

1 Introduction to Psychology

Key: Answer, Page, Type, Learning Objective, Level

Type

A=Applied

C=Conceptual

F=Factual

Level

(1)=Easy; (2)=Moderate; (3)=Difficult

LO=Learning Objective

p=page

An Introduction to *The World of Psychology*

Learning Objective 1.1 – What process do scientists use to answer questions about behavior and mental processes?

1. Which of these is the most accurate definition of the discipline of psychology?

- a) the scientific study of behavior
- b) the scientific study of mental processes
- c) the scientific study of behavior and mental processes

Correct. The definition of psychology includes both behavior and mental processes and doesn't exclude animals.

- d) the scientific study of human behavior and mental processes

Incorrect. The definition of psychology includes also animal behavior and mental processes.

ANS: c, p. 3, F, LO=1.1, (1)

2. _____ is the most objective method known for acquiring knowledge.

- a) Research
- b) The scientific method
- c) Checks and balances
- d) The double-blind method

Incorrect. This is a method for reducing bias but is not involved in measuring data.

ANS: b, p. 3, F, LO=1.1, (2)

% correct 33 a= 14 b= 33 c= 7 d= 47 r = .22

3. “Children who watch violent cartoons will become more aggressive.” According to the scientific method, this statement is most likely a _____

- a) conclusion.
- b) result.
- c) hypothesis.

Correct. This statement is an educated guess about the effects of violent cartoons.

- d) fact.

Incorrect. This is merely a testable statement about the effects of violent cartoons on children's behavior.

ANS: c, p. 4, C, LO=1.1, (2)

% correct 81 a= 4 b= 81 c= 0 d= 15 r = .19

4. A general principle or a set of principles that attempts to explain how a set of separate facts are related to one another is called _____

a) a theory.

Correct. A theory explains different bits of information and their relationship to each other.

b) an hypothesis.

Incorrect. A hypothesis is an educated guess, or a speculation about the answer to a research question.

c) applied research.

d) basic research.

ANS: a, p. 4, F, LO=1.1, (2)

5. The first step in any scientific investigation is _____.

a) forming the hypothesis

Incorrect. This step follows the development of a question to test.

b) observing and theorizing

Correct. This is the first step in any scientific investigation.

c) coming to a conclusion

d) designing a study

ANS: b, p. 4, F, LO=1.1, (1)

6. Forming a hypothesis is the second step in a scientific investigation. This step is derived from which goal of psychology?

a) describing

Incorrect. The question comes from observing a situation and asking "What is happening?" This is a description.

b) explaining

Correct. Forming a hypothesis attempts to explain the question you are asking.

c) predicting

d) changing

ANS: b, p. 4, C, LO=1.1, (3)

7. After reading about the possible causes of schizophrenia, a scientist thinks that a virus is the most likely cause. What term most accurately describes the scientist's idea?

a) hypothesis

Correct. A hypothesis is an "educated guess" based on solid information.

b) dependent variable

c) extraneous variable

d) experimental estimate

Incorrect. Experimental estimate is not a valid term used in science.

ANS: a, p. 4, A, LO=1.1, (2)

8. Jeremy has some doubt about another researcher's claim of discovering ESP in all humans. Jeremy decides that he will try to conduct the same study himself. Jeremy will be doing a(n) _____

a) replication.

Correct. Replication is a future repeat of research to see if the findings or outcomes are consistent.

b) pilot study.

Incorrect. A pilot study is the "first" in a series of research investigations.

c) longitudinal study.

d) qualitative study.

ANS: a, pp. 4-5, A, LO=1.1, (2)

9. Researchers must report their results completely whether the hypothesis was supported or not. Complete reporting is necessary for the purpose of _____.

- a) educational knowledge
- b) replication

Correct. Others must know what was done so they can repeat the procedure and make sure everything was done correctly.

- c) finding a better way to support the hypothesis

Incorrect. Complete reporting of methods is mainly for replication, not just finding support of the hypothesis.

- d) publication

ANS: b, p. 5, F, LO=1.1, (2)

Learning Objective 1.2 – What are the goals of psychology?

10. The goals of psychology are to _____

- a) explore the conscious and unconscious functions of the human mind.
- b) understand, compare, and analyze human behavior.

Incorrect. Human behavior is only one part of psychology.

c) improve psychological well-being in all individuals from birth until death.

- d) describe, explain, predict, and influence behavior.

Correct. These adequately help uncover the mysteries of behavior.

ANS: d, p. 5, F, LO=1.2, (1)

11. The four goals of psychology are to describe, explain, _____, and influence behavior and mental processes.

- a) increase
- b) decrease
- c) predict

Correct. One of the four goals of psychology is gaining the ability to predict future events or behaviors.

- d) standardize

Incorrect. Standardizing mental processes and behaviors, which would involve making them all the same, is not a possibility in psychology or any other science.

ANS: c, p. 5, C, LO=1.2, (2)

12. Which of the following is NOT a goal of psychological researchers?

- a) to describe behavior and mental processes
- b) to explain behavior and mental processes
- c) to note behavior and mental processes

Correct. Description and explanation are goals of psychological research, as are predicting and influencing behaviors.

- d) to influence behavior and mental processes

Incorrect. Influence, which is sometimes described as controlling behaviors, is one of the goals of psychological research.

ANS: c, p. 5, C, LO=1.2, (2)

13. Mei was sent to the school psychologist to be tested. Based on her IQ scores it was decided that she would do well in the gifted child program. This is an example of which goal of psychology?

- a) describing behavior
- b) explaining behavior

Incorrect. Explaining focuses on why it is happening.

- c) predicting behavior

Correct. Mei's score served as a predictor ("would do well") of performance.

- d) controlling behavior

ANS: c, p. 5, A, LO=1.2, (2)

% correct 76 a= 8 b= 7 c= 76 d= 9 r = .20

14. A psychologist is interested in finding out why identical twins have different personalities. This psychologist is most interested in the goal of _____.

a) description

Incorrect. "Why" does not describe; it explains.

b) explanation

Correct. "Why" asks for an explanation.

c) prediction

d) influence

ANS: b, p. 5, F, LO=1.2, (1)

15. The question "Why is it happening?" refers to which of the following goals in psychology?

a) description

Incorrect. Describing does not answer the question why.

b) explanation

Correct. Asking "why" calls for an explanation.

c) prediction

d) influence

ANS: b, p. 5, F, LO=1.2, (1)

16. Dr. Lewis has been studying Bobby's poor academic performance and has come to expect that Bobby is most easily distracted right after lunch. Dr. Lewis has met which goal?

a) description

b) explanation

c) prediction

Correct. Dr. Lewis has observed Bobby's behavior in the past, and is making a prediction about future behaviors.

d) influence

Incorrect. Dr. Lewis has not introduced any attempts to change or control Bobby's behavior, so the goal of influence has not (yet) been met.

ANS: c, p. 5, A, LO=1.2, (2)

17. The question "How can it be changed?" refers to which of the following goals in psychology?

a) description

b) explanation

c) prediction

Incorrect. Prediction does not cause change.

d) influence

Correct. Influence modifies behavior.

ANS: d, p. 5, F, LO=1.2, (1)

18. Professor Perdomo has instituted a program that he has determined will improve the memories of his psychology students. This is an example of which goal of psychology?

a) prediction

Incorrect. Prediction often comes before influence, but in this example the professor's attempts to change behaviors makes "influence" the best answer.

b) influence

Correct. Professor Perdomo is attempting to change (or influence) psychological functions (memory) in his students.

c) explanation

d) description

ANS: b, p. 5, A, LO=1.2, (2)

19. The question "What is happening?" refers to which of the following goals in psychology?

a) description

Correct. Asking "what" means asking for a description.

b) explanation

Incorrect. Explanation goes beyond "what."

- c) prediction
- d) control

ANS: a, p. 5, F, LO=1.2, (1)

% correct 28 a= 28 b= 58 c= 11 d= 2 r = .26

20. The question "When will it happen again?" refers to which of the following goals in psychology?

- a) description
- b) explanation

Incorrect. Explanation deals with the present.

- c) prediction

Correct. Prediction deals with future events.

- d) control

ANS: c, p. 5, F, LO=1.2, (1)

% correct 92 a= 0 b= 4 c= 92 d= 4 r = .36

21. Psychologists who give potential employees tests that determine what kind of job those employees might best perform are interested in the goal of _____.

- a) description
- b) explanation

Incorrect. The test is predicting, not explaining.

- c) prediction

Correct. The test predicts behavior.

- d) control

ANS: c, p. 5, A, LO=1.2, (2)

% correct 83 a= 7 b=41 c= 83 d= 7 r = .29

22. Description is to assessment as _____ is to prognosis.

- a) prediction

Correct. A prognosis is a prediction of what will happen.

- b) explanation

Incorrect. An explanation does not indicate future outcomes.

- c) indication

- d) influence

ANS: a, p. 5, C, LO=1.2, (3)

23. Which goal of psychology is most closely met through naturalistic observation?

- a) altering behavior
- b) predicting behavior

Incorrect. Naturalistic observation involves just watching and describing. No predictions are made.

- c) describing behavior

Correct. Naturalistic observation involves watching and describing

- d) controlling behavior

ANS: c, p. 5 & 18, C, LO=1.2 & 1.7, (3)

24. A teacher tells the school psychologist that Kate is late to class, does not turn in her homework, squirms around a lot in her seat, and swings her feet constantly. This is an example of which goal of psychology?

- a) describing behavior

Correct. We only know WHAT she is doing.

- b) explaining behavior

Incorrect. Explaining focuses on why it is happening, not what is happening.

- c) predicting behavior

- d) controlling behavior

ANS: a, p. 5, A, LO=1.3, (2)

% correct 85 a= 85 b= 14 c= 0 d= 0 r = .34

25. Dr. Wang is conducting a study to test ways of helping students reduce stress during exams. While taking practice exams, one group of students is trained in deep muscle relaxation and a second group is trained to visualize success. Dr. Wang's study compares the effectiveness of these two stress-reduction strategies. This is an example of _____

a) basic research.

Incorrect. Basic research seeks more general scientific understanding, but is not necessarily tied to answering specific practical problems.

b) applied research.

Correct. Research that seeks to solve practical problems, such as the stress experienced by students during examination time, is called applied research.

c) observational research.

d) theoretical research.

ANS: b, p. 6, A, LO=1.2, (2)

26. _____ research explores such topics as the nature of memory, brain function, or motivation.

a) Applied

Incorrect. Applied research is used to answer specific, real-world, practical problems rather than general scientific concepts.

b) Conceptual

c) Basic

Correct. These are several topics covered by basic research, which seeks general scientific understanding.

d) Behavioral

ANS: c, p. 6, C, LO=1.2, (2)

27. Samuel is working to develop a new program to assist the elderly in improving their memories. Samuel is doing _____ research.

a) geriatric

b) basic

Incorrect. Research that seeks to solve practical problems is called applied research.

c) scientific

d) applied

Correct. Research that seeks to solve practical problems, such as the decrease in memory of the elderly, is called applied research.

ANS: d, p. 6, A, LO=1.2, (2)

Exploring Psychology's Roots

Learning Objective 1.3 – What roles did Wundt and Titchener play in the founding of psychology?

28. In 1879, in Leipzig, Germany, the first psychological laboratory was developed by _____.

a) William James

b) William Tell

c) Wilhelm Wundt

Correct. Wundt established the first psychological laboratory.

d) Sigmund Freud

Incorrect. Freud's theory came later, and he had no lab.

ANS: c, p. 6, F, LO=1.3, (1)

% correct 88 a= 7 b= 1 c= 88 d= 4 r = .23

% correct 100 a= 0 b= 0 c= 100 d= 0 r = .00

29. _____ is generally considered to be the "father of psychology."

a) Max Wertheimer

b) William James

c) Wilhelm Wundt

Correct. Wundt is credited with being the founder of the first laboratory of psychology in 1879.

d) Sigmund Freud

Incorrect. Freud's theories have had enormous influence on the field of psychology, but the correct answer to this question is Wilhelm Wundt.

ANS: c, p. 6, F, LO=1.3, (1)

30. The school of psychology called *structuralism* used a technique called _____, which involved reporting the contents of consciousness to study a person's experiences.

a) intervention

Incorrect. Intervention has a totally different meaning than introspection, even though it looks similar.

b) introspection

Correct. This requires self-examination of the structure of the mind.

c) insight inventory

d) induction

ANS: b, p. 6, F, LO=1.3, (2)

% correct 96 a= 0 b= 96 c= 4 d= 0 r = .24

31. The major emphasis of structuralism was the _____

a) perception of whole units or patterns.

b) analysis of the basic elements of conscious mental experience.

Correct. The structuralists felt that the goal of psychology should be to identify the basic elements of the human mental experience.

c) function of conscious mental experience.

Incorrect. It was the functionalists who felt that the emphasis of the field of psychology should be on discovering the functions of the human mental experience.

d) scientific study of behavior.

