

Interaction and Social Behavior

1. Despite his strict libertarian principles, when everyone else at the city council meeting rose for the Pledge of Allegiance, Evan did too. This is an example of
 - A. obedience
 - B. compliance
 - C. conformity
 - D. groupthink

2. An experiment was conducted to determine the effect of electronic monitoring on students who used web-based training to learn new on-line search skills. They found that participants who were explicitly told that their training was being monitored performed markedly worse on a post-training skills test than participants who were unaware that their training was being monitored. This is an example of
 - A. social facilitation
 - B. social inhibition
 - C. bystander effect
 - D. social anxiety

3. The traffic light turns green and Betty begins to accelerate through the intersection, but Gonzalo drives through the red light, crossing in front of her. Betty considers Gonzalo to be unskilled or reckless. She doesn't see that Gonzalo's wife is in labor in the passenger seat. A social psychologist might consider that Betty's view is colored by a particular bias, namely
 - A. self-serving bias
 - B. confirmation bias
 - C. fundamental attribution error
 - D. defensive attribution

4. Paradoxically, the prevailing conception of the antinormative behaviors which deindividuation leads to in certain situations is actually based on social norms. However, it has been demonstrated that group behaviors vary greatly depending on the situation. Participants who dressed in Ku Klux Klan robes were more willing to deliver electrical shocks to a research confederate, but participants dressed as nurses actually shocked less regardless of whether they were identifiable or anonymous. They explained these results as a product of contextual cues, namely the costumes. In other words, the model for deindividuation is problematic because
 - A. Deindividuation increases antinormative behavior regardless of external cues.
 - B. Norms work to promote a great deal of social control.
 - C. The presence of a group produces unconformity to group norms and standards.
 - D. Norms are variable and situation specific.

5. During her first semester in college, whenever Angela received a good grade on an exam, she would relate to her mother how hard she had studied, but whenever she received a less than stellar grade, Angela would complain that the professor was bad or that the test was unfair. A social psychologist might see this pattern as an example of
 - A. actor-perceiver bias
 - B. self-serving bias
 - C. fundamental attribution error
 - D. external locus of control

6. There are reasons why some of the components of 'effective teamwork', such as shared mental models, team orientation and mutual trust, could impair delivery of health care. For example, prior studies have found that brainstorming results in fewer ideas rather than more, and hinders rather than helps productivity. There are several possible explanations for this effect, including 'social loafing' and cognitive overload. Similarly, attributes that improve cohesion within groups, such as team orientation and mutual trust, may increase the risk of poorer decisions. What of the following might be a cause of poor decisions related to group cohesion?
- I. illusion of invulnerability
 - II. pluralistic ignorance
 - III. groupthink
 - IV. diffusion of responsibility
- A. III only
B. I and IV
C. I, III and IV
D. I, II, III, and IV
7. Omar is a soap opera actor famous for playing a villain on a long running show. Given that most people who know him consider him a good natured fellow, the astonishing amount of hate mail he receives is most likely a result of
- A. fundamental attribution error
B. selection error
C. response bias
D. mass hysteria
8. In a classic study conducted by Solomon Asch, _____ increased as the size of the group increased, but only up to a size of five or six participants.
- A. obedience
B. conformity
C. cooperation
D. social facilitation
9. Dillon is interested in buying a new gaming console. He tells his father that he will need \$400 to purchase it. After his dad angrily refuses, Dillon asks for \$150 to purchase a lesser console. This is what he had wanted all along, and his father agrees. What is the name of the compliance tactic employed by Dillon in this case?
- A. door-in-the-face
B. low-ball
C. foot-in-the-door
D. norm of reciprocity
10. Research has shown that individuals often smile in response to movie characters or photos showing the same expressions, or they will begin to laugh when seeing others laugh. Which of the following is best exemplified by these findings?
- A. empathy
B. deindividuation
C. emotional contagion
D. impression management

11. Examining cognitive and affective components of intimate partner violence (IPV) related social information processing (SIP), initial evidence suggests that violent and non-violent males may differ in multiple domains of SIP. Abusive males evidence a less robust behavioral repertoire for responding to conflict in the final stage of SIP, as evidenced by greater reliance upon aggressive reactions and the generation of fewer non-violent alternatives in laboratory paradigms when compared to non-violent males. Cognitive biases broadly represent irrational thought patterns about the self (e.g., “I can never do anything right”) and others (“Everyone in this world is against me”) that arise with little conscious effort and reflect more deeply embedded patterns of maladaptive cognitive processing. Similarly, hostile attributions refer to the interpretation of ambiguous stimuli as intentionally threatening or motivated by hostile intent (e.g., “She meant for this to happen just to get back at me.”). Greater cognitive biases and hostile attributions have been detected among IPV relative to non-violent males, suggesting that maladaptive cognitive processing during SIP may exacerbate negative affect into intense anger as described by the cognitive neoassociationistic (CNA) model of Berkowitz (2011) and thus increase the likelihood of IPV perpetration. Given the rapidity of cognitive processing inherent in both the CNA and SIP models, the association between cognitive distortions and aggression may be more easily detected using novel, observational methodologies that aim to assess these constructs in the context of concurrent anger arousal.

