

TEST BANK

Chapter 1: Psychology as a Science

Multiple Choice Questions

1. Dermo-optical perception is a _____.
 - a. branch of psychology.
 - b. science.
 - c. supported by the APA.
 - d. pseudoscience.
2. Jenn uses dermo-optical perception in her General Psychology classes to teach her students _____.
 - a. the difference between science and pseudoscience.
 - b. not to blindly obey authority figures.
 - c. how to obtain ESP skills.
 - d. A and B
3. When you graduate from college, whose responsibility will it be to keep you up to date in the field of psychology?
 - a. APA
 - b. yourself
 - c. previous college professors
 - d. future boss or employer
4. Which of the following is a national organization for psychologists?
 - a. American Psychological Association
 - b. Association for Psychological Science
 - c. Association for Psychological Research
 - d. A and B
5. Which of the following is a national organization for psychologists?
 - a. American Psychological Organization
 - b. Association for Psychological Science
 - c. Association for Psychological Research
 - d. A and B
6. Which of the following statements is true about memberships in national psychological organizations?
 - a. undergraduate and graduate students may join as affiliates.
 - b. Current graduate students may become full members.
 - c. Memberships are limited to professional psychologists.
 - d. Students may become members with an endorsement from a faculty member.
7. Which of the following is not a benefit to membership in national psychological organizations?
 - a. reduced conference rates
 - b. reduced Psi Chi memberships
 - c. magazines
 - d. journals
8. Which of the following ways can be used to remain up-to-date on developments in the field of psychology?
 - a. the use of scholarly resources
 - b. the reading of published findings
 - c. the engagement of research
 - d. all of the above

9. Which of the following is not a way to remain up-to-date on developments in the field?
- conducting research
 - being involved with psychological organizations
 - staying in contact with your college professors
 - reading literature in the area
10. Which of the following is not a common way to access professional psychology journals?
- subscribe to journals as an individual
 - access the journals through an affiliation with a university
 - access the journals through the local public library
 - receive journals through membership in professional organizations
11. Which of the following accurately describes the role of undergraduates in psychological research?
- undergraduates learn about research methods but are not allowed to conduct research
 - undergraduates have a strong tradition of involvement in psychological research
 - undergraduates are limited to entry level research roles such as data collection and entry
 - undergraduates can assist faculty members in their research endeavors
12. *Ghost Busters* (1984) was a movie about “parapsychology” professors and included scenes with the professors testing skills of participants. This popular movie could have contributed to which of the following popular myths in psychology:
- “Most People Use only 10% of Their Brain Power”
 - “Extrasensory Perception is a Well-Established Scientific Phenomenon”
 - “People with Schizophrenia Have Multiple Personalities”
 - “Most People Experience a Midlife Crisis in Their 40s or Early 50s”
13. In *Father of the Bride II* (1995), the main character George Banks goes through a midlife crisis as his wife and daughter are pregnant at the same time. This popular movie could have contributed to which of the following popular myths in psychology:
- “Most People Use only 10% of Their Brain Power”
 - “Extrasensory Perception is a Well-Established Scientific Phenomenon”
 - “People with Schizophrenia Have Multiple Personalities”
 - “Most People Experience a Midlife Crisis in Their 40s or Early 50s”
14. Which of the following statements accurately describes Larsons’ findings from the 2000 general elections?
- 47% of news stories did not accurately report the margin of error
 - in general, news stories accurately reported the margin of error
 - 87% of news stories did not accurately report the margin of error
 - margin of error is not reported in news stories

15. Anderson (2001) notes that the news media typically report _____.
- a weak link between media violence and aggression
 - a strong link between media violence and aggression
 - no link between media violence and aggression
 - a modest link between media violence and aggression
16. Which of the following statements does not explain the disconnect between media and psychological research findings?
- journalists and psychologists use different languages
 - journalists prefer to stay away from generalizations
 - psychologists are careful not to imply cause and effect
 - the use of balance reporting by journalists
17. Why is balanced reporting not necessarily a good practice for reporters?
- it takes too much time to gather information on both sides of the story
 - it lends credibility to positions not supported in the scientific community
 - it allows varying viewpoints to be expressed
 - none of the above
18. The authors of your textbook recommend locating original sources for information presented in the media. Which of the following statements is the *best* reason for locating original sources?
- it gives you practice at searching the Internet for information
 - it allows you to visit the library on your college campus
 - it allows you to draw your own conclusions
 - it gives you a way to see if the source really exists
19. Which of the following is not a general guideline or recommendation for interpreting research presented in the media?
- locate original sources
 - look for correlational findings
 - watch for balanced reporting
 - detect grammatical errors
20. Correlational research does not establish _____.
- cause and effect.
 - similarities among variables.
 - differences among variables.
 - significant effects.
21. The authors of your textbook provide general guidelines or recommendations for interpreting research presented in the media. Specifically, the authors recommend watching for all of the following but _____.
- balanced reporting.
 - misinterpretation of information.
 - generalizations.
 - faulty reasoning.