ANS: b, pp. 6-7, F, LO=1.3, (1)

32. Why was the perspective followed by Wilhelm Wundt and his followers called structuralism?

a) They wanted to identify the major brain structures.

b) Their primary goal was to understand the physiology of the mind.

Incorrect. It was the structure of thought, not physiology.

c) They focused their efforts on analyzing the elements of the nervous system.

d) Their primary focus was on describing the structure of conscious experience.

Correct. Structure was key in the definition.

ANS: d, pp. 6-7, F, LO=1.3, (1)

% correct 48 a= 30 b= 19 c= 4 d= 48 r = .18

33. At the close of the nineteenth century, Gerhard is excited to find that he has been accepted for training in the psychology laboratory of Wilhelm Wundt. It is likely that Gerhard will be trained to _____

a) analyze how to break down his sensations into their most basic elements.

Correct. Wundt was a structuralist.

b) determine the function or purpose of a particular human behavior.

Incorrect. Wundt was not a functionalist.

c) listen intently while individuals tell him of their depression or nervousness.

d) carefully feel the bumps on a person's head in order to determine his or her character traits.

ANS: a, pp. 6-7, A, LO=1.3, (2)

34. What is the best analogy for Wundt's and Titchener's mission for psychology?

a) a chart listing the basic chemical elements

Correct. They wanted to break down the mind into basic elements.

b) a list of the courses required for graduation

c) a list of the types of clothing sold at a retail outlet

d) a computer program for word processing a term paper

Incorrect. A computer program does not have basic elements.

ANS: a, pp. 6-7, C, LO=1.3, (3)

35. Dr. Smith wants to know more about how our sensations become perceptions. She has developed a drawing that can be interpreted in different ways, depending on which parts of the drawing the viewer focuses on. Now she is showing the drawing to different people, and asking them to report what they see, any thoughts they may have as they view the drawing, and how their thoughts influence their perceptions. Dr. Smith's approach to this research most closely resembles _____

a) structuralism.

Correct. Dr. Smith is asking her participants to use introspection in order to identify the basic units of their conscious experience. This is consistent with the goals of structuralism.

b) functionalism.

Incorrect. The functionalists did not feel that identifying the basic elements of one's mental experiences, as Dr. Smith is doing, was a useful goal for the science of psychology.

c) Gestalt psychology.

d) evolutionary psychology.

ANS: a, pp. 6-7, A, LO=1.3, (3)

36. Participants in research early in psychology's history might have been asked to view a chair and describe its color, shape, and texture and other aspects of their conscious experience. These individuals would have been using a method called _____.

a) hypnosis

b) introspection

Correct. In introspection you describe your conscious thoughts.

c) psychosurgery

d) psychoanalysis

Incorrect. Psychoanalysis was not concerned with these issues.

ANS: b, p. 6, C, LO=1.3, (2)

37. Which of the following terms do NOT belong together?

a) structuralism; observable behavior

Correct. Structuralism focuses on introspection, which is not observable.

b) Gestalt; whole

c) psychoanalysis; unconscious conflict

Incorrect. These terms do belong together.

d) natural selection; functionalism

ANS: a, pp. 6-10, C, LO=1.3-1.7, (3)

38. Advocates of the school of structuralism were criticized for their reliance upon introspection _____

a) because it did not provide for individual measurements of responses.

b) because it lacked objectivity.

Correct. Because there was no way to verify the findings of an individual's attempt to use introspection, it was criticized for lacking objectivity.

c) because it relied too much upon free association.

Incorrect. Free association is a concept from Freud's psychoanalysis, not from structuralism.

d) because it did not lend itself to experimentation.

ANS: b, p. 7, C, LO=1.3, (3)

Learning Objective 1.4 – Why is functionalism important in the history of psychology?

39. Who was an early proponent of functionalism?

a) Ivan Pavlov

b) William James

Correct. James was a functionalist.

c) Wilhelm Wundt

Incorrect. Wundt was a structuralist.

d) Max Wertheimer

ANS: b, p. 7, F, LO=1.4, (1)

% correct 100 a= 0 b= 100 c= 0 d= 0 r = .00

40. The school of psychology called functionalism was strongly influenced by the pioneering work of

a) Sigmund Freud.

Incorrect. The theories of Sigmund Freud and William James were quite opposed to each other.

b) Gustav Fechner.

c) Ernst Weber.

d) Charles Darwin.

Correct. William James based his original theories of functionalism on the concepts of evolution proposed by Charles Darwin.

ANS: d, p. 7, F, LO=1.4, (1)

41. If a functionalist from the 1870s were alive today, where would we most likely find him?

a) in a laboratory, studying principles of perception

b) in a school, working to improve teaching methods

Correct. Functionalists applied research.

c) in a mountain retreat, contemplating the meaning of life

d) in a sleep laboratory, trying to determine if our need for sleep is biologically based

Incorrect. This would be considered pure research.

ANS: b, p. 7, C, LO=1.4, (3)

Learning Objective 1.5 – In what ways have women and minorities shaped the field of psychology, both in the past and today?

42. She became the first female president of the American Psychological Association in 1905.

a) Margaret Floy Washburn

b) Francis Sumner

c) Mary Whiton Calkins

Correct. Mary Whiton Calkins was elected president of the APA in 1905, and was the first female to hold this position.

d) Christine Ladd-Franklin

Incorrect. Ladd-Franklin had to wait over 40 years to receive her doctorate from Johns Hopkins University, but she was not the president of the APA in 1905.

ANS: c, p. 8, F, LO=1.5, (2)

43. _____ was a prominent female psychologist who wrote the books *The Animal Mind* (1908) and *Movement and Mental Imagery* (1916).

a) Mary Whiton Calkins

b) Christine Ladd-Franklin

c) Margaret Floy Washburn

Correct. After getting her doctorate from Cornell University, Washburn went on to a promising career including authoring these two important books.

d) Anna Freud

Incorrect. Anna Freud was a very prominent psychologist who followed in her father's path, but the right answer to this question is Margaret Floy Washburn.

ANS: c, p. 8, F, LO=1.5, (2)

44. Despite having to wait 40 years after completing the requirements to be awarded her Ph.D., _____ persevered and developed a well-respected, evolutionary theory of color vision.

a) Mary Whiton Calkins

b) Margaret Floy Washburn

c) Rosalie Raynor

Incorrect. Raynor worked with John B. Watson in his pioneering work in the area of behaviorism.

d) Christine Ladd-Franklin

Correct. Ladd-Franklin was made to wait over 40 years for her doctorate solely because of her gender.

ANS: d, p. 8, F, LO=1.5, (2)

45. He is known as the “father of African American psychology.”

a) Francis Cecil Sumner

Correct. Sumner was the chair of the psychology department at Howard University, which was well known as an African American institution of higher learning.

b) Albert Sidney Beckham

c) Kenneth Clark

Incorrect. Clark did very important research into the effects of racial segregation, but the correct answer to this question is Francis Cecil Sumner.

d) Porter Lincoln Jackson

ANS: a, p. 8, F, LO=1.5, (2)

46. The first psychology laboratory at an African American university was established by _____ at Howard University.

a) Kenneth Clark

b) Francis Cecil Sumner

c) Albert Sidney Beckham

Correct. Beckham established that laboratory after doing revolutionary research into the wide-ranging applicability of intelligence.

d) George Sánchez

Incorrect. Sanchez did important work demonstrating the presence of bias against Hispanic individuals in intelligence tests.

ANS: c, p. 8, F, LO=1.5, (2)

Schools of Thought in Psychology

Learning Objective 1.6 – How do behaviorists explain behavior and mental processes?

47. Which type of psychologist would be most likely to argue that a criminal engages in unlawful behavior because he grew up around older boys who engaged in criminal activities?

a) Gestaltist

b) behaviorist

Correct. This theory focused on learned behavior.

c) psychodynamic

Incorrect. This theory focused on unconscious influences.

d) functionalist

ANS: b, p. 9, C, LO=1.6, (2)

48. John B. Watson believed that psychology should involve the study of _____.

a) behavior

Correct. He thought that was the most scientific.

b) the mind

c) the brain

d) consciousness

Incorrect. This was not observable.

ANS: a, p. 9, F, LO=1.6, (1)

49. What advice might John B. Watson have offered to psychologists of his time?

a) “Focus on observable behavior.”

Correct. Behaviorism was founded on the study of observable behavior.

b) “Life is an effort to overcome inferiority.”

c) "We cannot know others until we know ourselves."

Incorrect. Watson only studied what he observed.

d) "Remember that what we accomplish is due to the composition of our genes."

ANS: a, p. 9, A, LO=1.6, (1)

% correct 75 a= 75 b= 6 c= 14 d= 3 r = .38

50. The school of psychology called behaviorism was started by _____

a) B.F. Skinner.

Incorrect. Skinner kept behaviorism in the forefront of psychological thought through his work in the 1960s and beyond.

b) John B. Watson.

Correct. Watson, who was influenced by the work of Ivan Pavlov, was one of the founders of the school of behaviorism.

c) Abraham Maslow.

d) Edward B. Titchener.

ANS: b, p. 9, F, LO=1.6, (1)

51. Behaviorism is still a major force in modern psychology due to the profound influence of _____

a) Alfred Adler.

b) Gustav Fechner.

c) John B. Watson.

Incorrect. Watson, who was influenced by the work of Ivan Pavlov, was one of the founders of the school of behaviorism, but it was Skinner who kept behaviorism active in the 1960s and beyond.

d) B. F. Skinner.

Correct. Skinner kept behaviorism in the forefront of psychological thought through his work in the 1960s and beyond.

ANS: d, p. 9, F, LO=1.6, (2)

52. Skinner's research showed that _____ is an integral factor for both learning and maintaining a particular behavior.

a) perception

b) reinforcement

Correct. Reinforcement, or reward, was a hallmark of Skinner's work. He demonstrated that the outcomes of an action could affect future repetition of that action.

c) recognition

d) compliance

Incorrect. Compliance is a concept that is discussed in the chapter on social psychology, and is not directly tied to the work of B. F. Skinner.

ANS: b, p. 9, C, LO=1.6, (2)

53. You are mostly a product of your environment. Parents, teachers, friends and experiences in life all operate to shape your behaviors and determine who you become. This summarizes the _____ perspective in psychology.

a) behavioral

Correct. The behavioral school of thought suggests that we are largely shaped by influences that surround us in our environments.

b) biological

c) evolutionary

d) psychoanalytic

Incorrect. The psychoanalytic school of thought suggests that our early childhood experiences, along with unconscious sexual and destructive impulses, shape who we are.

ANS: a, p. 9, C, LO=1.6, (1)

54. Which founding contributors to psychology helped develop behaviorism?

a) Gestalt and Wundt

b) Freud and Watson

Incorrect. Freud was a psychoanalyst.

c) Watson and Skinner

Correct. They contributed to behaviorism.

d) Pavlov and Wundt

ANS: c, p. 9, C, LO=1.6, (2)

55. Suppose you were a graduate student studying for a Ph.D. in psychology in the 1920s. Your advisor was strongly influenced by John B. Watson. Which of the following might your advisor consider an acceptable choice for your research?

a) a survey of daydreams

b) an analysis of how specific behaviors are acquired

Correct. Watson believed observable behavior should be the focus of study.

c) a survey of sexual imagery in dreams of men and women

d) an analysis of the thought processes students report while answering test items

Incorrect. You cannot observe thought processes.

ANS: b, p. 9, A, LO=1.6, (2)

% correct 81 a=7 b= 81 c=3 d= 7 r = .45

56. Who claimed that behavior is affected by positive reinforcement?

a) William James

b) Sigmund Freud

Incorrect. Freud did not emphasize positive reinforcement.

c) B. F. Skinner

Correct. Skinner believed that behavior that is followed by good consequences is reinforced.

d) Wilhelm Wundt

ANS: c, p. 9, F, LO=1.6, (1)

% correct 72 a= 13 b= 10 c= 72 d= 6 r = .51

% correct 63 a= 9 b= 8 c= 63 d= 18 r = .53

Learning Objective 1.7 – What do psychoanalytic psychologists believe about the role of the unconscious?

57. Which statement summarizes the psychoanalytic view of Sigmund Freud?

a) The mind is like an iceberg in that only a small part of its substance is visible.

Correct. Freud used the analogy of the iceberg to represent the different levels of awareness in each human being.

b) Life is a constant striving for superiority.

Incorrect. The ideas of striving for superiority were first introduced by neo-Freudian Alfred Adler.

c) The mind is one great blooming, buzzing confusion.

d) Introspection is not a proper scientific technique in psychology.