The description of cognitive biases in the passage above relies upon which of the following?

- A. Ellis’ irrational beliefs
- B. Berkowitz’ cognitive neoassociationist model
- C. Beck’s cognitive triad
- D. Erikson’s stage theory

12. After he runs over a pothole in his neighborhood, Reginald starts yelling in his car about corruption in the city government. However, the next week, when he’s driving behind another car and sees it strike the pothole, he starts laughing about how absent minded the driver is not to see it. Reginald’s tendency to focus on external factors to explain his own behavior but dispositional factors to explain the behavior of others exemplifies:

- A. fundamental attribution error
- B. self-serving bias
- C. actor-observer discrepancy
- D. positivity bias

13. In one variation of the Asch Paradigm, subjects were asked to write, rather than call out, their particular responses while the confederates in the study verbalized their responses aloud. In this condition, subjects’ answers were correct 99% of the time. Which rival hypothesis to the original study conclusions was this variation of the study trying to rule out?

- A. that group norms affected the subjects’ perceptions of the lines
- B. that subjects in the original study often were “just going along”
- C. that subjects believed they must be wrongly interpreting the stimuli
- D. that conformity increases with the size of the opposing group

14. Rupert is an audiophile. He is enthusiastic about all aspects of high-fidelity sound reproduction. While reading *High End Audio* magazine, he comes across an advertisement for a digital-to-analog converter. The advertisement provides laboratory findings from three independent studies that support the advertisement's claims that the converter provides the absolute highest fidelity conversion process available on the market. Rupert decides that he must have the device, so he goes online to make the purchase. Rupert's decision-making process is an example of

- A. heuristic processing
- B. latitude of acceptance
- C. the peripheral route of persuasion
- D. the central route of persuasion

15. An experiment was conducted which attempted to get people to stop writing graffiti on the walls of campus restrooms. In some restrooms experimenters posted a sign that read "Do not write on these walls under any circumstances!" whereas in other restrooms they placed a sign that simply said "Please don't write on these walls." Two weeks later, the researchers returned to the restrooms to see if the signs had made a difference. They found that there was much less graffiti in the second restroom than in the first one. These results exemplify which of the following?

- A. reactance
- B. cognitive dissonance
- C. social proof
- D. coercive persuasion

16. In an experiment 225 female students rated a series of common, domestic appliances, and then were allowed to choose one of two appliances as gifts to take home. A second round of ratings indicated that the participants increased their ratings of the domestic appliance they chose, and lowered their ratings of the appliances they rejected. This can best be explained in terms of

- A. self-fulfilling prophecy
- B. cognitive dissonance
- C. self-discrepancy theory
- D. affective forecasting

17. Obedience is distinguished from conformity by

- A. the central route of persuasion
- B. the vertical transmission of influence
- C. the presence of negative reinforcement
- D. the degree of compliance

18. Which of the following explanations of the mechanism by which hazing rituals increase group solidarity reflects an approach based on cognitive dissonance?

- A. Group identity among initiates increases as feelings of being rewarded increase.
- B. Hazing rituals increase physiological responses, which then cause an increase in affiliation among initiates.
- C. Humans are motivated to seek attachment in moments of danger or stress.
- D. Justifying endurance of humiliating tasks leads the new member to increase the subjective value of the group.

19. A 2012 commercial for Carl's Jr. fast food chain starring Kate Upton featured her writhing, sweating and undressing in the backseat of a car while enjoying a Southwest Patty Melt. Carl's Jr. was trying to influence attitudes through
- A. classical conditioning
 - B. reciprocity norms
 - C. social influence
 - D. central route of persuasion
20. Before conducting his famous study, Milgram asked forty psychiatrists to forecast the outcome. Most felt that only a small percentage (0.1 percent) of subjects would go all the way up to 450 volts. However, a remarkable 62% of subjects displayed complete compliance. Which of the following best explains why the psychiatrists Milgram interviewed believed that most people would disobey obviously cruel and outrageous orders?
- A. just-world phenomenon
 - B. fundamental attribution error
 - C. base rate fallacy
 - D. defensive attribution
21. The principal of a high school received multiple parental complaints that one of her veteran teachers had lost his temper in class and used profanity. Thinking over the matter, she came up with several explanations for why this had happened. One possible explanation was that the man was going through a divorce and was under a lot of pressure. This explanation is an example of
- A. dispositional attribution
 - B. defensive attribution
 - C. external attribution
 - D. actor/observer discrepancy
22. The difference between an attitude and a belief is best expressed by which of the following statements?
- A. An attitude represents the cognitive component of a belief.
 - B. An attitude has emotional and behavioral components.
 - C. Attitudes can be patently false.
 - D. Attitudes may be highly resistant to change.
23. Which of the following describe a dynamic characterized by self-fulfilling prophecy?
- I. Rosenthal effect
 - II. stereotype threat
 - III. placebo effect
 - IV. experimenter-expectancy effect
- A. I only
 - B. II and III
 - C. I, II and III
 - D. I, II, III and IV
24. Which of the following forms of bias is more characteristic of the attributional style of people within individualistic societies than people within collectivist societies?
- A. self-effacing bias
 - B. fundamental attribution error
 - C. learned helplessness
 - D. positivity effect

