 60 r = .46

101. Getting a person to make a small commitment in order to get that person to make a larger commitment later is known as:

- a. the door-in-the-face technique.
- b. the foot-in-the-door technique.
- c. the sleeper effect method.
- d. the supersales technique.

Answer b % correct 81 a = 5 b = 81 c = 10 d = 5 r = .30

102. The theory of _____ attempts to explain what happens when people behave in ways that are contrary to their beliefs or attitudes.

- a. social comparison
- b. cognitive dissonance
- c. opponent processes
- d. social exchange

Answer b % correct 79 a = 14 b = 79 c = 4 d = 3 r = .23

103. Research studying attitude change has focused on all of the following factors EXCEPT:

- a. the communicator.
- b. the message.
- c. the context.
- d. the audience.

Answer c % correct 71 a = 10 b = 5 c = 71 d = 14 r = .23

104. Whenever a person has two contradictory cognitions at the same time, a state of _____ exists.
- a. cognitive congruence
 - b. nonreciprocity
 - c. cognitive dissonance
 - d. identity diffusion

Answer c % correct 77 a = 10 b = 2 c = 77 d = 10 r = .24

Prejudice and Discrimination

105. Which of the following is a negative, often aggressive behavior aimed at the target of prejudice?
- a. stereotypes
 - b. bias
 - c. discrimination
 - d. reactance

Answer c % correct 89 a = 5 b = 4 c = 89 d = 2 r = .28

106. According to research, prejudice is reduced when people must:
- a. come into contact with one another.
 - b. change their attitudes and behaviors.
 - c. cooperate with one another to achieve a goal.
 - d. live together.

Answer c % correct 88 a = 7 b = 4 c = 88 d = 2 r = .33

107. Prejudice differs from discrimination in that it is:
- a. unjustified.
 - b. a behavior.
 - c. an attitude.
 - d. negative.

Answer c % correct 86 a = 4 b = 8 c = 86 d = 2 r = .22

108. Discrimination differs from prejudice in that it is:
- a. unjustified.
 - b. a behavior.
 - c. an attitude.
 - d. negative.

Answer b % correct 68 a = 8 b = 68 c = 14 d = 8 r = .31

109. _____ puts people into categories with each category having its own set of characteristics.
- a. Stereotyping
 - b. Prejudice
 - c. Discrimination
 - d. Bias

Answer a % correct 94 a = 94 b = 5 c = 0 d = 1 r = .31

110. Stereotypes can easily become the basis for _____.
- a. primary drives
 - b. negating the primacy effect
 - c. self-fulfilling prophecies
 - d. the development of unifying traits

Answer c % correct 78 a = 4 b = 4 c = 88 d = 4 r = .26

111. Which of the following phenomena usually involves an excessively negative, overgeneralized assumption about a socially defined category of people?
- a. self-fulfilling prophecy
 - b. confirmation bias
 - c. attitude
 - d. stereotype

Answer d % correct 87 a = 3 b = 4 c = 6 d = 87 r = .25

112. The notion that "mental patients are dangerous" is an example of a(n):
- a. self-fulfilling prophecy
 - b. confirmation bias
 - c. attitude
 - d. stereotype

Answer d % correct 91 a = 7 b = 0 c = 2 d = 91 r = .22

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