ANS: a, p. 10, C, LO=1.7, (1)

58. The belief that the unconscious mind has an influence on one's behavior is part of what early field of psychology?

a) structuralism

Incorrect. Structuralism does not examine the unconscious.

b) functionalism

c) psychoanalysis

Correct. The unconscious is a major component of psychoanalysis.

d) behaviorism

ANS: c, p. 10, F, LO=1.7, (1)

% correct 56 a= 7 b= 9 c= 56 d= 27 r = .37

59. What did Sigmund Freud consider as the key to understanding the nervous disorders he observed?

a) free will

b) brain physiology

Incorrect. There was no physical cause to the problems patients had.

c) unconscious mind

Correct. Freud's entire theory centered on the unconscious.

d) external consequences

ANS: c, p. 10, C, LO=1.7, (2)

60. The class is playing a game of *Jeopardy!* and it is your turn. "I'll take Pioneers in Psychology for \$50." The revealed answer is "Focused on unconscious factors and relied on the case study method." Just before the buzzer sounds, what will you say?

a) "Who is B. F. Skinner?"

Incorrect. Skinner rejected the unconscious.

b) "Who are the humanists?"

c) "Who is Sigmund Freud?"

Correct. Freud based his entire theory on the unconscious.

d) "Who are the behaviorists?"

ANS: c, p. 10, C, LO=1.7, (2)

% correct 81 a= 7 b= 0 c=81 d= 12 r = .19

61. Carl Jung, Alfred Adler, and Karen Horney were students of Sigmund Freud who eventually separated from Freud's teachings and developed their own theories. In doing so, they became known as _____

a) neo-Freudians.

Correct. These individuals all started off as students of Freud, but eventually set off in their own directions.

b) renegades.

c) psychiatrists.

Incorrect. A psychiatrist is a medical doctor with specialized training in mental health. Jung, Adler, and Horney are all referred to as neo-Freudians.

d) psychologists.

ANS: a, p. 10, F, LO=1.7, (1)

Learning Objective 1.8 – According to Maslow and Rogers, what motivates human behavior and mental processes?

62. You attend a lecture by a psychologist who uses terms such as *free will*, *innate goodness*, and *self-actualization*. Which psychological perspective is most consistent with the points the psychologist presented?

a) behaviorism

Incorrect. This perspective does not suggest free will or human nature.

b) humanism

Correct. This perspective suggests people have many choices.

c) functionalism

d) psychodynamics

ANS: b, p. 10, A, LO=1.8, (2)

63. Humanistic psychology emerged as a reaction against _____

a) structuralism and functionalism.

Incorrect. The ideas of structuralism and functionalism were generally defunct before humanism emerged as the "third force" in psychology.

b) behaviorism and psychoanalysis.

Correct. Humanism felt that psychoanalysis was too negative and behaviorism was too deterministic.

c) cognitive psychology and structuralism.

d) Gestalt psychology and psychoanalysis.

ANS: b, p. 10, C, LO=1.8, (2)

64. Carl Rogers and Abraham Maslow represent the _____ school of psychology.

a) humanistic

Correct. Maslow and Rogers are credited as being the founders of the humanistic school of psychology.

b) behavioral

Incorrect. John B. Watson is generally thought of as the founder of behaviorism in psychology, and his work was influenced by Ivan Pavlov.

c) psychoanalytic

d) cognitive

ANS: a, p. 10, F, LO=1.8, (1)

65. Carl Rogers and Abraham Maslow emphasized that people have _____

a) free will.

Correct. The idea that each person is free to act as they choose is central to the concepts of humanism.

b) subconscious drives.

c) a desire to harm others.

Incorrect. The concept of an unconscious destructive drive, or ““thanatos,” is central to the work of Freud and the psychoanalytic school of psychological thought.

d) physical needs that must be satisfied.

ANS: a, p. 10, C, LO=1.8, (2)

66. Self-actualization was part of which of the following perspectives?

a) behaviorism

Incorrect. Self-actualization was not part of that perspective.

b) cognitive perspective

c) functionalism

d) humanism

Correct. Humanists talk about self-actualization.

ANS: d, p. 10, F, LO=1.8, (1)

% correct 74 a= 11 b= 11 c= 4 d= 74 r = .26

67. Which perspective focuses on free will and self-actualization?

a) psychoanalysis

Incorrect. This theory does not acknowledge free will.

b) humanism

Correct. Humanist theory focuses on free will and self-actualization.

c) cognitive perspective

d) behaviorism

ANS: b, p. 10, F, LO=1.8, (1)

Learning Objective 1.9 – What is the focus of cognitive psychology?

68. In the early part of the past century, psychologists who broke down thought processes into their basic elements and analyzed them were called structuralists. What term might we use to describe psychologists with similar interests today?

a) Gestalt

Incorrect. Gestaltists were not involved in breaking down thought processes into basic elements.

b) cognitive

Correct. The cognitive perspective focuses on breaking down thought processes, such as memory, problem-solving, reasoning, and other forms of cognition.

c) behavioral

d) humanistic

ANS: b, p. 10, C, LO=1.9, (3)

69. We are not passive creatures who respond reflexively to environmental reinforcements and punishments. We use reasoning and problem solving strategies to make decisions that shape our lives. This argument summarizes the main point of _____

a) Gestalt psychology.

Incorrect. Gestalt psychologists emphasize the “whole” of human existence, which includes both behaviors and environmental influences, as well as internal mental processes.

b) humanistic psychology.

c) cognitive psychology.

Correct. Cognitive psychologists stress the influence of mental processes on our lives.

d) behaviorism.

ANS: c, p. 10, C, LO=1.9, (3)

70. The cognitive perspective emphasizes the role of _____ that underlie behavior.

a) biological processes and heredity

b) choices that lead to growth and self-actualization

Incorrect. Growth and self-actualization are central to the humanistic school of psychology, not the cognitive perspective.

c) mental processes

Correct. The mental processes involved in the acquisition and application of knowledge are central to the cognitive school of psychology.

d) the unconscious and early childhood experiences

ANS: c, p. 10, F, LO=1.9, (1)

71. The information-processing approach in cognitive psychology assumes that the human mind _____

a) processes information in much the same way as a computer.

Correct. The sequential processing of information that is key to the functioning of a computer is thought to be similar to the way the human mind functions in the information-processing perspective.

b) is controlled by unconscious levels of processing similar to animal instincts.

c) is so vast and complicated that it cannot be studied scientifically.

Incorrect. While this model may, in fact, agree that the human mind is enormous and very complex, it does not suggest that there is no way to study such complexity.

d) processes information in a stream of consciousness triggered by the constantly changing environment.

ANS: a, pp. 10-11, C, LO=1.9, (3)

72. The early perspective called Gestalt psychology has evolved into the current perspective called _____.

a) psychoanalysis

b) cognitive psychology

Correct. Gestalt psychology is now part of cognitive psychology, which focuses on perception as well as learning, memory, and thought processes.

c) behavioral psychology

Incorrect. This area of psychology only focuses on observable behavior.

d) social psychology

ANS: b, pp. 10-11, F, LO=1.9, (1)

73. Which type of early psychologist believed that “the whole is more than the sum of its parts”?

a) Gestaltist

Correct. The Gestaltists studied the perception of wholes.

b) behaviorist

c) structuralist

Incorrect. Structuralists focused on the elements of consciousness.

d) functionalist

ANS: a, p. 11, F, LO=1.9, (2)

74. “The whole is greater than the sum of the parts” is a statement associated with the perspective of _____.

- a) introspection.
- b) functionalism.
- c) psychoanalysis.

Incorrect. Psychoanalysis was concerned with unconsciousness, not “wholes.”

- d) Gestalt psychologists.

Correct. “The whole is greater than the sum of the parts” was the theme of the Gestaltists.

ANS: d, p. 11, F, LO=1.9, (1)

% correct 55 a= 14 b= 21 c= 11 d= 55 r = .43

75. While on a visit to a large city, you observe several billboards in which a series of lights seems to move. Which perspective in psychology would most likely help you understand this phenomenon?

- a) Gestalt

Correct. Gestaltists focused on perception of wholes.

- b) behavioral
- c) humanistic
- d) psychodynamic

Incorrect. This theory focused on the unconscious.

ANS: a, p. 11, C, LO=1.9, (3)

76. The German word *Gestalt* roughly means _____

- a) belief or attitude.
- b) capacity or ability.

Incorrect. This is not the right translation. The best translation of Gestalt is “whole.”

- c) emotion or feeling.
- d) whole, form or pattern.

Correct. The meaning “whole” forms the basis of the Gestalt school of psychological thought.

ANS: d, p. 11, F, LO=1.9, (2)

77. Max Wertheimer’s demonstration of the “phi phenomenon” was used to promote the ideas of _____

- a) humanistic psychology.

Incorrect. The phi phenomenon is not discussed in humanistic psychology. It is central to the concepts of Gestalt psychology.

- b) Gestalt psychology.

Correct. The phi phenomenon explains how individual sensory “units” are perceived as a combined whole.

- c) behavioral psychology.
- d) structural psychology.

ANS: b, p. 11, F, LO=1.9, (1)

Learning Objective 1.10 – What is the main idea behind evolutionary psychology?

78. _____ focuses on how humans have adapted the behaviors required for survival in the face of environmental challenges over time.

- a) Gestalt psychology

Incorrect. Gestalt psychology focuses on the experiencing of one’s “whole” existence. The best answer to this question is evolutionary psychology.

- b) Environmental psychology
- c) Evolutionary psychology

Correct. Evolutionary psychology looks at the long-term survival of the human species over many generations, even as environmental demands have changed over time.

- d) Cognitive psychology

ANS: c, p. 12, C, LO=1.10, (2)

79. _____ psychology combines elements of cognitive psychology, evolutionary biology, anthropology and

neuroscience.

- a) Structural

Incorrect. Structuralism was the first psychological perspective, though it was contributed to by philosophy and physiology.

- b) Evolutionary

Correct. All of these fields combined to help create the discipline of evolutionary psychology.

- c) Gestalt

- d) Functionalist

ANS: b, p. 12, F, LO=1.10, (1)

80. Evolutionary psychology attempts to explain the universality of language usage in humans by pointing to

- a) the survival advantage of having an efficient means of communication.

Correct. Evolutionary psychology looks at traits, behaviors, and tendencies that help to preserve the survival of the species.

- b) the survival advantage of a generalized intelligence factor.

- c) the role of language in mate selection among humans.

- d) the role of parental practices in the way that infants acquire language.

Incorrect. This would be the focus of a cognitive and/or developmental psychologist, not an evolutionary psychologist.

ANS: a, p. 12, C, LO=1.10, (1)

81. Dr. Mosher is a psychologist who tries to understand how people select their mates. She must be a(n)

- a) behavioral psychologist

- b) cognitive psychologist

- c) evolutionary psychologist

Correct. Evolutionary psychologists look at how human mate selection evolved.

- d) biopsychological psychologist

Incorrect. Mate preference is an evolutionary issue.

ANS: c, p. 12, A, LO=1.10, (2)

82. Which perspective assumes that human behavior may have developed in certain directions because it served a useful function in preserving the species?

- a) psychoanalysis

- b) behaviorism

- c) cognitive psychology

Incorrect. This area is interested in thought processes.

- d) evolutionary psychology

Correct. Evolutionary psychologists believe that human behavior may have developed in certain directions because it was useful in preserving the species.

ANS: d, p. 12, F, LO=1.10, (1)

Learning Objective 1.11 – How is biological psychology changing the field of psychology?

83. Professor Beverly approaches questions about human behavior from a perspective that emphasizes bodily events and chemicals, such as hormones, associated with behavior. It is most likely that she accepts which of the following psychological approaches?

- a) biopsychological

Correct. The biopsychological perspective looks at the relationship between body chemistry and behavior.

- b) learning

- c) cognitive

- d) sociocultural

Incorrect. The sociocultural perspective focuses on culture and sociology, not biology.

ANS: a, p. 12, A, LO=1.11, (1)

% correct 91 a= 91 b= 2 c= 6 d= 1 r = .49

% correct 93 a= 93 b= 0 c= 0 d= 7 r = .56

84. This combines the work of psychologists, biologists, biochemists, and medical researchers in the study of the structure and function of the nervous system.

a) evolutionary psychology

Incorrect. Neuroscience helped contribute to the field of evolutionary psychology, not the other way around!

b) environmental psychology

c) systematic psychology

d) neuroscience

Correct. All of these fields help form the discipline of neuroscience.

ANS: d, p. 12, F, LO=1.11, (1)

85. Biological psychologists examine the relationships between specific biological factors and specific behaviors in order to _____.

a) explain individual differences.

Correct. Biological psychology seeks to understand the uniqueness of each individual human body, and how those differences affect our individual behaviors.

b) explain the functioning of the brain.

Incorrect. This answer is not entirely wrong, but the best answer is that biological psychologists look to understand individual differences.

c) examine the effects of drugs on behavior.

d) examine the evolutionary basis for cultural differences.

ANS: a, p. 12, C, LO=1.11, (3)

Learning Objective 1.12 – What kinds of variables interest psychologists who take a sociocultural approach?

86. If you are interested in how one's background and cultural experiences influence their behaviors and stresses, you are interested in the _____ perspective.

a) behavioral

b) sociocultural

Correct. This approach focuses on social environment.

c) psychodynamic

d) cognitive

Incorrect. This approach focuses on individual thought processes, not groups of people.