22. Which of the following statements is *true* about examples provided in the textbook?
- examples are primarily from classic studies in the field of psychology
 - examples are primarily from current studies in the field of psychology
 - examples are relevant to your life and well known within the field
 - examples are targeted for traditional age students
23. Which of the following statements is *true* about summaries provided in the textbook?
- summaries are located at the end of sections and chapters
 - summaries are located at the end of sections
 - summaries are located at the end of chapters
 - summaries are located at the end of chapters and sometimes at the end of sections
24. Which of the following is a type of exercise provided in the textbook?
- Are You Equipped?
 - You Try It!
 - Demonstrations Demos
 - Both A and B
25. The writing style of this textbook _____.
- teaches you jargon in the field.
 - presents new concepts in bold face font.
 - defines new terms in the margins.
 - all of the above.
26. Which of the following is not a characteristic of psychology that makes it a science?
- the use of empirical data
 - examining the links between variables of interests
 - an established system to challenge scientific claims
 - the use of controls in observations and experiments
27. Learning to tolerate ambiguity is a component of which APA goal in this chapter?
- Goal 4: Application of Psychology
 - Goal 5: Values in Psychology
 - Goal 9: Personal Development
 - Goal 10: Career Planning and Development
28. Which of the following is not a science?
- astrology
 - astronomy
 - anthropology
 - geology
29. Horoscopes were developed by those who study _____.
- astrology.
 - astronomy.
 - anthropology.
 - geology.

30. _____ is the study of the position of celestial bodies and their influence over human behavior.
- a. Astronomy
 - b. Anthropology
 - c. Astrology
 - d. Geology
31. A _____ is any theory, method, or belief that appears to be based in science but is not.
- a. null science
 - b. pseudoscience
 - c. irrationalism
 - d. fringe theory
32. Pseudoscience gathers information from which of the means listed below?
- a. intuition
 - b. tenacity
 - c. authority
 - d. all of the above
33. Which of the following statements about pseudoscience is *true*?
- a. pseudoscience is self-correcting
 - b. pseudoscience uses controls
 - c. pseudoscience uses intuition
 - d. pseudoscience is empirically based
34. _____ is understanding through the use of common sense based on observation.
- a. Intuition
 - b. Tenacity
 - c. Presentiment
 - d. Obstinacy
35. _____ is the persistence to maintain.
- a. Intuition
 - b. Tenacity
 - c. Presentiment
 - d. Obstinacy
36. _____ is the appearance of expertise in a field of study.
- a. Intuition
 - b. Tenacity
 - c. Authority
 - d. Control
37. The surface belief in the statement, "cholesterol is bad" is an example of:
- a. intuition
 - b. tenacity
 - c. authority
 - d. control
38. Which of the following is not a characteristic of a science?
- a. empirical
 - b. self-correcting
 - c. control
 - d. tenacity
39. Which of the following organizations and / or conferences are devoted to promoting and supporting undergraduate research?

- a. Psi Chi
- b. Great Plains
- c. American Psychological Organization
- d. A and B

40. Which of the following statements is *true* regarding the nature of journals in the field of psychology?

- a. some journals are broad in scope and others are specific to subareas
- b. most journals are broad in scope and very few are specific to subareas
- c. few journals are broad in scope and most are specific to subareas
- d. psychological organizations do not publish journals

41. Which of the following statements is *true* regarding balanced reporting in the mass communication field?

- a. textbooks provide information on how to engage in balanced reporting
- b. textbooks provide information on the potential problems with balanced reporting
- c. textbooks no longer cover the topic of balanced reported
- d. textbooks promote the use of balances reporting

42. Belief in which of the following statements is an example of using intuition in everyday life?

- a. cholesterol is bad
- b. the number one killer of women is breast cancer
- c. the country of Iceland is covered in ice
- d. all of the above

43. It is a commonly held belief that among college students that those individuals who are single engage in more sexual activity than those individuals who are married. Despite research indicating the contrary, students continue to believe in this belief. The persistence to maintain this belief is known as _____.