25. Researchers examining sexual assault have consistently found that male participants blamed rapists less than female participants did, and that male participants blamed the rape victims more than female participants did. These findings support the similarity-responsibility hypothesis: male participants, who are personally similar to (male) rapists, blame rapists less than female participants who are dissimilar to rapists. On the other hand, female participants, who are personally similar to (female) rape victims, blame the victims less than male participants. The attributional approach of the male and female subjects of this study is best described as:
- A. defensive
 - B. self-serving
 - C. fundamental attribution error
 - D. victim blaming
26. Survey results demonstrated a decrease in patriotic attitudes among students of a middle school after one year in which the students were required to recite the Pledge of Allegiance every morning in home room. Which of the following best explains the shift in attitudes found by the study?
- A. cognitive dissonance
 - B. public conformity
 - C. reactance
 - D. private conformity
27. Public conformity is to compliance as private conformity is to _____.
- A. deviance
 - B. obedience
 - C. identification
 - D. internalization
28. Milton was visiting his family doctor for a sore throat. During the appointment, as an aside, his doctor recommended that Milton make an appointment in two weeks for a cholesterol screening and a few other simple tests. Given that Milton is 51 years old, the doctor explains the beneficial nature of having these tests at this age. Milton agrees and they make the appointment. The doctor leaves the exam room, returning ten minutes later with Milton's prescriptions. At this time he asks, 'While you are coming in next week, why don't we go ahead and schedule a screening colonoscopy? That's also routine at 50 years old.' Which compliance strategy is Milton's doctor employing?
- A. foot-in-the-door
 - B. low-ball
 - C. bait-and-switch
 - D. door-in-the-face
29. Sunbathers on the beach notice a child splashing wildly in the water. Each person on the beach notices that none of the other sunbathers are yelling or appear concerned. They conclude that the child is just playing around. The tendency of people to look towards others for cues about how to behave when confronted with an emergency even when they themselves have doubts about the situation is an example of:
- A. groupthink
 - B. diffusion of responsibility
 - C. pluralistic ignorance
 - D. conformity

30. Compared to the original paradigm, in trials where one confederate selected a different line from the others in the Asch conformity experiment, the observed effect was that
- A. conformity of the participant moderately increased
 - B. participants conformed with the majority to a much lesser degree
 - C. participants concluded they must be wrongly interpreting the stimuli
 - D. the level of conformity increased dramatically
31. In Leon Festinger's famous experiment, participants were asked to perform a boring task. They were divided into 2 groups and given two different pay scales. At the study's end, some participants were paid \$1 to say that they enjoyed the task and another group of participants was paid \$20 to say the same lie. What did Festinger observe?
- A. The first group (\$1) later reported liking the task better than the second group (\$20).
 - B. The second group (\$20) later reported liking the task better than the first group (\$1).
 - C. The size of the monetary reward had no effect on the degree to which the members of either group reported liking the task.
 - D. While the second group (\$20) reported liking the task more, the members of the first group (\$1) were more willing to participate in further studies.
32. A subsequent study found that participants in the situation of the Asch conformity study experienced greatly increased levels of autonomic arousal. This might lead to concerns regarding the _____ of the experimental design.
- A. validity
 - B. reliability
 - C. bias
 - D. ethics
33. Greece's military junta in the early 1970's instituted a program to train personnel to become torturers. First the trainee stood guard outside the interrogation cells. Next he stood guard inside. Only afterwards was he ready to become actively involved in the interrogation and torture. Which compliance technique is the basis for these procedures?
- A. low-ball
 - B. foot-in-the-door
 - C. diffusion of responsibility
 - D. pluralistic ignorance
34. In the context of crowd psychology, _____ hinges upon a person being unable, due to situation, to have strong awareness of their self as an object of attention. This lack of attention frees the individual from the necessity of normal social behavior.
- A. mass hysteria
 - B. conformity
 - C. the herd mentality
 - D. deindividuation

35. Muzafer Sherif's experimental study of autokinetic movement demonstrated how mental evaluation norms were created by human beings. In an otherwise totally dark room, a small dot of light is shown on a wall, and after a few moments, the dot appears to move. This effect is entirely inside the head, and results from the complete lack of "frame of reference" for the movement. Three participants enter the dark room, and watch the light. It appears to move, and the participants are asked to estimate how far the dot of light moves. These estimates are made out loud, and with repeated trials, each group of three converges on an estimate. Some groups converged on a high estimate, some low, and some in-between. The critical finding is that groups found their own level, their own "social norm" of perception. This occurred naturally, without discussion or prompting. When invited back individually a week later and tested alone in the dark room, participants replicated their original groups' estimates.