ANS: b, p. 13, F, LO=1.12, (2)

87. In studying the bystander effect, a researcher is interested in looking at differences between prison guards in China and the United Kingdom. The researcher is taking a _____ in this cross cultural study.

a) Eurocentric perspective

b) egocentric perspective

c) culturio perspective

Incorrect. Not a real term or concept discussed in the book.

d) sociocultural perspective

Correct. The researcher is looking at cultures from a sociocultural perspective.

ANS: d, p. 13, C, LO=1.12, (3)

88. Dr. Ngaro feels that an individual's behavior can best be understood if one understands the cultural influences surrounding that individual. This is an example of the _____.

a) sociocultural perspective.

Correct. Factors such as culture, religion, race, gender and physical challenges are all examples of things that are of interest to a sociocultural psychologist.

- b) biological perspective.
- c) humanist perspective.

Incorrect. Cultural influences that contribute to each individual's uniqueness are not ignored by humanistic psychologists, but the best answer is the sociocultural perspective.

- d) evolutionary perspective.

ANS: a, p. 13, A, LO=1.12, (1)

89. The _____ stresses the importance of social and cultural influences on human behavior.

- a) sociocultural approach

Correct. These are the primary areas of emphasis to a sociocultural psychologist.

- b) systems theory approach
- c) neuroscience approach
- d) eclectic approach

Incorrect. An eclectic approach draws from multiple theories. The best answer to this question is the sociocultural approach.

ANS: a, p. 13, F, LO=1.12, (1)

90. The sociocultural approach is frequently considered to be part of the broader context of a *systems perspective*, which points out that _____

- a) multiple factors interact with each other to influence our behavior.

Correct. Multiple influences, such as family, peers, media, and culture are considered in a systems perspective.

- b) different levels of analysis are necessary to understand human behavior.
- c) human behavior cannot be equated with the behavior of other organisms.
- d) the totality of human behavior is greater than the sum of its parts.

Incorrect. This is the main concept of the Gestalt, not the systems, perspective.

ANS: a, p. 13, C, LO=1.12, (2)

Learning Objective 1.13 – What are psychological perspectives, and how are they related to an eclectic position?

91. Jamaal, a practicing psychologist, prefers to choose from a combination of approaches when trying to deal with a specific client behavior. Jamaal takes a(n) _____ position.

- a) humanistic

Incorrect. When a theory draws form many different perspectives, it is called an eclectic position.

- b) client-centered
- c) sociocultural
- d) eclectic

Correct. An eclectic approach draws from several different psychological theories.

ANS: d, p. 15, A, LO=1.13, (2)

Thinking about Theories and Research

Learning Objective 1.14 – How do psychologists evaluate theories?

92. A theory is said to have *heuristic value* if _____

- a) it stimulates debate and motivates researchers to pursue research related to the theory.

Correct. Even theories that are "off the wall" and seen as being ridiculous can have heuristic value if they stimulate discussion and debate among researchers.

- b) it explains a fairly narrow area of behavior.
- c) it focuses attention on observations that cannot be readily explained in other ways.
- d) it provides solutions for real-world problems.

Incorrect. This is an explanation of applied research (versus basic research), not heuristic value.

ANS: a, p. 16, C, LO=1.14, (2)

93. Freud's theory has been criticized for being relatively untestable. It is still taught in introductory psychology classes, in part because of its _____
a) heuristic value.

Correct. Though some are very passionate in their disdain of Freudian theories, there can be no argument that such theories have had massive influence on the field of psychology. This is the essence of heuristic value.

- b) shock value.
- c) explanatory power.

Incorrect. Freud's theories are, by and large, untestable in psychological research, and thus their ability to truly explain things is limited.

- d) ability to predict behavior.

ANS: a, p. 16, C, LO=1.14, (1)

Learning Objective 1.15 – How can critical thinking be used to interpret media reports of psychological research?

94. The process of objectively evaluating claims, propositions, and conclusions to determine whether they follow logically from the evidence is known as _____
a) critical thinking.

Correct. Critical thinking occurs when we objectively evaluate concepts and claims based on their merit, rather than summarily accepting or dismissing them for other reasons.

- b) evaluation.
- c) heuristic thinking.
- d) suspension of judgment.

Incorrect. Suspension of judgment is one of the three key concepts in critical thinking.

ANS: a, p. 16, F, LO=1.15, (1)

95. Which of the following is not one of the characteristics of critical thinking?

- a) Critical thinking requires a willingness to modify or abandon prior judgments
- b) Critical thinking reminds us to suspend judgment

Incorrect. This is an important criterion for critical thinking.

- c) Critical thinking reminds us that some authorities should not be questioned.

Correct. It is not true that some authorities should not be questioned; evidence is more important than expertise.

- d) Critical thinking requires independent thinking

ANS: c, p. 16, C, LO=1.15, (3)

96. Critical thinking means making judgments based on _____.

- a) emotion
- b) keeping a closed mind
- c) reason and logical evaluation

Correct. Reason and logic are necessary to think critically.

- d) authority and expertise

Incorrect. Authorities are often wrong.

ANS: c, pp. 16-17, F, LO=1.15, (1)

Descriptive Research Methods

Learning Objective 1.16 - How do psychological researchers use naturalistic and laboratory observation?

97. Which of the following statements is true about naturalistic observation?

- a) It recreates natural conditions in the laboratory as closely as possible to make an experiment more valid.

Incorrect. Naturalistic observation does not involve recreating anything.

- b) It involves observing behavior in its natural context.

Correct. Naturalistic observation does involve observing behavior in its natural context.

- c) It is basically the same process as objective introspection.

- d) It involves observing behavior in the lab without taking formal notes or using technological equipment

to measure the experimental findings.

ANS: b, p. 18, F, LO=1.16, (1)

% correct 89 a= 7 b= 89 c= 2 d= 3 r = .45

98. At the football game, Meghan found herself focusing on and noting the behaviors of the people watching the game. Meghan was engaging in _____ observation.

- a) applied
- b) naturalistic

Correct. Naturalistic observation occurs when one watches behaviors without influencing them.

- c) clinical
- d) direct

Incorrect. Naturalistic observation is a form of direct observation, but this is not the best answer to this question.

ANS: b, p. 18, A, LO=1.16, (2)

99. Sandy is interested in determining how long bear cubs stay with their mother. She spends several years studying their behavior in Yellowstone Park noting date of birth, time of leaving mother, etc. for several bear families. This is an example of _____

- a) the case study method.
- b) naturalistic observation.

Correct. Sandy is attempting to study and understand a phenomenon by observing it without influencing it. This is the essence of naturalistic observation.

- c) the survey method.
- d) the experimental method.

Incorrect. This could only be an experiment if Sandy took cubs, divided them into groups, and manipulated some variable related to their relationship with their mother. This would not only be dangerous, but also, well, stupid!

ANS: b, p. 18, A, LO=1.16, (1)

100. When you watch dogs play in the park or watch how your professors conduct their classes, you are engaging in a form of _____.

- a) case study research

Incorrect. Case study research follows one person closely for a long period of time.

- b) naturalistic observation

Correct. In naturalistic observation, you are just watching—that is, observing.

- c) survey research
- d) psychometric study

ANS: b, p. 18, A, LO=1.16, (1)

% correct 96 a= 2 b= 96 c= 1 d= 1 r = .20

101. Dr. Littman-Smith is conducting research in Kenya into the ways that mothers and their toddlers interact throughout the day. Given the purpose of her study, it is most likely that she is engaged in _____

- a) naturalistic observation.

Correct. Naturalistic observation involves observing and describing, which is what the doctor seeks to do.

- b) laboratory observation.
- c) case study research.

Incorrect. Case study research focuses on one subject at a time and involves more than simple observation and description.

- d) experimental research.

ANS: a, p. 18, A, LO=1.16, (1)

102. Which of the following is NOT a limitation of naturalistic observation?

- a) researchers have no control over the situation
- b) researchers must wait for events to occur
- c) behavior often occurs spontaneously

Correct. The spontaneity of events is what is often most valued when doing naturalistic observation. It is not a limitation of this method of doing research.

- e) researchers cannot reach conclusions about cause-and-effect relationships

Incorrect. This is one of the limits of naturalistic observation. The only way to show cause and effect relationships is to do a formal experiment.

ANS: c, p. 18, C, LO=1.16, (2)

103. Sandi believes that people who eat at McDonald's are overweight, so she decides to do a naturalistic observation of people who eat at McDonald's. What should most concern us about Sandi's observations?

- a) the observer effect

Incorrect. The observer effect would come into play only if the McDonald's customers were to become aware of Sandi observing them.

- b) the bystander effect
- c) observer bias

Correct. Sandi has a bias about McDonald's customers, which might affect her observations due to a phenomenon known as observer bias.

- d) subject bias

ANS: c, p. 18, A, LO=1.16, (2)

104. Which research method involves watching behaviors as they occur without intervening or altering the behaviors in any way?

- a) case study

Incorrect. Case studies involve interacting with subjects, not just watching them, in order to get as much information about them as possible.

- b) experiment
- c) correlational studies
- d) naturalistic observation

Correct. Naturalistic observation involves watching behaviors without intervening.

ANS: d, p. 18, F, LO=1.16, (1)

105. Observing behavior as it happens in real-life natural settings without imposing laboratory controls is known as the _____

- a) naturalistic observation method.

Correct. Naturalistic observation entails observing behavior as it happens in real-life settings without imposing laboratory controls.

- b) experimental method.
- c) survey method.

Incorrect. Surveys involve asking questions, not observing behavior.

- d) psychometric approach.

ANS: a, p. 18, F, LO=1.16, (1)

106. What represents a distortion in a researcher's observation?

- a) observer expectancy

Incorrect. Observer bias is a form of expectation, but observer expectancy is not the best answer to this question.

- b) observer drift
- c) observer bias

Correct. Observer bias can occur when a researcher's expectations about what he/she will see colors their observations of what actually occurs.

- d) the Pygmalion effect

ANS: c, p. 18, F, LO=1.16, (1)

107. Shannon is a researcher who studies sleep patterns in humans. Shannon most likely uses _____

- a) laboratory observation.

Correct. Laboratory observation is useful for situations where more control is needed than can be applied in naturalistic observation.

- b) only adult participants.
- c) naturalistic observation.

Incorrect. The level of control that would be needed in a sleep study would not be possible in a naturalistic observation. It would also be highly unethical to watch people while they sleep without them knowing about it. In fact, this would usually be illegal!

- d) structured observation.

ANS: a, p. 18, A, LO=1.16, (2)

Learning Objective 1.17 – What are the advantages and disadvantages of the case study?

108. To understand the criminal mind, you might study one criminal, like the “Unabomber,” in great detail. Extensive interviews, questionnaires, and psychological tests might provide interesting information about the mental processing in such a person. This type of study would be an example of a _____

- a) case study.

Correct. The gathering of large amounts of information about a single subject is the definition of a case study.

- b) survey study.
- c) laboratory study.
- d) naturalistic observation study.

Incorrect. The kind of information that is gathered in this question indicates a case study, not a naturalistic observation. One might argue that it could be very dangerous to “naturalistically observe” a person such as the Unabomber!

ANS: a, pp. 18-19, A, LO=1.17, (2)

109. A detailed description of a particular individual being studied or treated is called _____

- a) a representative sample.
- b) a case study.

Correct. A case study involves a detailed description of a particular individual.

- c) a single-blind study.
- d) a naturalistic observation.

Incorrect. Naturalistic observation involves more than one individual.

ANS: b, pp. 18-19, F, LO=1.17, (1)

110. In the 1970s, a 13-year-old girl was found locked up in a room, strapped to a potty chair. Since she had grown up in a world without human speech, researchers studied “Genie’s” ability to acquire words, grammar, and pronunciation. This type of research is called _____

- a) a case study.

Correct. A case study looks at only one person in great detail.

- b) a representative sample.
- c) a single-blind study.
- d) a naturalistic observation.

Incorrect. Naturalistic observation involves studying more than one individual.

ANS: a, pp. 18-19, A, LO=1.17, (3)

111. A case study would be the most appropriate method to investigate which of these topics?

- a) The ways in which the games of boys differ from the games of girls.
- b) The development of a male baby raised as a female after a surgical error destroyed his penis.

Correct. A case study involves investigating only one person in great detail.

- c) The math skills of students in Japan as compared to those of U.S. students.

Incorrect. A case study involves investigating only one person and is not appropriate for comparing cultures.

- d) Physiological changes that occur when people watch violent movies.

ANS: b, pp. 18-19, C, LO=1.17, (2)

112. Sigmund Freud's primary research approach was _____

- a) the naturalistic study.
- b) survey research.
- c) experimental study.

Incorrect. Freud did not do formal experiments, and in fact most of his theories are not testable using formal experiments.

- d) the case study.

Correct. The basis of most of Freud's theories came from in-depth studies of individual clients, which is the description of a case study.

ANS: d, p. 19, F, LO=1.17, (2)

113. Which of the following does a case study allow you to do?

- a) apply findings to different cultures
- b) generalize findings to larger groups

Incorrect. A lack of generalizability is one of the main criticisms of the case study approach.