- a. tenacity.
- b. authority.
- c. intuition.
- d. none of the above

44. Think about the terms science and pseudoscience. Of the following terms, which term below fits least well?

- a. intuition
- b. tenacity
- c. control
- d. authority

45. Think about the terms science and pseudoscience. Of the following terms, which term below fits least well?

- a. control
- b. authority
- c. science
- d. manipulation

46. Science is _____.

- a. self-correcting.
- b. authority.
- c. empirical.
- d. A and C

47. _____ is a system of challenges by which scientific claims can be verified.

- a. Empiricism
- b. Self-correcting

c. Control

d. Intuition

48. Control is _____.

- a. direct manipulation of variables.
- b. removal of unwanted factors.

- c. A and B
- d. None of the above

49. The authors of your textbook encouraged you to join APA or APS as affiliate members. Information on the topic of national psychology organizations met which goal?

- a. Goal 10: Career Planning and Development
- b. Goal 9: Personal Development
- c. Goal 5: Values in Psychology
- d. Goal 4: Application of Psychology

50. Science relies on empiricism, encourages challenges, and uses direct manipulation. This statement is _____.

- a. true
- b. false
- c. partially true in the use of empiricism and manipulation
- d. partially true in the use of empiricism and challenges

True False Questions

51. Dermo-optical perception is a specialty area of psychology.
52. Dermo-optical perception is a pseudoscience.
53. Dermo-optical perception is supported by the APA.
54. When you graduate from college, it will be your responsibility to remain current within the field of psychology.
55. You can remain current in the field of psychology by becoming a member of the American Psychological Organization.
56. The Association for Psychological Science is a regional psychology organization.
57. Students may become members of psychological organization like APA and APS by having a faculty member endorse their application.
58. Students may become members of psychological organization like APA and APS by joining as student affiliates.
59. Memberships in professional psychological organizations are limited to professional psychologists.
60. One benefit to memberships in professional psychological organizations is reduced conference rates.
61. After college, one way to remain current in the field of psychology is to read published research findings.
62. There is a disconnect between media and psychological research findings.
63. There is one main reason why a disconnect exists between media and psychological research findings.
64. Harris points out that psychologists and journalists speak different languages.
65. To bridge the gap between media and psychological research findings, the APA recommends that psychologists receive training in speaking with media personnel.
66. Psychologists prefer to use generalizations.
67. Journalists prefer not to use generalizations.
68. Balanced reporting is important to accurately portraying psychological research in the media.
69. Balanced reporting is always accurate reporting.
70. There is no need to locate original sources for research presented in the media.
71. Correlational findings establish a link between variables of interest.
72. Correlational findings establish cause and effect.
73. Media outlets do a good job of interpreting statistics, especially margin of error.
74. In this textbook, summaries are provided at the end of each chapter.
75. In this textbook, summaries are provided at the end of each section.
76. New terms in the chapter are presented in bold type.
77. New terms in the chapter are defined in the margins of the textbook.
78. The textbook uses only jargon to explain psychological concepts.
79. It is uncommon to have more than one You Try It! exercise in a chapter.
80. Are You Equipped? exercises are located at the beginning of the chapter.
81. Are you Equipped? exercises are located at the beginning of the chapter and introduce you to a new topic.
82. Are You Equipped Now? exercises are located at the beginning of the chapter.
83. Are You Equipped Now? exercises are located at the beginning of the chapter and introduce you to a new topic.
84. There are You Try It! exercises in chapter 1.