How do results in Sherif's autokinetic experiment differ from the results in the Asch paradigm?

- A.** In the Sherif study, the test was perceptually ambiguous.
- B.** The results in the Sherif study demonstrate internalization, not merely compliance.
- C.** In the Asch study, the perceptual task was clear.
- D.** Results in the Sherif study demonstrate how individuals yield to a majority opinion.

36. When we conform because we believe that others' interpretation of an ambiguous situation is more accurate than ours and will help us choose an appropriate course of action, this is called:

- A.** normative social influence
- B.** informational social influence
- C.** peer pressure
- D.** argumentum ad populum

37. A person who has been unemployed for a long time may have a hard time finding a new job - even if they are highly skilled and qualified. Potential employers search more intensively for flaws or other negative characteristics that are "congruent" with or explain the person's failure and discount the applicant's virtues. Which of the following best describes such a process of opinion formation?

- A.** social proof
- B.** normative social influence
- C.** halo effect
- D.** observational learning

38. As opposed to a person from a collectivist society, a person from an individualist society who violates an ethical principle is more likely to experience a feeling of:

- A.** shame
- B.** guilt
- C.** stigma
- D.** dishonor

39. According to cognitive dissonance theory, there is a tendency for individuals to seek consistency among their cognitions. When there is an inconsistency between attitudes or behaviors, something must change to eliminate the dissonance. Self-perception theory posits that people determine their attitudes and preferences by interpreting the meaning of their own behavior. The main difference between self-perception theory and cognitive dissonance theory is:
- A. the part played by arousal
 - B. the direction of attitudinal change after engaging in a counterattitudinal behavior
 - C. the role of the observer versus the role of the participant
 - D. sociocultural
40. A management consulting firm hired by a corporation advocates that they revise certain human resources practices at the team level. However, team leaders in the company oppose the change. The management consulting firm enlists the team leaders in the project of advocating the change to other members of the company with incrementally escalating requests. In order to bring about an attitude change in the team leaders, the consulting firm should accompany these requests with
- A. small rewards
 - B. punitive sanctions if they don't comply
 - C. substantial bonuses for results
 - D. data based rationale
41. Cora hadn't really ever thought about the deterioration of the ecosystem of the Mississippi Delta due to agricultural runoff. It just hadn't come up in her life. For her ecology class, however, she was required to attend a presentation by a speaker about the need to increase financial support to efforts aimed at saving the Mississippi Delta. According to the elaboration likelihood model, what would be the strategy for the speaker in their presentation that would be most likely persuade Cora to write a letter to her congressional representative to increase government efforts to save the Mississippi Delta?
- A. A detailed cost-benefit analysis showing how only a small investment could reverse negative ecological trends in the Mississippi Delta.
 - B. A scientific study showing how deterioration of the Mississippi Delta would impact local economies in future decades.
 - C. An expensively produced video hosted by a famous actress describing the impact of deterioration of the Mississippi Delta on charismatic oceanic megafauna.
 - D. A presentation showing the economic winners and losers if current practices continue allowing large quantities of agricultural runoff to enter the Mississippi Delta.

42. Joseph owns a house in a nice neighborhood. It has been a struggle pay the mortgage over the years. For this reason, Joseph is opposed to an increase in the millage rate for school funding proposed by his county commissioner which would cause Joseph's property taxes to increase. After hearing Joseph's point of view at a community meeting, the functional view of attitudes suggests which of the following counter-arguments by Joseph's commissioner would be most persuasive?

- A.** Children in the community rely on the schools to help them get a good start in the world.
- B.** Ensuring a good educational system is the best long-term program to reduce crime in the community.
- C.** Their county was listed several years ago by a national magazine as one of the best at providing quality of life in the country with the school system a main asset.
- D.** Data show that the single biggest factor in increasing property values is the quality of the neighborhood schools.

43. Oliver and Martin are equally attractive physically. However, Oliver is a low self-monitor, but Martin is a high self-monitor. Oliver is more likely than Martin to:

- A.** maintain consistent behavior through different situations
- B.** have multiple romantic relationships in a given year
- C.** require social information to guide his self-presentations
- D.** more likely to recall personal details about the people he meets

44. Tom was described to participants of a study on social perception as having an ultra-conservative philosophy based on traditional values. Participants were then asked to choose which was more likely, whether Tom was an "engineer" or whether he was an "engineer and a gun owner." Which of the following is the best explanation for the fact that study participants chose the latter option more often than the first option?