- c) establish the cause of behaviors
- d) advance knowledge in an area of psychology

Correct. The high amount of information that can be gathered in a case study can advance many different theories of psychology, but the case study does have limitations as well.

ANS: d, p. 19, C, LO=1.17, (3)

114. You overhear psychology students preparing for a test. They note that one of the research methods often "fails to generalize." Which method is the MOST likely topic of their discussion?

- a) correlation
- b) case study

Correct. A case study focuses on one subject, and the information gained from it might not be generally true of other similar subjects.

- c) experiment
- d) surveys

Incorrect. Surveys typically do generalize because the samples taken are somewhat random.

ANS: b, p. 19, A, LO=1.17, (2)

% correct 42 a= 15 b= 42 c= 8 d= 34 r = .49

Learning Objective 1.18 – How do researchers ensure that survey results are useful?

115. Bernice received a phone call from a person interested in finding out her views on a specific politician. It is likely that she is a participant in a _____

- a) sample.

Incorrect. Bernice may be a part of a survey sample, but this is not the best answer to this question.

- b) population.
- c) survey.

Correct. Surveys are often used to assess people's attitudes or opinions on various topics.

- d) representative sample.

ANS: c, p. 19, A, LO=1.18, (1)

116. Which of the following questions could be answered best by using the survey method?

- a) What is the effect of ingesting alcohol on problem-solving ability?

Incorrect. Surveying students about their problem-solving abilities while drunk would allow too much room for subjectivity and give results with no accurate standards for analysis or comparison.

- b) Does wall color affect the frequency of violence in prison populations?
- c) Do students prefer a grading system with or without pluses and minuses?

Correct. Student preferences are about opinions, and surveys are good at gathering the opinions of many people.

d) What is the relationship between number of hours of study per week and grade point average?

ANS: c, p. 19, C, LO=1.18, (2)

% correct 88 a= 2 b= 1 c= 88 d= 8 r = .46

117. A researcher stops people at the mall and asks them questions about their attitudes toward gun control. Which research technique is being used?

a) survey

Correct. A survey asks the same questions of many people.

b) experiment

c) case study

d) naturalistic observation

Incorrect. Naturalistic observation never involves asking questions.

ANS: a, p. 19, C, LO=1.18, (1)

% correct 95 a= 95 b= 1 c= 4 d= 1 r = .22

118. Participants selected for a survey from a population make up a group referred to as a _____

a) subpopulation.

Incorrect. "Subpopulation" is not a formal term in psychological research.

b) critical mass.

c) subgroup.

d) sample.

Correct. A sample represents the population from which it is drawn.

ANS: d, p. 19, F, LO=1.18, (1)

119. A _____ includes all the subgroups within a given population in numbers that are proportionally equal to those found in that population.

a) selective sample

b) survey group

c) biased sample

Incorrect. A biased sample occurs when it does not accurately reflect, or represent, the population from which it is drawn.

d) representative sample

Correct. A proper sample should accurately reflect, or represent, the population from which it is drawn.

ANS: d, p. 19, F, LO=1.18, (1)

120. In conducting a survey of the sexual behaviors of young adults, which sampling technique below would be the most "scientific"?

a) taking a random sample of 2,000 young adults

Correct. If the research is exploring the population of young adults, then the sample should be drawn from young adults as well without any additional specifications or restrictions.

b) polling 10,000 young adults who volunteer for the survey

c) polling readers of magazines like *Playboy*

d) polling college students on a nearby campus

Incorrect. Given the often inflated sexual culture of a college campus, this would probably not be a sample that perfectly represents the population of "all" young adults.

ANS: a, p. 19, A, LO=1.18, (2)

121. Dr. Wiseman wants to know about the alcohol consumption patterns among college juniors in the United States. He should _____

a) give the survey to every college junior in the country.

Incorrect. It is impossible to survey every college junior.

b) remember that sample size is the most critical factor in survey research.

c) require students' names on each survey to avoid the tendency to lie.

d) draw a representative sample among college juniors.

Correct. A representative sample should give enough information to enable him to generalize his findings to all juniors.

ANS: d, p. 19, A, LO=1.18, (2)

% correct 85 a= 8 b= 7 c=0 d= 85 r = .27

122. A group of randomly selected subjects for study that matches the population on important characteristics such as age and sex is called _____

- a) volunteer bias.
- b) a representative sample.

Correct. A representative sample is a randomly selected group that matches the population on important characteristics.

- c) the experimental group.

Incorrect. An experimental group is not necessarily representative of the population.

- d) the control group.

ANS: b, p. 19, F, LO=1.18, (1)

123. The editors of *Scientific American* are able to obtain a representative sample of their readers in order to assess their attitudes toward preservation of the rain forests in Costa Rica. When interpreting the results of their survey, the editors will be able to _____

- a) apply the results to the entire U.S. population.

Incorrect. Readers of Scientific American are not representative of the entire U.S. population.

- b) apply the results to Costa Rica.
- c) apply the results to subscribers of *Scientific American*.

Correct. The editors picked a representative sample of their own readers.

- d) apply the result to scientists.

ANS: c, p. 19, A, LO=1.18, (2)

124. The magazine *Desperate Wives* publishes a survey of its female readers called "The Sex Life of the American Wife." It reports that 87 percent of all wives like to make love in rubber boots. A more accurate title for this survey would be _____

- a) "Rubber Boot Preferences and the American Wife."
- b) "The New Sexuality in America: Rubber Boots in Bed!"
- c) "The Sex Lives of Our Readers: *Desperate Wives* Women Respond."

Correct. The article, like the survey, should focus on the readers of the magazine.

- d) "Sex in America: These Boots Were Made for Walking and for. . ."

Incorrect. The results of the survey do not apply to all Americans, only to the readers of the magazine.

ANS: c, p. 19, C, LO=1.18, (2)

125. The magazine *Desperate Wives* publishes a survey of its female readers called "The Sex Life of the American Wife." It reports that 87 percent of all wives like to make love in rubber boots. The critical flaw in this research would be _____

- a) the fact that the sample is not representative of American wives.

Correct. The survey asks only readers of the magazine, and they are not representative of all American wives.

- b) the fact that a psychological test, rather than a survey, should have been given.

Incorrect. There is no mention of the need for a psychological test in this situation.

- c) the fact that rubber boots are not equally available in all regions of the country.
- d) the fact that *making love* has not been operationally defined.

ANS: a, p. 19, A, LO=1.18, (2)

% correct 30 a= 30 b= 11 c= 26 d= 33 r = .23

126. The social desirability response is seen when participants _____

- a) deliberately mislead the researcher.

Incorrect. While some survey respondents may try to mislead a researcher the social desirability effect refers to those who are more interested in presenting themselves positively.

- b) try to present themselves in a good light.

Correct. When a survey question focuses on a very touchy or sensitive subject, participants may answer in a way that makes them look good but is not entirely honest.

- c) provide inaccurate information because they misunderstand the questions.
- d) deliberately avoid stressful subjects.

ANS: b, p. 20, F, LO=1.18, (2)

Learning Objective 1.19 – What are the strengths and weaknesses of the correlational method?

127. A(n) _____ is a measure of how strongly two variables are related to one another.

- a) independent variable

Incorrect. The independent variable is the variable that the experimenter manipulates.

- b) dependent variable
- c) experimental effect
- d) correlation

Correct. A correlation measures how strongly two variables are related.

ANS: d, p. 21, F, LO=1.19, (1)

% correct 93 a= 0 b= 4 c= 3 d= 93 r = .56

128. Which method would be used to measure the degree of relationship between two variables like alcohol consumption and grades?

- a) the case study
- b) the correlational method

Correct. A correlation is a relationship between two variables.

- c) the experimental method

Incorrect. An experiment is used to determine cause-and-effect, not just the “degree” of a relationship.

- d) the meta-analysis method

ANS: b, p. 21, F, LO=1.19, (1)

129. The word *correlation* is often used as a synonym for _____

- a) validity.

Incorrect. Validity is unrelated to correlation.

- b) reliability
- c) variable
- d) relationship

Correct. Correlation means relationship.

ANS: d, p. 21, F, LO=1.19, (2)

130. Drinking orange juice is negatively correlated with the risk of cancer. Based on this information, which of the following statements is true?

- a) The more orange juice you drink, the higher your risk of cancer.

Incorrect. When the two variables move up or down together, that is a positive correlation.

- b) The more orange juice you drink, the lower your risk of cancer.

Correct. When as one variable goes up (juice drinking) the other goes down (risk of cancer), that is a negative correlation.

- c) The less orange juice you drink, the lower your risk of cancer.

- d) Drinking orange juice causes people to be cancer free.

ANS: b, p. 21-22, C, LO=1.19, (3)

% correct 88 a= 6 b= 88 c= 6 d= 1 r = .20

% correct 89 a= 4 b= 0 c= 89 d= 7 r = .19

131. Which of the following correlation coefficients represents the STRONGEST relationship?

- a) -.97

Correct. Of all of the answers, this one is the closest to ± 1.00 without going over.

- b) +.79

- c) +1.03

Incorrect. It is not possible to have a correlation greater than ± 1.00 .

d) $-.82$

ANS: a, p. 21, F, LO=1.19, (3)

132. Which of the following correlation coefficients represents the WEAKEST relationship?

a) $-.97$

Incorrect. Even though this coefficient is negative, it is still the strongest because its number (regardless of its sign) is the closest to 1.00.

b) $+.49$

Correct. The closer a correlation coefficient gets to zero (whether it is positive or negative), the weaker the relationship it indicates.

c) $+.83$

d) $-.52$

ANS: b, p. 21, F, LO=1.19, (3)

133. Which of the following statements is correct concerning correlation coefficients?

a) A correlation of $+.89$ is strong and $-.89$ is weak.

Incorrect. Both $+.89$ and $-.89$ are equally strong since they are the same distance from 0.

b) A correlation of $+.89$ and $-.89$ are both strong and equally so.

Correct. Both $+.89$ and $-.89$ are the same distance from 0.

c) Correlation coefficients are indicators of cause and effect.

d) A correlation of $+1.5$ is very strong

ANS: b, p. 21, A, LO=1.19, (3)

% correct 56 a= 15 b= 56 c= 4 d= 26 r = .19

134. A correlation is a numerical measure of the _____

a) unintended changes in participants' behavior due to cues from the experimenter.

Incorrect. There are no cues involved in correlation.

b) relationship between two variables.

Correct. Relationship strength is determined by the numerical correlation.

c) behaviors of participants of different ages compared at a given time.

d) behaviors of participants followed and periodically assessed over time .

ANS: b, p. 21, F, LO=1.19, (1)

135. A correlation coefficient represents two things: _____ and _____.

a) a representative sample; strength

b) strength; direction of the relationship

Correct. These are the two concepts that a correlation coefficient represents.

c) the experimental group; control group

d) direction of the relationship; expectant functionality

Incorrect. Direction of the relationship is accurate, but expectant functionality is a made-up term.

ANS: b, pp. 21-22, F, LO=1.19, (3)

136. A correlation coefficient shows that smoking and life expectancy are indeed related. As a result, a researcher could predict _____ if the direction of the relationship is known.

a) if a person smokes a lot of cigarettes, he or she will have less money monthly to buy gas

b) the person's life expectancy will go up or down based on the number of cigarettes the person smokes daily

Correct. The directionality of the correlation coefficient can predict this relationship.

c) if a person smokes cigarettes, he or she will eventually develop lung cancer

d) a person's lungs will repair themselves and he or she will live a longer life

Incorrect. The correlation mentioned did not include information about lungs.

ANS: b, pp. 21-22, C, LO=1.19, (2)

137. A correlation coefficient shows that alcohol consumption and driving accidents are indeed related. As a result, a researcher could predict _____ if the direction of the relationship is known.

- a) the number of arrests a person has will go up or down based on the type of car an individual drives
- b) the number of driving accidents a person has will go up or down based on the number of alcoholic drinks consumed

Correct. The directionality of the correlation coefficient can predict this relationship.

- c) the number of arrests will increase the fewer drinks an individual consumes
- d) the number of driving accidents a person has will contribute to the number of days spent in jail

Incorrect. The correlation mentioned did not include information about days spent in jail.

ANS: b, pp. 21-22, A, LO=1.19, (2)

138. All of the following variables, except for _____, would probably show a positive correlation.

- a) height and weight

Incorrect. These variables go in the same direction.

- b) men's educational level and their income
- c) alcohol consumption and scores on a driving test

Correct. In this case one goes up the other goes down.

- d) school grades and IQ scores

ANS: c, pp. 21-22, C, LO=1.19, (2)

139. All of the following variables, except for _____, would probably show a negative correlation.

- a) average income and the incidence of dental disease
- b) adult shoe size and IQ scores

Correct. There is no correlation (i.e., relationship) here.

- c) the value of a car and the age of a car
- d) hours spent watching TV and grade-point average

Incorrect. As one goes up, the other goes down, and that is a negative correlation.