Short Answer

85. The chapter begins with a story involving Jenn and a demonstration of dermo-optical perception. Define dermo-optical perception and explain why this demonstration is important for psychology students.
86. This textbook includes information on the goals of APA for psychology majors. How is this information included in each chapter.
87. The textbook discusses 4 ways that you can remain current in the field of psychology after you graduate from college. Name and explain 2 of these ways.
88. Provide information on the traditional role of students in psychological research.
89. Describe 2 potential benefits to membership in professional psychological organization.
90. Give an example of how the popular myth “people with schizophrenia have multiple personalities” is reinforced by the media.
91. Describe two reasons why a disconnect might exist between media and psychological research. In your response, provide an example and discuss one way you think the situation can be improved.
92. Your textbook presented three general guidelines or recommendations for interpreting research results. Discuss these guidelines and why they are important for consumers.
93. Compare and contrast the terms science and pseudoscience.
94. Pseudoscience relies on benefits from gathering information via three typical means. Name and define 2 of these 3 means.
95. Science relies on three stable ideas. Name and define 2 of these 3 ideas.
96. Your textbook authors devoted time at the end of the first chapter to provide you with information on what you can expect from the textbook. Of the list of features and approaches provided, which are you most excited about? How do you think this feature will improve your learning?
97. How was Goal 1: Knowledge Base of Psychology covered in this chapter?
98. How is critical thinking important to interpreting results in the media?
99. What is metacognition?
100. What aspect of chapter 1 did you find most helpful to your learning and why?

Answer Key: Chapter 1

- | | |
|-------|-------|
| 1. D | 41. B |
| 2. D | 42. D |
| 3. B | 43. A |
| 4. D | 44. C |
| 5. B | 45. B |
| 6. A | 46. D |
| 7. B | 47. B |
| 8. D | 48. C |
| 9. C | 49. A |
| 10. C | 50. A |
| 11. B | 51. F |
| 12. B | 52. T |
| 13. D | 53. F |
| 14. A | 54. T |
| 15. A | 55. F |
| 16. B | 56. F |
| 17. B | 57. F |
| 18. C | 58. T |
| 19. D | 59. F |
| 20. A | 60. T |
| 21. D | 61. T |
| 22. C | 62. T |
| 23. A | 63. F |
| 24. D | 64. T |
| 25. D | 65. F |
| 26. B | 66. F |
| 27. B | 67. F |
| 28. A | 68. F |
| 29. A | 69. F |
| 30. C | 70. F |
| 31. B | 71. T |
| 32. D | 72. F |
| 33. C | 73. F |
| 34. A | 74. T |
| 35. B | 75. T |
| 36. C | 76. T |
| 37. A | 77. T |
| 38. D | 78. F |
| 39. D | 79. F |
| 40. A | 80. T |

81. T
82. F

83. F
84. F

Chapter 2: Goals and Methods of Psychology

Multiple Choice Questions

- Chapter 2 begins with an Are You Equipped? exercise describing research in which a movie theater owner flashed “Eat Popcorn” and “Drink Coca-Cola” at an exposure rate of 1/3,000 per second on the screen during the presentation of a movie. Which statement below summarizes the owner’s original findings that he shared with others?
 - There was no change in popcorn and soda sales.
 - There was a 50% increase in soda sales and a smaller increase in popcorn sales.
 - There was a 50% increase in popcorn sales and a smaller increase in soda sales.
 - There was a 50% increase in popcorn sales and 20% in soda sales.
- Chapter 2 begins with an Are You Equipped? exercise describing research in which a movie theater owner flashed “Eat Popcorn” and “Drink Coca-Cola” at an exposure rate of 1/3,000 per second on the screen during the presentation of a movie. The owner originally reported an increase in popcorn and sodas sales for this method of advertisement. However, later the owner admitted to falsifying the data. Which statement below *best* describes why he admitted to falsifying the data?
 - because through the process of reporting and replication other researchers called the results into question
 - because the owner was ready to close his advertising business and did not want people to bother him
 - because through the process of hypothesis formation and collection of data other researchers called the results into question
 - because he did not use the scientific method
- Chapter 2 begins with an Are You Equipped? exercise describing research in which a movie theater owner flashed “Eat Popcorn” and “Drink Coca-Cola” at an exposure rate of 1/3,000 per second on the screen during the presentation of a movie. This study sparked interest in which topic area in psychology?
 - subliminal perception
 - monocular perception
 - personal introspection
 - personal perception
- Which of the following is a goal of psychological research?
 - describe
 - explain
 - predict
 - all of the above
- Which of the following is a goal of psychological research?
 - explain
 - predict
 - influence
 - all of the above
- Which of the following is not a goal of psychological research?
 - explain
 - predict
 - cure
 - influence