- A.** availability heuristic
- B.** bias blind spot
- C.** illusory correlation
- D.** representativeness heuristic

45. Marcus, Tonya and their group of friends have been making their way through Sergio Leone Westerns in their weekly movie nights which they hold at different apartments. Tonya had not seemed to enjoy 'The Good, the Bad, and the Ugly' the first week. Nor had she enjoyed 'Hang 'em High' the second week, but Marcus noticed that during their latest movie night Tonya really had seemed to enjoy 'Fistful of Dollars.' This was good because everyone had been enjoying the movie selections. Tonya even liked the drama they watched afterwards. According the co-variation model which would be the most likely explanation for Tonya's reaction to 'Fistful of Dollars'?

- A.** The plot of 'Fistful of Dollars' was simply more exciting for Tonya.
- B.** When Tonya gives herself a chance she can enjoy things she might not expect to enjoy.
- C.** Tonya's taste in movies is unsettled.
- D.** The particular circumstances that evening had put Tonya in a good mood.

46. Archival studies suggest that the urban riots that erupted in many American cities in the 1960s were most likely to occur on hot days and then to diminish in intensity as the weather cooled. This observation is most consistent with which of the following theories of aggression?
- A. cognitive neo-association theory
 - B. frustration-aggression hypothesis
 - C. catharsis hypothesis
 - D. challenge hypothesis
47. Ralph and his four housemates are in the living room of their apartment when they hear a loud crash and a howl of pain outside the door. What is most likely to be Ralph's response?
- A. immediately calling 911
 - B. looking to his housemates to follow their cue
 - C. running to the window to see if anyone is hurt
 - D. offering assurance that most likely nothing serious has happened
48. Which of the following is most likely to lead to a person experiencing feelings of sympathy and compassion while witnessing another person undergoing a painful medical procedure?
- A. imagining the pain the person is experiencing from that person's perspective
 - B. imagining themselves to be in similar pain
 - C. if there is strong activation of amygdala, insula and anterior cingulate cortex
 - D. if the observer is experiencing feelings of discomfort and anxiety
49. The embarrassing predicament of college student attending a social gathering who encounters his professor as a fellow guest is best described as:
- A. role conflict
 - B. position conflict
 - C. role confusion
 - D. identity crisis
50. In one experiment, children were left in a room with a variety of toys, including a greatly desirable steam shovel. Upon leaving the room, the experimenter told one-half of the group of children that there would be severe punishment if they played with the steam-shovel; and told the second half of the group that there would be a mild punishment for playing with the steam shovel. All of the children refrained from playing with the the steam shovel. Later, when the children were told that they could freely play with any toy they wanted, the children in the mild-punishment group were less likely to play with the steam shovel. Which of the following concepts provides the best framework for understanding the results of this experiment?
- A. cognitive dissonance
 - B. operant conditioning
 - C. classical conditioning
 - D. observational learning

Answer Key

Interaction and Social Behavior

- 1. C**—Conformity is the act of matching attitudes, beliefs, or behaviors to group norms. Norms are implicit, specific rules, shared by a group of individuals, that guide their interactions with others. This tendency to conform occurs in small groups and/or society as a whole, and may result from subtle unconscious influences, or direct and overt social pressure. Conformity can occur in the presence of others, or when an individual is alone. Private conformity occurs when we change our behaviors and our attitudes. Public conformity occurs when we just change our behavior.
 - 2. A**—Social facilitation, or the audience effect, is the tendency for people to perform *different* when in the presence of others than when alone. Compared to their performance when alone, when in the presence of others, they tend to perform better on simple or well-rehearsed tasks and worse on complex or new ones. The Yerkes-Dodson law, when applied to social facilitation, states that “the mere presence of other people will enhance the performance in speed and accuracy of well-practiced tasks, but will degrade the performance of less familiar tasks.”
 - 3. C**—The fundamental attribution error, also known as the correspondence bias or attribution effect, is the claim that in contrast to interpretations of their own behavior, people place undue emphasis on internal characteristics of the agent (character or intention), rather than external factors, in explaining other people’s behavior.
 - 4. D**—The discussion regards the problem inherent in a definition of deindividuation that depends on a concept of antinormative behavior. The problem is that this definition may not be able to properly encompass deindividuation effects within the context of situational norms.
- Choice ‘D’ exemplifies this issue.
- 5. B**—Self-serving bias refers to the tendency for individuals to ascribe success to their own abilities and efforts, but to ascribe failure to external factors.
 - 6. D**—All four are related to group cohesion and might contribute to poor decisions. Illusion of invulnerability refers to an inflated certainty that the right decision has been made by a group while significantly overrating its own abilities in decision-making. Pluralistic ignorance is a situation in which a majority of group members privately reject a norm, but incorrectly assume that most others accept it, and therefore go along with it. Groupthink occurs when the desire for harmony or conformity results in an irrational or dysfunctional decision-making outcome. Diffusion of responsibility is a phenomenon whereby a person is less likely to take responsibility for action or inaction when others are present. The individual assumes that others either are responsible for taking action or have already done so.
 - 7. A**—This kind of thing is a classic result of fundamental attribution error. Instead of seeing Ricardo’s behaviors in the show as the result of external factors (a script!) some people attribute the behaviors to internal characteristics.
 - 8. B**—the Asch conformity experiments or the Asch Paradigm refers to a series of studies directed by Solomon Asch studying if and how individuals yielded to or defied a majority group and the effect of such influences on beliefs and opinions. In the basic variation of the experiment, groups of male college students participated in a simple “perceptual” task. In reality, all but one of the participants were “confederates” (i.e., actors), and the true focus of the study was about how this subject would react to the confederates’ behavior.
 - 9. A**—The door-in-the-face technique begins with an initial grand request. This request is expect-