ANS: b, pp. 21-22, C, LO=1.19, (3)

140. A negative correlation means that _____

- a) high values of one variable are associated with low values of the other.

Correct. A negative correlation means that high values of one variable are associated with low values of the other.

- b) high values of one variable are associated with high values of the other.

Incorrect. A negative correlation means that high values of one variable are associated with low values of the other.

- c) low values of one variable are associated with low values of the other.
- d) there is no relationship between the two variables.

ANS: a, pp. 21-22, F, LO=1.19, (1)

141. Mrs. Mathews, a second-grade teacher, has noted that when students increase their compliance with her requests, their sharing behavior also increases. This is called a(n) _____

- a) correlation coefficient.
- b) negative correlation.
- c) inverse correlation.

Incorrect. An inverse relationship between variables is indicated by a negative correlation. This is not the case in this example. This question indicates a direct relationship, or a positive correlation.

- d) positive correlation.

Correct. In this relationship, both variables move in the same direction. This is a positive correlation.

ANS: d, p. 21, A, LO=1.19, (2)

142. Georgio notices that the cooler it is outside the harder it is for him to stay awake. For Georgio, the relationship between feeling drowsy and the outdoor temperature is a(n) _____

- a) correlation coefficient.
- b) negative correlation.

Correct. As one variable goes down the other goes up. This is a negative correlation.

- c) inverse relationship.

Incorrect. This is an inverse relationship, but in correlational terms this is a negative correlation.

d) positive correlation.

ANS: b, pp. 21-22, A, LO=1.19, (2)

143. Julie finds that the number of hours she sleeps each night is related to the scores she receives on quizzes the next day. As her sleep approaches 8 hours, her quiz scores improve; as her sleep drops to 5 hours, her quiz scores show a similar decline. Julie realizes that _____

a) there is a negative correlation between the number of hours she sleeps and her quiz grades.

Incorrect. Both variables in the example move in the same direction and, therefore, have a positive correlation.

b) there is a positive correlation between the number of hours she sleeps and her quiz grades.

Correct. Both variables in the example move in the same direction and, therefore, have a positive correlation.

c) her low quiz scores are caused by sleep deprivation the night before a quiz.

d) she should sleep about 10 hours a night to ensure 100 percent quiz grades.

ANS: b, pp. 21-22, A, LO=1.19, (2)

144. Which of the following provides a likely example of two positively correlated variables?

a) hours spent playing computer games and hours spent outdoors

b) annual number of days missed from work and annual production bonus wages

c) average daily temperature and number of people at the beach

Correct. As temperature rises, so too would the number of people at the beach. This is a positive correlation.

d) number of students an instructor has in a class and time spent with each individual

Incorrect. It is reasonable to assume that the larger a class is, the less time a teacher would have to spend with each student. This inverse relationship is a negative correlation.

ANS: c, p. 21, C, LO=1.19, (3)

145. Which of the following would be true if the number of hours students spend watching T.V. is negatively correlated with their grades in school?

a) Students who watch less T.V. would have the higher grades.

Correct. This relationship indicates a negative correlation, as the two variables move in the opposite direction.

b) Students who watch more T.V. would have the higher grades.

c) T.V. viewing would not be related to grades in any systematic way.

d) T.V. viewing would be the independent variable in the study.

Incorrect. There are no independent or dependent variables in correlational research. These are experimental terms.

ANS: a, p. 21, C, LO=1.19, (2)

146. The relationship between smoking and lung cancer was noted in several studies years before the Surgeon General of the United States was willing to claim that cigarette smoking did cause lung cancer. What was the primary reason for the reluctance?

a) Cause-and-effect conclusions should not be made from correlational data.

Correct. Correlational research cannot be used to determine relationships of causality. That requires an experiment.

b) The samples were not representative of the population.

c) The study results were contaminated by experimenter effects.

Incorrect. It is not possible to have "experimenter effects" in a study that is not an experiment.

d) The tobacco industry funded several important studies that found different conclusions.

ANS: a, p. 22, A, LO=1.19, (2)

147. Professor Holden gives a psychology exam on the origins of intelligence. She gives a short answer question based on the IQ scores of a parent-child pair. In order to answer the question correctly, her students need to remember that _____

a) a parent's high IQ does not necessarily cause a child to have a high IQ.

Correct. Correlation does not prove causation.

b) given these variables, the correlation will be positive.

Incorrect. The fact that a parent has a high IQ is not necessarily related to his or her child's IQ.

- c) given these variables, the correlation will be negative.
- d) given these variables, the correlation will be uncorrelated.

ANS: a, p. 22, A, LO=1.19, (3)

The Experimental Method

Learning Objective 1.20 – Why do researchers use experiments to test hypotheses about cause-effect relationships?

148. The research method that is used to explore cause-and-effect relationships between variables is _____

- a) the experimental method.

*Correct. Experimentation is the **only** form of research that allows for the concluding of cause and effect relationships.*

- b) naturalistic observation.
- c) the correlational method.

Incorrect. The main limitation of the correlational method is its inability to determine cause and effect relationships.

- d) the case study.

ANS: a, p. 23, F, LO=1.20, (3)

149. In Alan Lang's (1975) classic experiment on the effects of alcohol on aggression, Lang found _____

- a) alcohol caused more aggression.

Incorrect. It was the belief that they had drunk alcohol, not the ingestion of alcohol itself, that led to increases in aggressive behavior.

- b) alcohol made students less aggressive.
- c) intoxicated students were more sociable and less aggressive.
- d) the expectation of drinking alcohol, not the alcohol itself, caused students to be more aggressive.

Correct. Even those who had been served very little (or no) alcohol acted as if they were impacted by liquor when they thought they had been drinking.

ANS: d, pp. 23-24, F, LO=1.20, (3)

Learning Objective 1.21 – How do independent and dependent variables differ?

150. The administration of Midwest State University wants to know if arrangement of chairs affects student participation in classrooms. What would be a good operational definition of the dependent variable in an experiment designed to measure this relationship?

- a) class size: under 50 or over 50
- b) number of students enrolled in each class
- c) chair arrangement: theater style or circular

Incorrect. Chair arrangement is controlled by the experimenter and is, therefore, the independent variable.

- d) frequency with which students ask questions

Correct. Counting the number of questions students ask is one measurable way to define the dependent variable, which is student participation.

ANS: d, p. 24, C, LO=1.21, (3)

% correct 47 a= 4 b= 11 c= 38 d= 47 r = .45

151. Adaris has always been drawn to the saying "Absence makes the heart grow fonder," and she decides to incorporate this saying into her research project. Adaris is trying to define *absence* in a way that can be empirically tested. She is attempting to find an appropriate _____

- a) hypothesis.

Incorrect. A hypothesis is an educated guess, not a definition.

- b) operational definition.

Correct. Operational definitions define terms in ways that render them measurable.

- c) double-blind study.
- d) theory.

ANS: b, p. 24, A, LO=1.21, (1)

% correct 48 a= 37 b= 48 c= 1 d= 14 r = .42

152. A researcher is investigating the effects of exercise on weight. What are the independent and dependent variables in this experiment?

- a) The dependent variable is weight; the independent variable is exercise.

Correct. The exercise is controlled by the experimenter and is, therefore, independent of anything the participants do, whereas the participants' weight is expected to be dependent on the amount of exercise.

- b) The independent variable is calories consumed; the dependent variable is diet.

- c) The independent variable is weight; the dependent variable is calories consumed.

- d) The dependent variable is amount of exercise; the independent variable is calories consumed.

Incorrect. The exercise is controlled by the experimenter and is, therefore, the independent variable.

ANS: a, p. 24, A, LO=1.21, (2)

% correct 78 a= 78 b= 4 c= 0 d= 19 r = .66

153. A variable that the experimenter manipulates is called a(n) _____

- a) coefficient of correlation.

- b) dependent variable.

Incorrect. The dependent variable is what is measured.

- c) control condition.

- d) independent variable.

Correct. Independent variables are controlled by the experimenter.

ANS: d, p. 24, F, LO=1.21, (1)

% correct 70 a= 1 b= 21 c= 8 d= 70 r = .42

154. With the experimental method, the independent variable is _____ and the dependent variable is _____

- a) uncontrolled; controlled.

Incorrect. The independent variable is the condition that is controlled by the researcher, while the dependent variable is the condition that is measured.

- b) manipulated; measured.

Correct. The researcher controls and manipulates the independent variable, and observes and measures the dependent variable.

- c) measured; known.

- d) unknown, known.

ANS: b, p. 24, C, LO=1.21, (2)

155. In Alan Lang's experiment, aggression was defined as the intensity and duration of shocks given the accomplice. These measures represented the _____ variable.

- a) experimental

- b) independent

Incorrect. The independent variable was the administration of alcohol, because this was what was controlled by Lang in the study.

- c) dependent

Correct. Aggression was measured in Lang's experiment. This makes it the dependent variable.

- d) control

ANS: c, p. 24, A, LO=1.21, (3)

156. Which of the following variables is presumed to vary as a result of the researcher's manipulation of another factor or condition?

- a) control

- b) dependent

Correct. The dependent variable is thought to vary with the manipulation of the independent variable.

- c) independent

Incorrect. The independent variable is so named because it does not rely, or “depend,” on the movement of any other experimental condition or situation.

d) random

ANS: b, p. 24, F, LO=1.21, (3)

157. Professor Caine is running an experiment to determine if exercise affects memory retention. Two groups of participants are given the same list of 25 words and allowed 15 minutes to study them. Then one group sits idly in a classroom while the other participates in an hour-long aerobic work-out. After the work-out each group is tested in the classroom on the list of words. What is the independent variable in this study?

a) the aerobic work-out

Correct. This is the condition or situation that is manipulated by the experimenter, so it is the independent variable.

b) the word list

c) scores on the test

Incorrect. This is the experimental condition that is measured or observed, and thus it is the dependent variable.

d) time allowed to study

ANS: a, p. 24, A, LO=1.21, (2)

158. A psychology instructor studying the effects of the order of test items on test scores gave half the class a test in which the item order reflected the order in the textbook. The other half received the same questions in random order. What was the dependent variable in this experiment?

a) the order of the items

Incorrect. The order of the test items is the condition that is being manipulated by the instructor, so it is the independent variable.

b) the method used to assign participants to groups

c) the students' scores on the two versions of the test

Correct. The instructor is measuring the score on the test, not manipulating the scores. This makes it the dependent variable.

d) the difficulty of the items on the test

ANS: c, p. 24, A, LO=1.21, (3)

159. Students from two groups were sent one-at-a-time into a room to receive a set of instructions pertaining to four simple tasks they were supposed to perform. The first group was met by a kindly individual who carefully explained in a cheerful manner what was expected of them. The second group was met by the same man, but this time he was angry and aggressive and forcefully demanded compliance. The experimenter then left the room and each student was observed through a one-way mirror to see how long it took them to complete all four tasks. The independent variable in this experiment is _____

a) time required to complete the four tasks.

Incorrect. This is the condition that is being measured by the researcher, so it is the dependent variable.

b) the demeanor or attitude presented by the experimenter.

Correct. This is the experimental condition that is being manipulated by the researcher, so it is the independent variable.

c) the number of tasks the students were required to perform.

d) the isolation of the students.

ANS: b, p. 24, A, LO=1.21, (3)

160. An operational definition is _____

a) a statement that attempts to predict a set of phenomena and specifies relationships among variables that can be empirically tested.

b) an organized system of assumptions and principles that purports to explain a specified set of phenomena and their interrelationships.

Incorrect. Operational definitions are not assumptions.

c) the precise meaning of a term used to describe a variable, such as a type of behavior, that researchers want to measure.

Correct. Preciseness is essential for the scientific method.

d) the principle that a scientific theory must make predictions that are specific enough to expose the theory to the possibility of disconfirmation.

ANS: c, p. 24, F, LO=1.21, (1)

161. Marcy is trying to define *anxiety* in a way that can be empirically tested. She is attempting to find an appropriate _____

a) hypothesis.

Incorrect. A hypothesis is an educated guess, not a definition.

b) operational definition.

Correct. Operational definitions define responses in terms that allow them to be measured.

c) double-blind study.

d) theory.

ANS: b, p. 24, A, LO=1.21, (1)

162. In order to increase typing speed Minisoft has redesigned its keyboard and provided a chime that is related to typing speed. The company wants to know if its innovations affect typing speed. Identify the independent and dependent variables in this proposed study.

a) The dependent variable is the chime; the independent variables are the chime and typing speed.

b) The dependent variable is speed of typing; the independent variables are the keyboard design and the chime.

Correct. The speed of typing is expected to be dependent on the keyboard design and chime, which are independent variables controlled by the experimenter.

c) The dependent variable is keyboard design; the independent variables are the speed of typing and the chime.

Incorrect. Both the keyboard design and the chime are independent variables controlled by Minisoft.

d) The dependent variable is the number of errors made; the independent variables are the chime and the speed of typing.