7. Which of the following is not a goal of psychological research?
- a. to describe behavior
 - b. to provide therapy
 - c. to predict future behaviors
 - d. to influence behaviors
8. Which of the following is an underlying goal for all research?
- a. describe
 - b. explain
 - c. predict
 - d. influence
9. Which of the following is the *first* goal of psychological research?
- a. describe
 - b. explain
 - c. predict
 - d. influence
10. When you ask yourself the question, “What is going on here?” you are conducting research for which goal of psychology?
- a. describe
 - b. explain
 - c. predict
 - d. influence
11. When research is conducted to determine the number of characters within a typical text messages, the goal of the research is to _____.
- a. explain behavior.
 - b. describe behavior.
 - c. predict behavior.
 - d. influence behavior
12. Which of the following is the *second* goal of psychological research?
- a. describe
 - b. explain
 - c. predict
 - d. influence
13. When you ask yourself the question, “Why is this happening” you are conducting research for which goal of psychology?
- a. describe
 - b. explain
 - c. predict
 - d. influence
14. When you ask yourself the question, “What are the socio-emotional aspects of text messaging” you are conducting research for which goal of psychology?
- a. describe
 - b. explain
 - c. predict
 - d. influence
15. Which of the following is the *third* goal of psychological research?
- a. predict
 - b. explain
 - c. influence
 - d. describe

16. When you ask yourself the question, “Where will this behavior or event be exhibited” you are conducting research for which goal of psychology?
- a. predict
 - b. explain
 - c. influence
 - d. describe
17. When a researcher examines how text messaging is used to terminate romantic relationships, which goal of psychology is her or she using?
- a. influence
 - b. describe
 - c. predict
 - d. explain
18. What is the *fourth* goal of psychological research?
- a. influence
 - b. describe
 - c. predict
 - d. explain
19. When you ask yourself, “How can I enhance or reduce the exhibited behavior?” you are conducting research for which goal of psychology?
- a. describe
 - b. predict
 - c. explain
 - d. influence
20. When a researcher examines how commercials can increase or decrease text messaging usage, which goal of psychology is her or she using?
- a. predict
 - b. explain
 - c. influence
 - d. describe
21. _____ research is conducted to further the collective knowledge about a topic within a field of study.
- a. Basic
 - b. Psychological
 - c. Applied
 - d. Behavioral
22. _____ research is conducted to solve a practical problem within a field of study.
- a. Basic
 - b. Psychological
 - c. Applied
 - d. Behavioral
23. The first three goals of psychological research can be categorized as _____ research.
- a. basic
 - b. psychological
 - c. applied
 - d. behavioral
24. The last goal of psychological research can be categorized as _____ research.
- a. basic
 - b. psychological
 - c. applied
 - d. behavioral

25. Think about how researchers would investigate the topic of depression. For the *first* goal, what would be the research question?
- What is depression?
 - Why do people get depressed?
 - When or where will people get depressed?
 - How can I reduce depression?
26. Think about how researchers would investigate the topic of depression. For the *second* goal, what would be the research question?
- What is depression?
 - Why do people get depressed?
 - When or where will people get depressed?
 - How can I reduce depression?
27. Think about how researchers would investigate the topic of depression. For the *third* goal, what would be the research question?
- What is depression?
 - Why do people get depressed?
 - When or where will people get depressed?
 - How can I reduce depression?
28. Think about how researchers would investigate the topic of depression. For the *fourth* goal, what would be the research question?
- What is depression?
 - Why do people get depressed?
 - When or where will people get depressed?
 - How can I reduce depression?
29. There are _____ steps in the scientific method that psychologists use when conducting research.
- four
 - five
 - six
 - seven
30. The first step in the scientific method is known as _____.
- hypothesis formation.
 - problem identification.
 - problem formation.
 - hypothesis identification.
31. The _____ step in the scientific method involves an initial review of the literature.
- first
 - second
 - third
 - fourth