ed to be turned down. The first request is then followed by a second, more reasonable request.

10. **C**—Emotional contagion is the phenomenon of having one person's emotions and related behaviors directly trigger similar emotions and behaviors in other people.
11. **C**—The passage contains the following section: "Cognitive biases broadly represent irrational thought patterns about the self (e.g., "I can never do anything right") and others ("Everyone in this world is against me") that arise with little conscious effort and reflect more deeply embedded patterns of maladaptive cognitive processing." This analysis descends directly from Aaron Beck's cognitive model of depression. Beck's cognitive triad involves automatic, spontaneous and seemingly uncontrollable negative thoughts about the self, the world, and the future.
12. **C**—The subtle distinctions between fundamental attribution error, self-serving bias, and actor-observer discrepancy are the stuff that multiple choice question are made of. The particular situation described is best exemplified by actor-observer asymmetry. Actor-observer asymmetry involves the difference between attributions a person makes about themselves versus how they attribute the actions of others. When people judge their own behavior, and they are the actor, they are more likely to attribute their actions to the particular situation than to a generalization about their personality. Yet when an observer is explaining the behavior of another person, they are more likely to attribute this behavior to the actors' overall disposition rather than to situational factors. Fundamental attribution error describes a general tendency to overemphasize dispositional explanations and underemphasize situational ones in attributing the actions of others. Fundamental attribution error does not encompass Reginald's attribution of his own behavior. Self-serving bias refers to a discrepancy between an attribution a person might have towards the self versus the attribu-

tion that others might formulate towards the same action. However, in this case, Reginald is the observer in both cases so there is a discrepancy between his attribution when he is the actor and when he is the observer of the same action by another.

13. **A**—That conformity significantly decreased when shifting from public to written responses demonstrated that the incorrect responses occurred due to a desire to conform to group norms not altered perception.
14. **D**—The elaboration likelihood model of persuasion proposes two major routes to persuasion: the central route and the peripheral route. Under the central route, persuasion will likely result from a person's careful and thoughtful consideration of the true merits of the information presented in support of an advocacy. The central route involves a high level of message elaboration in which a great amount of cognition about the arguments are generated by the individual receiving the message. The results of attitude change will be relatively enduring, resistant, and predictive of behavior. On the other hand, under the peripheral route, persuasion results from a person's association with positive or negative cues in the stimulus or making a simple inference about the merits of the advocated position. The cues received by the individual under the peripheral route are generally unrelated to the logical quality of the stimulus. These cues will involve factors such as the credibility or attractiveness of the sources of the message, or the production quality of the message.
15. **A**—Reactance can occur when someone is heavily pressured to accept a certain view or attitude causing the person to adopt or strengthen a view or attitude that is contrary to what was intended, and also increases resistance to persuasion. Reactance occurs when a person feels that someone or something is taking away his or her choices or limiting the range of alternatives.