ANS: b, p. 24, C, LO=1.21, (2)

163. In a laboratory, smokers are asked to “drive” using a computerized driving simulator equipped with a stick shift and a gas pedal. The object is to maximize the distance covered by driving as fast as possible on a winding road while avoiding rear-end collisions. Some of the participants smoke a real cigarette immediately before climbing into the driver’s seat. Others smoke a fake cigarette without nicotine. You are interested in comparing how many collisions the two groups have. In this study, the *independent variable* is _____

a) the use of nicotine.

Correct. The nicotine is controlled by the experimenter and is, therefore, the independent variable.

b) the use of a driving simulator.

c) the number of collisions.

Incorrect. The number of collisions is believed to be dependent on the consumption of nicotine and is, therefore, the dependent variable.

d) the driving skills of each driver.

ANS: a, p. 24, A, LO=1.21, (2)

164. In a laboratory, smokers are asked to “drive” using a computerized driving simulator equipped with a stick shift and a gas pedal. The object is to maximize the distance covered by driving as fast as possible on a winding road while avoiding rear-end collisions. Some of the participants smoke a real cigarette immediately before climbing into the driver’s seat. Others smoke a fake cigarette without nicotine. You are interested in comparing how many collisions the two groups have. In this study, the *dependent variable* is _____

a) the use of nicotine.

Incorrect. The nicotine is controlled by the experimenter and is, therefore, the independent variable

b) the use of a driving simulator.

c) the number of collisions.

Correct. The number of collisions is believed to be dependent on the consumption of nicotine and is, therefore, the dependent variable.

d) the driving skills of each driver.

ANS: c, p. 24, A, LO=1.21, (2)

Learning Objective 1.22 – Why are experimental and control groups necessary?

165. In a laboratory, smokers are asked to “drive” using a computerized driving simulator equipped with a stick shift and a gas pedal. The object is to maximize the distance covered by driving as fast as possible on a winding road while avoiding rear-end collisions. Some of the participants smoke a real cigarette immediately before climbing into the driver’s seat. Others smoke a fake cigarette without nicotine. You are interested in comparing how many collisions the two groups have. In this study, the *cigarette without nicotine* is _____

a) the control group.

Correct. A control group gets either no treatment or treatment with no effect; in this case, experimenters are controlling for the possibility that the cigarette itself (not the nicotine) might cause people to get into collisions.

b) the driving simulator.

c) the experimental group.

Incorrect. The experimental group does get treatment that is expected to have an effect, whereas the control group gets either no treatment or treatment without effect.

d) the no-control group.

ANS: a, pp. 24-25, A, LO=1.22, (2)

% correct 78 a= 78 b= 0 c= 2 d= 0 r = .44

166. Billy Bob is a participant in a study investigating the effectiveness of Ritalin in treating ADHD. Billy Bob has ADHD, but is in a group that received sugar pills instead of Ritalin. Billy Bob is in the _____ group.

a) experimental

Incorrect. Participants in the experimental group do receive the independent variable, which in this case is Ritalin.

b) random

c) control

Correct. Participants in the control group do not get the independent variable, which in this case is Ritalin.

d) observational

ANS: c, pp. 24-25, F, LO=1.22, (1)

167. A researcher has conducted an experiment in which she assigned all of her students four hours of homework the night before a test; in order to see what effect the extra stress has on test performance. The study is flawed because the researcher did not include a(n) _____

a) control group.

Correct. In order for this to be a proper experiment, the researcher would have to compare the test performance of those students to the performance of students who were assigned a normal amount of homework (or zero change from the usual routine).

b) experimental group.

c) independent variable.

Incorrect. There is no lack of independent variable in this project. The independent variable is the amount of homework that is assigned.

d) dependent variable.

ANS: a, pp. 24-25, A, LO=1.22, (3)

Learning Objective 1.23 – What kinds of factors introduce bias into experimental studies?

168. Which of the following is NOT a source of confounding variables?

a) random assignment

Correct. Random assignment is used to counteract the confound of selection bias.

b) selection bias

c) placebo

Incorrect. The placebo effect, where a participant’s expectation about the effects of an experimental intervention can influence the outcomes of the research, is a type of confounding variable.

d) experimenter bias

ANS: a, p. 26, F, LO=1.23, (2)

169. All of the following are accurate statements regarding random assignment EXCEPT _____
a) it is a procedure for assigning people to experimental and control groups.
b) it is a procedure in which each subject has the same possibility of being assigned to a given group.
c) it is a procedure in which subjects are assigned to a positive correlation or a negative correlation condition.

Correct. Subjects can never be assigned to a type of correlation.

d) it is a procedure that allows individual characteristics to be roughly balanced between groups

Incorrect. Random assignment does allow individual characteristics to be roughly balanced between groups.

ANS: c, p. 26, F, LO=1.23, (1)

% correct 63 a= 11 b= 7 c= 63 d= 19 r = .19

170. In experiments, random assignment is used to avoid _____
a) selection bias.

Correct. Random assignment helps offset the confounding variable of the selection bias.

b) the placebo effect.

Incorrect. The placebo effect can be offset by a double-blind method, but not by using random assignment.

c) experimenter bias.

d) the dependent variable effect.

ANS: a, p. 26, F, LO=1.23, (2)

171. Which of the following is CORRECT concerning random assignment?

a) In random assignment each participant has an equal chance for each condition.

Correct. In random assignment each participant has an equal chance of being assigned.

b) In random assignment each participant is assigned alphabetically to each condition.

c) Random assignment can only be determined after an experiment is over.

d) The best formula for random assignment is birth dates.

Incorrect. Birth dates are not random because many people are born on the same day.

ANS: a, p. 26, F, LO=1.23, (1)

% correct 90 a= 90 b= 2 c= 4 d= 4 r = .20

172. When participants in a control group are given a fake treatment, the researcher is trying to measure or control for _____

a) selection bias.

b) the placebo effect.

Correct. A placebo is an intervention that causes no significant change to the dependent variable in question.

c) experimenter bias.

d) the dependent variable effect.

Incorrect. There is no such thing as a "dependent variable effect."

ANS: b, p. 26, C, LO=1.23, (1)

173. Gerard is a participant in a research study. He is certain that he knows the intent of the study and acts accordingly. This is an example of a(n) _____

a) participant effect.

b) selection bias.

c) experimenter bias.

Incorrect. Experimenter bias does not involve participants' knowledge about the true intent of a research study, but rather the researcher's anticipation of what the results of a study will be.

d) placebo effect.

Correct. When expectations about the influence of a particular experimental condition affects the outcomes (or the perception of outcome) of that experimental condition, this is the placebo effect.

ANS: d, p. 26, C, LO=1.23, (3)

174. Which of the following situations best illustrates the placebo effect?

- a) You sleep because you are tired.
- b) You throw up after eating bad meat.

Incorrect. Throwing up after eating bad food is caused by a physiological reflex, not by expectations, as would be the case in a placebo effect.

- c) You have surgery to repair a defective heart valve.
- d) You drink a nonalcoholic drink and become “intoxicated” because you think it contains alcohol.

Correct. The placebo effect is brought on by expectations, and in this case you felt drunk only because you believed you were drinking alcohol.

ANS: d, p. 26, F, LO=1.23, (2)

% correct 94 a= 5 b= 1 c= 0 d= 94 r = .32

175. The placebo effect means _____

- a) all conditions in an experiment are the same.
- b) that there is no control group.

Incorrect. The placebo effect is one reason why it's necessary to have a control group.

- c) the expectations of the participants influence their behavior.

Correct. The placebo effect occurs when the expectations of the participants influence their behavior.

- d) experimenter bias causes the subjects to act strangely.

ANS: c, p. 26, F, LO=1.23, (1)

176. Ken is planning on studying the influence of intelligence on the ability to recall events from the 1960s. If Ken does not account for variables such as age that could also influence one's ability to recall these events, age could be considered a(n) _____

- a) random variable.
- b) dependent variable.
- c) confounding variable.

Correct. Any variable that may influence outcome and is not controlled is called a confounding variable.

- d) independent variable.

Incorrect. This variable is accounted for and controlled.

ANS: c, p. 26, A, LO=1.23, (2)

177. Sandy Sue was participating in an experiment in which she was given a pill that was supposed to cause her to get drowsy. Five minutes after taking the pill, Sandy Sue reported that she felt drowsy and wanted to lie down. The pill was actually made of sugar and had no ingredients to cause drowsiness. How do you explain Sandy Sue's drowsy feeling?

- a) experimenter effect
- b) placebo effect

Correct. The placebo effect occurs when the expectations of participants influence their behavior; in this case Sandy Sue expected the pill to make her drowsy, and that expectation, not the pill itself, made her feel drowsy.

- c) subject bias

Incorrect. Sandy Sue is not biased, as she had no knowledge of the hypothesis.

- d) treatment effect

ANS: b, p. 26, A, LO=1.23, (2)

178. When a researcher allows his/her expectations about the study to influence the results, _____ has occurred.

- a) selection bias
- c) the placebo effect

Incorrect. The placebo effect refers to the expectations of the participant, not the experimenter.

- c) experimenter bias

Correct. When an experimenter sacrifices his/her objectivity, even unintentionally, it is called experimenter bias.

- d) the dependent variable effect

ANS: c, p. 26, C, LO=1.23, (1)

179. Participants in a study on how age affects reaction time were asked to press a button every time they heard a buzzer. A person standing at a podium in front of them triggered the buzzer by flipping a hidden switch. During the experiment the switch operator began to flinch slightly before the buzzer sounded. The results of this study would be confounded due to _____

- a) inferential bias.
- b) experimenter bias.

Correct. When an experimenter unintentionally gives signals to the participants that will impact the dependent variable, this is a type of experimenter bias.

- c) selection bias.

Incorrect. Selection bias occurs when the sample that is selected for a research study is not representative of the population from which it is drawn.

- d) control bias.

ANS: b, p. 26, A, LO=1.23, (2)

180. Double-blind studies control for _____

- a) only the placebo effect.
- b) only the experimenter effect.

Incorrect. Double-blind studies also control for placebo effects.

- c) both the placebo effect and the experimenter effect.

Correct. In double-blind studies, neither the participants nor the individuals running the experiment know which participants are in the experimental group.

- d) extrinsic motivation

ANS: c, p. 26, F, LO=1.23, (1)

181. _____ is an experiment in which neither the participants nor the individuals running the experiment know if participants are in the experimental or the control group until after the results are tallied.

- a) The double-blind study

Correct. The double-blind study is an experiment in which neither the participants nor the individuals running the experiment know if participants are in the experimental or the control group.

- b) Field research
- c) The single-blind study

Incorrect. In a single-blind study, only the participants are "blind."

- d) Correlational research

ANS: a, p. 26, F, LO=1.23, (1)

% correct 96 a= 96 b= 1 c= 1 d= 3 r = .19

Learning Objective 1.24 – What are the limitations of the experimental method?

182. Some experiments are criticized because the laboratory conditions under which they are conducted are too different from real-world conditions. These experiments may not be _____

- a) generalizable to the real world.

Correct. In such cases, it would be difficult to generalize, or apply, the findings from a laboratory to a more "real world" setting.

- b) internally valid.

Incorrect. Generalizability refers to external, not internal, validity.

- c) reliable.
- d) believable.

ANS: a, p. 27, C, LO=1.24, (2)

Participants in Psychological Research

Learning Objective 1.25 – In what ways can participants bias research results?

183. Angela failed to note that she could only find female participants for her research study. This is an example of _____

- a) placebo effect.
- b) experimenter bias.

Incorrect. Gender bias is an example of selection bias, not experimenter bias.

- c) gender bias.

Correct. In this case the fact that all of her participants were female might influence her results, and thus the failure to note that and take it into account is an example of gender bias.

- d) random selection.

ANS: c, p. 28, A, LO=1.25, (1)

184. The language used to report results of studies of older participants, such as “deteriorating” and “decline” may indicate the presence of _____

- a) ageism.

Correct. Such language paints aging participants in a decidedly negative light. This is an example of ageism.

- b) sexism.

Incorrect. The language is derogatory regarding the age of the participants, not their genders.

- c) discrimination.

- d) jingoism.

ANS: a, pp. 28-29, C, LO=1.25, (1)

Learning Objective 1.26 – What ethical rules must researchers follow when humans are involved in studies?

185. Each of the following is a common ethical guideline suggested by the American Psychological Association EXCEPT _____

- a) participants must be informed of the nature of the research and its potential for harming them.

Incorrect. It's true that participants must be informed of the nature of the research and any risks that the research carries for harming the participants.

b) participants cannot be deceived or have information concealed from them at any time during an experiment.

Correct. Participants may be deceived or have information concealed from them at any time during an experiment as long as such deception is justified.

- c) risks, possible adverse effects, and limitations on confidentiality must be spelled out in advance.

- d) informed consent must be documented.

ANS: b, p. 29, F, LO=1.26, (2)

186. Each of the following is a common ethical guideline suggested by the American Psychological Association EXCEPT _____

- a) all research must conform to local, state, and federal laws and regulations.

- b) investigators must debrief participants.