32. The term *question identification* is equivalent to _____.
- a. hypothesis identification.
 - b. problem identification.
 - c. hypothesis formation.
 - d. problem formation.
33. The second step in the scientific method is to _____.
- a. conceptualize a problem.
 - b. identify a problem.
 - c. formulate a hypothesis.
 - d. collect data.
34. The definition of a hypothesis as an educated guess is _____.
- a. not sufficient.
 - b. a good working definition.
 - c. not a popular definition.
 - d. none of the above.
35. _____ is a statement about the relationship between variables.
- a. Categorization
 - b. Association
 - c. Correlation
 - d. Hypothesis
36. The hypothesis is used to guide the next step in the scientific method, _____.
- a. collection of data.
 - b. analysis of data.
 - c. drawing conclusions.
 - d. reporting of findings.
37. At which step do researchers sometimes reevaluate the hypothesis and research design?
- a. data collection
 - b. analysis of data
 - c. conclusions
 - d. reporting of findings
38. Which of the following steps is often overlooked but is very important to the scientific method?
- a. data collection
 - b. analysis of data
 - c. conclusions
 - d. reporting of findings
39. _____ occurs when a research experiment or study is reproduced using the exact same methodology and procedure.
- a. Imitation
 - b. Duplication
 - c. Replication
 - d. None of the above
40. Which of the following statements is most accurate?
- a. Researchers prefer to publish in specialty journals.
 - b. Researchers prefer to publish in administratively reviewed journals.
 - c. Researchers prefer to publish in journals with a speedy turnaround.
 - d. Researchers prefer to publish in peer-reviewed journals.

41. A researcher is interested in determining if the racial makeup of an audience influences perceptions of humor. The researcher has conducted a review of previous research and has developed a hypothesis that audience racial makeup will influence perceptions of humor. Using the scientific method, what is the next step that needs to be taken by the researcher?
- a. step number three
 - b. step number four
 - c. step number five
 - d. step number six
42. A group of undergraduate students are investigating whether the skills acquired when playing a real-world game are helpful when a simulated version of it is played as a videogame. The undergraduate students have designed a study and collected their data. Using the scientific method, what is the next step that needs to be taken by the researcher?
- a. step number three
 - b. step number four
 - c. step number five
 - d. step number six
43. A _____ is an overarching principle that explains separate research findings in an area.
- a. premise
 - b. thesis
 - c. supposition
 - d. theory
44. Cox et al. (2010) developed a hypothesis that graphical representation of risk statistics regarding HPV and cervical cancer in young women would increase mothers' intentions to have their daughters vaccinated. What step in the scientific method is this?
- a. step number 1
 - b. step number 2
 - c. step number 3
 - d. step number 4
45. Cox et al. (2010) developed a hypothesis that graphical representation of risk statistics regarding HPV and cervical cancer in young women would increase mothers' intentions to have their daughters vaccinated. What step in the scientific method would come next?
- a. step number 1
 - b. step number 2
 - c. step number 3
 - d. step number 4
46. Which of the following statements is true about the scientific method?
- a. It was developed by psychologists.
 - b. It was developed recently to study areas of interest in social sciences.
 - c. It can only be used by biologists.
 - d. It was borrowed over a hundred years ago.
47. Which of the following is an example of a testable research hypothesis?
- a. Religious groups are moral.
 - b. Religious groups are immoral.
 - c. Members of religious groups consider themselves to be moral.
 - d. Both A and B

48. Which of the following examples from the chapter illustrates how Goal 4 was covered in the chapter?
- a. creation of police lineups
 - b. subliminal advertising
 - c. both A and B
 - d. none of the above
49. Which of the following statements is true?
- a. non-significant results are likely to be published
 - b. significant results are likely to be published
 - c. significant results are due to chance
 - d. non-significant results are due to poor methodology
50. Which of the following goals was *not* covered in this chapter?
- a. Goal 1
 - b. Goal 2
 - c. Goal 3
 - d. Goal 5