16. **B**—Leon Festinger’s 1957 theory of cognitive dissonance focuses on how human beings strive for internal consistency. A person who experiences inconsistency tends to become psychologically uncomfortable, and so is motivated to try to reduce the cognitive dissonance occurring, trying to “justify” their behavior by changing or adding new parts of the conflicting cognition, as well as actively avoids situations and information likely to increase the psychological discomfort. This particular experiment demonstrates that when making a difficult decision, there are always aspects of the rejected choice that one finds appealing and these features are dissonant with choosing something else. In other words, the cognition, “I chose X” is dissonant with the cognition, “There are some things I like about Y.”
17. **B**—Obedience, in human behavior, is a form of social influence in which a person yields to explicit instructions or orders from an authority figure. Obedience is generally distinguished from conformity, which is behavior intended to match that of the majority.
18. **D**—The operative concept in the cognitive dissonance model of hazing is effort justification. Effort justification is people’s tendency to attribute a greater value to an outcome they had to put effort into acquiring or achieving.
19. **A**—Advertising is mostly based in classical conditioning. The advertised product is the Conditioned Stimulus. The ultimate goal of the ad is to make viewers associate the feeling they had watching the ad, the Unconditioned Response, with the product when they come across with it in real life, forming a Conditioned Response.
20. **B**—Fundamental attribution error describes how people place undue emphasis on internal characteristics of the agent (character or intention), rather than external factors, in explaining other people’s behavior. The psychiatrists underestimated the impact of the situation on the subjects’ behavior.
21. **C**—External attribution, also called situational attribution, refers to interpreting someone’s behavior as being caused by the situation that the individual is in. This is opposed to dispositional attribution, which is a tendency to attribute people’s behaviors to their dispositions; that is, to their personality, character, and ability.
22. **B**—In the multicomponent model, attitudes are evaluations of an object that have cognitive, affective, and behavioural components. Beliefs about the object would be an aspect of the cognitive component of the attitude. Regarding choice ‘D’. This is a true statement, but it is true about both attitudes and beliefs.
23. **D**—A self-fulfilling prophecy is a prediction that directly or indirectly causes itself to become true, by the very terms of the prophecy itself, due to positive feedback between belief and behavior. The Pygmalion effect, or Rosenthal effect, is the phenomenon whereby higher expectations lead to an increase in performance. Stereotype threat is a situational predicament in which people are or feel themselves to be at risk of conforming to stereotypes about their social group. Stereotype threat has been shown to reduce the performance of individuals who belong to negatively stereotyped groups.
24. **B**—People from individualist cultures are more inclined to make fundamental-attribution error than people from collectivist cultures. Individualist cultures tend to attribute a person’s behavior to his internal factors whereas collectivist cultures tend to attribute a person’s behavior to his external factors.
25. **A**—Defensive attribution is motivated as a shield against the fear that one will be the victim or cause of a serious mishap. Commonly, defensive attributions are made when someone witnesses or learns of mishaps involving other people. These attributions of blame will depend upon any similarities between the witness

and the person(s) involved in the mishap. More responsibility will be attributed as personal or situational similarity decreases. Assigning responsibility allows the observer to believe that the mishap was controllable and thus preventable.

26. **C**—Reactances can occur when someone is heavily pressured to accept a certain view or attitude. Reactance can cause the person to adopt or strengthen a view or attitude that is contrary to what was intended, and also increases resistance to persuasion.
27. **D**—Public conformity and compliance are synonyms. So are private conformity and internalization.
28. **B**—Both the low-ball technique and foot-in-the-door involve getting agreement to a small request which will then be followed by a large request. The difference is that low-ball only requires agreement to the small request before the larger request is introduced. Foot-in-the-door requires actual completion of the small request first.
29. **C**—Pluralistic ignorance describe a situation in which a majority of group members privately reject a norm, but incorrectly assume that most others accept it, and therefore go along with it. It is a type of conformity. In short, pluralistic ignorance is a bias about a social group, held by that social group. Pluralistic ignorance may help to explain the bystander effect. If no-one acts, onlookers may believe others believe that action is incorrect, and may therefore themselves refrain from acting. The bystander effect may alternatively occur as a result of diffusion of responsibility, whereby a person assumes that others either are responsible for taking action or have already done so.
30. **B**—Asch found that the presence of a “true partner” (a “real” participant or another actor told to give the correct response to each question) decreased conformity. In studies that had

one confederate give correct responses to the questions, only 5% of the participants continued to answer with the majority.

31. **A**—The first group (\$1) later reported liking the task better than the second group (\$20). Festinger’s explanation was that for people in the first group being paid only \$1 is not sufficient incentive for lying and those who were paid \$1 experienced cognitive dissonance. They could only overcome that dissonance by justifying their lies by changing their previously unfavorable attitudes about the task. Being paid \$20 provides a reason for the doing the boring task, therefore no dissonance.
32. **D**—In the Asch conformity experiment, participants subjected to a level of psychological stress similar to a conflict situation when they disagreed with the majority. A key goal of IRBs is to protect human subjects from physical or psychological harm, so it is questionable whether the Asch conformity experiment in its original design would be approved today.
33. **B**—Foot-in-the-door technique involves getting a person to agree to a large request by first setting them up by having that person agree to a modest request.
34. **D**—Deindividuation is a concept in social psychology that is generally thought of as the loss of self-awareness in groups.
35. **B**—The critical finding in Sherif’s study is that groups found their own level, their own “social norm” of perception. When invited back individually a week later and tested alone in the dark room, participants replicated their original groups’ estimates. This suggests that the influence of the group was informational rather than coercive; because they continued to perceive individually what they had as members of a group, Sherif concluded that they had internalized their original group’s way of seeing the world. Because the phenomenon of the autokinetic effect is entirely a product of a person’s

own perceptual system, this study is evidence of how the social world pierces the person's skin, and affects the way they understand their own physical and psychological sensations.