Incorrect. It's true that investigators must debrief participants.

- c) participants can be paid, but cannot be offered excessive payment.

- d) debriefing may be omitted when young children are involved.

Correct. It's not true that debriefing may be omitted when young children are involved.

ANS: d, p. 29, F, LO=1.26, (3)

187. Each of the following is a common ethical guideline suggested by the American Psychological Association EXCEPT _____

- a) data remain confidential.

b) participants may be deceived about the true nature and intent of the research in which they are participating.

- c) researchers are not required to report the findings of their research in an appropriate forum.

Correct. The APA code states that psychological research must be presented in an appropriate manner and medium.

- d) deception must be justified.

Incorrect. This is one of the principles and the question asks for exceptions.

ANS: c, p. 29, F, LO=1.26, (2)

188. Which of the following is a common ethical guideline suggested by the American Psychological Association?

a) Participants do not have to be debriefed about the true nature and intent of the research in which they have participated.

b) Participants cannot be deceived about aspects of the research.

c) Participants cannot be subjected to any physically or emotionally painful stimuli.

Incorrect. It is not a basic principle that participants cannot be subjected to any physically or emotionally painful stimuli.

d) Deception must be justified.

Correct. It is a basic principle that deception must be justified.

ANS: d, p. 29, F, LO=1.26, (2)

% correct 74 a=15 b= 7 c= 4 d= 74 r = .31

189. Experimenters can justify the use of deception because _____

a) there is informed consent.

b) research is more important than people.

Incorrect. It is a basic principle that people come first, research second.

c) it may be necessary for the experiment to work.

Correct. Deception is justified if the study wouldn't work any other way.

d) it is not that harmful.

ANS: c, p. 29, F, LO=1.26, (2)

190. The most recent set of ethical standards adopted by the American Psychological Association was in which year?

a) 1981

Incorrect. The APA's ethical standards have been updated several times since 1981.

b) 2000

c) 1992

d) 2002

Correct. Though it may seem odd that it has been nearly a decade since the ethical code has been updated, 2002 was the last version of the ethical standards that was formally released.

ANS: d, p. 29, F, LO=1.26, (1)

191. Giving a participant full information about all aspects of an experiment after the participant has fulfilled his or her role in an experiment is referred to as _____

a) confounding.

b) debriefing.

Correct. The APA ethical standards for research require participants to be informed of the true nature of the research to which they have contributed.

c) deception.

Incorrect. Deception is allowed in research, but informing participants of the deception that has been used is called debriefing.

d) random assignment.

ANS: b, p. 29, F, LO=1.26, (1)

Learning Objective 1.27 – Why are animals used in research?

192. Which of the following statements concerning using animals in research is correct?

a) There are no ethical guidelines when it comes to animals.

b) There are rules that prevent the killing of animals.

Incorrect. Some animals are killed during research procedures, and there are no rules for preventing this.

c) Pain and suffering of animals are allowed but only when necessary.

Correct. Pain and suffering of animals are allowed under scientific guideline, though steps should be taken to minimize this phenomenon.

d) New ethical guidelines prevent the use of primates in psychological research.

ANS: c, pp. 29-30, C, LO=1.27, (2)

193. The American Psychological Association (APA) _____

a) supports animal research.

Correct. Animal research is supported by the APA, but there are ethical standards that must be considered when using animals as subjects.

b) does not support animal research.

Incorrect. Animal research is very important in psychological research, but researchers are obligated to follow some rules regarding their treatment of animals, even if the animals must die as a part of the investigation.

c) supports research with rodents but not with other animals.

d) stopped supporting animal research in 1986.

ANS: a, pp. 29-30, F, LO=1.27, (1)

194. An animal killed in the United States is most commonly _____

a) used for garments.

b) killed by hunters.

c) used in research.

Incorrect. A rather small percentage of those animals killed in the USA are killed for research purposes.

d) used for food.

Correct. A vast majority of animals killed in the USA are killed for food.

ANS: d, p. 30, F, LO=1.27, (2)

195. The APA code of ethics requires researchers who use animals to _____

a) minimize the animal's discomfort.

Correct. If an animal must be caused pain for research purposes, researchers must make sure that pain is kept to the absolute minimum possible.

b) rehabilitate animals after experimental work is complete.

c) release animals that are no longer needed.

d) kill animals when they are no longer needed.

Incorrect. Some animals die in the course of research, but there is no reason that all animal subjects must be killed when the research has concluded.

ANS: a, p. 30, F, LO=1.27, (1)

Psychologists at Work

Learning Objective 1.28 – Who are some of the specialists working within psychology?

196. Dr. Gertzman works in a hospital clinic where she diagnoses and treats people with mental disorders. Dr. Gertzman is a _____

a) counseling psychologist.

Incorrect. Counseling psychologists tend to work with clients who have less severe cases of psychopathology or with those who are looking for help with "problems of everyday living."

b) physiological psychologist.

c) developmental psychologist.

d) clinical psychologist.

Correct. Clinical psychologists often work with people suffering from moderate to severe mental disorders.

ANS: d, p. 31, A, LO=1.28, (2)

197. If you were having trouble adjusting to school, divorce, or a loss of a job, you would benefit most by seeing a _____

a) counseling psychologist.

Correct. These would be topics that would be frequently seen in the clients who consulted with a counseling psychologist.

b) physiological psychologist.

c) developmental psychologist.

d) clinical psychologist.

Incorrect. Clinical psychologists tend to work with those suffering from moderate to severe mental illnesses.

ANS: a, p. 31, A, LO=1.28, (2)

198. Dr. Cornelius is conducting a longitudinal study with a group of women who are currently in their late thirties. He began the study when the women were ages 6 to 9 and is interested in the changes that occur in personality over a lifetime. Dr. Cornelius is a(n) _____ psychologist.

- a) counseling
- b) experimental

Incorrect. Not every psychologist who conducts research is an experimental psychologist. Dr. Cornelius's primary interest seems to be the developmental changes that occur during different life periods.

- c) developmental

Correct. The study of the changes that occur during different life periods is of primary interest to developmental psychologists.

- d) clinical

ANS: c, p. 31, A, LO=1.28, (2)

199. How an individual reacts to stress in the work place would be of most interest to _____

- a) social psychologists.

Incorrect. Social psychologists are primarily concerned with the influence that people have on each other, and social behaviors.

- b) educational psychologists.
- c) industrial/organizational psychologists.

Correct. The application of psychological principles to the work place is the main thrust of industrial/organizational psychology.

- d) clinical psychologists.

ANS: c, p. 31, C, LO=1.28, (1)

Learning Objective 1.29 – What kinds of employment opportunities are available for psychology majors?

200. The most common undergraduate degrees are in the fields of education and _____

- a) business administration.

Correct. Business administration and education are the two most popular undergraduate college degrees.

- b) psychology.

Incorrect. Psychology degrees are not in the top two most common degrees conferred at undergraduate institutions.

- c) communications.
- d) biology.

ANS: a, p. 31, F, LO=1.29, (2)

201. The APA reports that it takes _____ beyond the bachelor's degree to obtain a Ph.D. in psychology.

- a) about 5 years

Correct. While there are many factors that can influence the amount of time it can take to obtain a doctorate in psychology, 5 years is the average according to the APA.

- b) about 4 years
- c) about 2 years

Incorrect. A student could earn a Master's degree in 2 years, but that would not be enough time to earn a Ph.D.

- d) about 6 years

ANS: a, p. 31, F, LO=1.29, (1)

202. Most people with a bachelor's degree in psychology work for _____ after graduation.

- a) for-profit corporations

Correct. For-profit corporations are the most common employment setting for those with a BS or a BA in psychology.

- b) not-for-profit organizations
- c) Federal or state government
- d) universities and colleges

Incorrect. Those who studied psychology who work at universities or colleges usually have a graduate degree in the field.

ANS: a, p. 31, F, LO=1.29, (2)

TRUE OR FALSE

1. The most accurate definition of the discipline of psychology today is that it is the science of behavior.

ANS: F, p. 3, LO=1.1

2. The first step in the scientific method is formulating a hypothesis.

ANS: F, p. 4, LO=1.1

3. The second step in the scientific method is formulating a hypothesis.

ANS: T, p. 4, LO=1.1

4. The goals of psychology are to describe, explain, predict, and influence behavior.

ANS: T, p. 5, LO=1.2

5. Sigmund Freud is considered the “Father of Psychology.”

ANS: F, p. 6, LO=1.3

6. Wilhelm Wundt used the method of introspection.

ANS: T, p. 6, LO=1.3

7. Sigmund Freud was the father of the psychoanalytic school of thought.

ANS: T, p. 6, LO=1.3

8. The work of African American psychologist Kenneth Clark caused the Supreme Court to rule that racial segregation in U.S. schools *was* constitutional, and violated no state or federal laws.

ANS: F, p. 8, LO=1.5

9. In 1999, Richard Suinn became the first Asian American president of the American Psychological Association.

ANS: T, p. 8, LO=1.5

10. Freud felt that once sexual and aggressive urges were pushed into our unconscious, they continued to fester and affect our day-to-day functioning.

ANS: T, p. 10, LO=1.7

11. Carl Rogers and Abraham Maslow were the founders of Gestalt psychology.

ANS: F, p. 11, LO=1.8-1.9

12. Roger conducted a naturalistic observation as a project for a psychology class. He observed the interactions of parents and children at a football game. Many of the people he observed seemed to have noticed him. Roger forgot about observer bias.

ANS: T, p. 18, LO=1.16

13. The major advantage of naturalistic observation is the opportunity to study behavior in a controlled lab setting.

ANS: F, p. 18, LO=1.16

14. The laboratory experiment always involves watching behaviors as they occur without intervening or altering the behaviors in any way.

ANS: F, p. 18, LO=1.16

15. Dr. Samson wanted to know how college students in his state would vote during the next election. By sampling the seniors at his college, he can get a representative sample.

ANS: F, p. 19, LO=1.18

16. Surveys are procedures used to measure and evaluate personality traits, emotional

states, aptitudes, interests, abilities, and values.

ANS: T, p. 19, LO=1.18

17. Direction and strength are important in understanding correlation coefficients.

ANS: T, pp. 21-22, LO=1.19

18. The correlational method is usually used in studies to determine cause-effect relationships.

ANS: F, p. 21, LO=1.19

19. A negative correlation means that high values of one variable are associated with low values of the other.

ANS: T, pp. 21-22, LO=1.19

20. Independent and dependent variables are a part of every study that uses the experimental method.

ANS: T, p. 24, LO=1.21

21. Control groups should receive exactly the same treatment as the experimental effects when conducting a research study.

ANS: F, pp. 24-25, LO=1.22

22. Random assignment is when each participant is assigned alphabetically to each condition.

ANS: F, p. 26, LO=1.23

23. Double-blind studies control only for the placebo effect.

ANS: F, p. 26, LO=1.23

24. Even today, research in psychology shows gender bias by considering male behavior more “normal” and female behavior more “different.”

ANS: T, p. 28, LO=1.25

25. One of the common guidelines for ethical research is that it is not required that researchers provide their participants with an explanation of any deception used during an experiment.

ANS: F, p. 29, LO=1.26

SHORT ANSWER

1. What is the definition of psychology?

p. 3, LO=1.1

2. Pick a goal of psychology and provide a clear example of how it works.

p. 5, LO=1.2

3. Describe a method used in one of the early schools of psychology.

pp. 6-7, LO=1.3

4. What is the main emphasis of cognitive psychology?

pp. 10-11, LO=1.9

5. What is neuroscience?

p. 12-13, LO=1.11

6. Describe a research method used in psychology.

p. 18-28, LO=1.16-1.24

7. What is meant by the “direction of the relationship” in a correlation coefficient?

pp. 21-22, LO=1.19

8. Which two important factors contribute to the formula in measuring a correlation coefficient?
pp. 21-22, LO=1.19

9. What is an operational definition?
p. 24, LO=1.21

10. What is the difference between the control group and experimental group in a research study?
pp. 24-25, LO=1.22

11. What is random assignment?
p. 26, LO=1.23

12. Describe two of the eight common ethical guidelines for conducting research discussed in your textbook.
p. 29, LO=1.26

ESSAY

1. Using an example of a study you might conduct, go through all of the steps of the scientific method.
pp. 3-5, LO=1.1

2. Compare and contrast the two earliest perspectives of psychology. Be sure to include comparisons of founders, methods, and philosophies.
pp. 6-7, LO=1.3-1.4

3. The contributions of women and minorities to the development of the field of psychology is too frequently overlooked. Discuss the pioneering women and minority psychologists who helped shape the field of psychology.
pp. 7-9, LO=1.5

4. What are the strengths and weaknesses of at least three different descriptive research methods?
pp. 18-22, LO=1.16-1.19

5. Propose three methods typically used in psychology to test examine a topic such as the relationship between marijuana use and academic performance.
pp. 18-28, LO=1.16-1.24

6. List and describe five specialties in the field of psychology. In your descriptions be sure to include specific types of research that might be conducted.
p. 31, LO=1.28