True False Questions

51. Chapter 2 begins with an Are You Equipped? exercise describing research in which a movie theater owner flashed “Eat Popcorn” and “Drink Coca-Cola” during the presentation of a movie.
52. Personal introspection allowed the movie owner to increase soda and popcorn sales.
53. The steps of the scientific method allowed the scientific community to question the movie owner’s research.
54. The goals of psychological research are to: describe, explain, predict, and influence behavior.
55. The first goal of psychological research is to explain behavior.
56. The second goal of psychological research is to describe behavior.
57. The first three goals of psychological research can be categorized as applied research.
58. The last goal of psychological research can be categorized as basic research.
59. Basic research is conducted to further the collective knowledge about a topic within a field of study.
60. Applied research is conducted to solve a practical problem within a field of study.
61. The first goal of psychological research asks the question, “What is going on here?”
62. The second goal of psychological research asks the question, “Where will this behavior be exhibited?”
63. The last goal of psychological research asks the question, “How can I enhance or reduce the exhibited behavior or process?”
64. Research investigating the linguistic advantages of text messaging is conducted with the second goal of psychological research in mind.
65. Psychologists conduct research to influence behavior of others.
66. There are six steps in the scientific method.
67. There are four steps in the scientific method.
68. The first step in the scientific method is problem identification.
69. The first step in the scientific method is question identification.
70. The first step in the scientific method is hypothesis formation.
71. A hypothesis is an educated guess.
72. The hypothesis is derived from the first step.
73. The hypothesis is derived from the second step.
74. Replication is not a required component of the scientific method.
75. Researchers prefer to publish in peer-reviewed journals.
76. Researchers are likely to have non-significant results published.
77. A hypothesis has to be worded in such a way that it can be tested.
78. This statement, “Religious groups are moral” is an example of a testable hypothesis.
79. This statement, “Members of a religious group consider themselves to be moral” is a testable hypothesis.
80. During data analysis, researchers frequently revisit the hypothesis formation stage.
81. During the conclusion step, researchers frequently revisit the hypothesis formation stage.
82. The remainder of the textbook will provide you with the necessary tools to engage in the first three steps of the scientific method.
83. The coverage of the topics basic and applied research is associated with APA Goal 1.
84. This chapter failed to include critical thinking exercises.

Short Answer Questions

85. Identify the four goals of psychological research.
86. Compare and contrast basic and applied research.
87. Think about how psychologists would investigate the topic of depression using the goals of psychological research. For the first goal, what would be the research question? Explain what the researcher would hope to accomplish in terms of information gained on the topic of depression.
88. Think about how psychologists would investigate the topic of depression using the goals of psychological research. For the second goal, what would be the research question? Explain what the researcher would hope to accomplish in terms of information gained on the topic of depression.
89. Think about how psychologists would investigate the topic of depression using the goals of psychological research. For the third goal, what would be the research question? Explain what the researcher would hope to accomplish in terms of information gained on the topic of depression.
90. Think about how psychologists would investigate the topic of depression using the goals of psychological research. For the fourth goal, what would be the research question? Explain what the researcher would hope to accomplish in terms of information gained on the topic of depression.
91. Read the abstract below. After reading the abstract, state whether the research was basic or applied in nature. Be sure to define the terms in your response.

Many of the phenomena underlying shape recognition can be derived from the greater sensitivity to nonaccidental properties of an image (e.g., whether a contour is straight or curved), which are invariant to orientation in depth, than to the metric properties of an image (e.g., a contour's degree of curvature), which can vary with orientation. What enables this sensitivity? One explanation is that it derives from people's immersion in a manufactured world in which simple, regular shapes distinguished by nonaccidental properties abound (e.g., a can, a brick), and toddlers are encouraged to play with toy shape sorters. This report provides evidence against this explanation. The Himba, a seminomadic people living in a remote region of northwestern Namibia where there is little exposure to regular, simple artifacts, were virtually identical to Western observers in their greater sensitivity to nonaccidental properties than to metric properties of simple shapes.

- Biederman, I., Yue, X., & Davidoff, J. (2009). Representation of shape in individuals from a culture with minimal exposure to regular, simple artifacts: Sensitivity to nonaccidental versus metric properties. *Psychological Science, 20*, 1437–1442.

92. Read the abstract below. After reading the abstract, state whether the research was basic or applied in nature. Be sure to define the terms in your response.

Working memory storage capacity is important because cognitive tasks can be completed only with sufficient ability to hold information as it is processed. The ability to repeat information depends on task demands but can be distinguished from a more constant, underlying mechanism: a central memory store limited to 3 to 5 meaningful items for young adults. I discuss why this central limit is important, how it can be observed, how it differs among individuals, and why it may exist.

- Cowan, N. (2010). The magical mystery four: How is working memory capacity limited, and why? *Current Directions in Psychological Science, 19*, 51–57.

93. Read the abstract below. After reading the abstract, state whether the research was basic or applied in nature. Be sure to define the terms in your response.

In many everyday situations, speed is of the essence. However, fast decisions typically mean more mistakes. To this day, it remains unknown whether reaction times can be reduced with appropriate training, within one individual, across a range of tasks, and without compromising accuracy. Here we

review evidence that the very act of playing action video games significantly reduces reaction times without sacrificing accuracy. Critically, this increase in speed is observed across various tasks beyond game situations. Video gaming may therefore provide an efficient training regimen to induce a general speeding of perceptual reaction times without decreases in accuracy of performance.

-Dye, M. W. G., Green, C. S., & Bavelier, D. (2009). Increasing speed of processing with action video games. *Current Directions in Psychological Science*, 18, 321–326.

94. Read the abstract below. After reading the abstract, state whether the research was basic or applied in nature. Be sure to define the terms in your response.

Young boys who did not own video games were promised a video-game system and child-appropriate games in exchange for participating in an “ongoing study of child development.” After baseline assessment of boys’ academic achievement and parent and teacher-reported behavior, boys were randomly assigned to receive the video-game system immediately or to receive the video-game system after follow-up assessment, 4 months later. Boys who received the system immediately spent more time playing video games and less time engaged in afterschool academic activities than comparison children. Boys who received the system immediately also had lower reading and writing scores and greater teacher-reported academic problems at follow-up than comparison children. Amount of video-game play mediated the relationship between video-game ownership and academic outcomes. Results provide experimental evidence that video games may displace after-school activities that have educational value and may interfere with the development of reading and writing skills in some children.

-Weis, R., & Cerankosky, B. C. (2010). Effects of video-game ownership on young boys’ academic and behavioral functioning: A randomized, controlled study. *Psychological Science*, 21, 463–470.

95. Read the abstract below. After reading the abstract, state whether the research was basic or applied in nature. Be sure to define the terms in your response.

In their descriptions, eyewitnesses often refer to a culprit’s distinctive facial features. However, in a police lineup, selecting the only member with the described distinctive feature is unfair to the suspect and provides the police with little further information. For fair and informative lineups, the distinctive feature should be either replicated across foils or concealed on the target. In the present experiments, replication produced more correct identifications in target-present lineups—without increasing the incorrect identification of foils in target-absent lineups— than did concealment. This pattern, and only this pattern, is predicted by the hybrid-similarity model of recognition.

-Zarkadi, T., Wade, K. A., & Stewart, N. (2009). Creating fair lineups for suspects with distinctive features. *Psychological Science*, 20, 1448–1453.

96. Identify the steps in the scientific method.

97. A researcher is interested in determining if the racial makeup of an audience influences perceptions of humor. The researcher has conducted a review of previous research and has developed a hypothesis that audience racial makeup will influence perceptions of humor. Using the scientific method, what is the next step that needs to be taken by the researcher?

98. A group of undergraduate students are investigating whether the skills acquired when playing a real-world game are helpful when a simulated version of it is played as a videogame. The undergraduate students have designed a study and collected their data. Using the scientific method, what is the next step that needs to be taken by the researcher?

99. Give an example of how Goal 1: Knowledge Base of Psychology was covered in the chapter?

100. Give an example of how Goal 3: Critical Thinking Skills in Psychology was covered in the chapter?

Answer Key: Chapter 2

- | | |
|-------|-------|
| 1. B | 41. A |
| 2. A | 42. B |
| 3. A | 43. D |
| 4. D | 44. B |
| 5. D | 45. C |
| 6. C | 46. D |
| 7. B | 47. C |
| 8. A | 48. C |
| 9. A | 49. B |
| 10. A | 50. D |
| 11. B | 51. T |
| 12. B | 52. F |
| 13. B | 53. T |
| 14. B | 54. T |
| 15. A | 55. F |
| 16. A | 56. F |
| 17. C | 57. F |
| 18. A | 58. F |
| 19. D | 59. T |
| 20. C | 60. T |
| 21. A | 61. T |
| 22. C | 62. F |
| 23. A | 63. T |
| 24. C | 64. T |
| 25. A | 65. T |
| 26. B | 66. T |
| 27. C | 67. F |
| 28. D | 68. T |
| 29. C | 69. T |
| 30. B | 70. F |
| 31. A | 71. F |
| 32. B | 72. T |
| 33. C | 73. F |
| 34. A | 74. F |
| 35. D | 75. T |
| 36. A | 76. F |
| 37. C | 77. T |
| 38. D | 78. F |
| 39. C | 79. T |
| 40. D | 80. F |

- 81. T
- 82. T
- 83. T
- 84. F