- 36. B**—Informational social influence, also called social proof, is a psychological phenomenon where people assume the actions of others in an attempt to reflect correct behavior for a given situation. This effect is prominent in ambiguous social situations where people are unable to determine the appropriate mode of behavior, and is driven by the assumption that surrounding people possess more knowledge about the situation. Informational social influence is contrasted with normative social influence wherein a person conforms to be liked or accepted by others.
- 37. A**—Social proof is synonymous with informational social influence, as opposed to normative social influence. Social proof is prominent in ambiguous situations where people are unable to determine the appropriate mode of behavior, and is driven by the assumption that surrounding people possess more knowledge about the situation. In employment situations, the case of a well-qualified applicant who is inexplicably long unemployed would violate social proof and cause cognitive dissonance, ie. a sense of loss of control or failure of the “just world hypothesis”.
- 38. B**—In an individual who has violated an ethical principle, different cultural values can trigger different dissonance experiences. Generally speaking, people in independent societies experience dissonance when their behavior violates either a personal standard or a social standard. Violation of a personal standard engenders feelings of guilt. People in interdependent societies, however, are much more concerned about violations of social standards. Shame is quintessentially a social emotion.
- 39. A**—This is the main difference between cognitive dissonance theory and self-perception theory.

In self-perception theory, people induce attitudes without accessing internal cognition and mood states. The person interprets their own overt behaviors rationally in the same way they attempt to explain others' behaviors.

- 40. A**—According to cognitive dissonance theory, if there isn't an external reason for the team leaders to state the position (a small reward wouldn't qualify) they are likely to change their beliefs to match the position.
- 41. C**—The elaboration likelihood model (ELM) aims to explain different ways of processing stimuli, why they are used, and their outcomes on attitude change. The ELM proposes two major routes to persuasion: the central route and the peripheral route. Under the central route, persuasion will likely result from a person's careful and thoughtful consideration of the true merits of the information presented in support of an advocacy. The central route involves a high level of message elaboration in which a great amount of cognition about the arguments are generated by the individual receiving the message. The results of attitude change will be relatively enduring, resistant, and predictive of behavior. On the other hand, under the peripheral route, persuasion results from a person's association with positive or negative cues in the stimulus or making a simple inference about the merits of the advocated position. The cues received by the individual under the peripheral route are generally unrelated to the logical quality of the stimulus. These cues will involve factors such as the credibility or attractiveness of the sources of the message, or the production quality of the message. The peripheral route is more effective than the central route, as in this case, when the message recipient has little or no interest in the subject and/or has a lesser ability to process the message.
- 42. D**—The functional view of attitudes suggests that in order for attitudes to change via persuasion, appeals must be made to the function(s)

that a particular attitude serves for the individual. Daniel Katz, the theorist most responsible for this approach, classified attitudes into four different groups based on their functions: utilitarian, knowledge, ego-defensive, and value expressive. Joseph's attitude towards the proposed increase in property taxes is utilitarian, so for the commissioner's argument to have the greatest chance of being persuasive to Joseph it should address that function.

43. **A**—High self-monitors find it much easier to modify their behavior based on the situation than low self-monitors do. High self-monitors would be more likely to change their beliefs and opinions depending on who they are talking to, while low self-monitors would tend to be consistent throughout all situations.
44. **D**—When people rely on representativeness to make judgments, they are likely to judge wrongly because the fact that something is more representative does not actually make it more likely.
45. **D**—Everyone has been enjoying the Westerns (high consensus). Tonya didn't enjoy the Westerns on the other nights (low consistency), but she enjoyed BOTH the Western and the drama they watched later on this evening (low distinctiveness) . Under the covariance model her reaction would be attributed as caused by something in the circumstance (something about that particular night), not the stimulus (an external attribution regarding the particular movie) nor a personal attribution (an internal attribution).

Low Consensus, Low Distinctiveness, High Consistency = Personal Attribution

High Consensus, High Distinctiveness, High Consistency = Stimulus Attribution

High Consensus, Low Distinctiveness, Low Consistency = Circumstance Attribution

46. **A**—Leonard Berkowitz originated the cognitive

neoassociation model of aggressive behavior to help explain instances of aggression for which the frustration-aggression hypothesis could not account. Berkowitz asserted that frustration is just one of many factors that can stimulate negative affect. Besides frustration, other aversive factors such as pain, extreme temperatures, and encountering disliked people can also cause negative affect leading to aggression.

47. **B**—The typical response would be to look to the others in the group to guide future behavior. This form of pluralistic ignorance is the basis bystander effect, first demonstrated in the laboratory by John Darley and Bibb Latané. Their experiments found that the presence of others inhibits helping, often by a large margin.
48. **A**—Empathic concern refers to other-oriented emotions elicited by and congruent with the perceived welfare of someone in need. These other-oriented emotions include feelings of tenderness, sympathy, and compassion. Empirical studies conducted by social psychologist Daniel Batson have demonstrated that empathic concern is felt when one adopts the perspective of another person in need. Different emotions are evoked when imagining another situation from a self-perspective or imagining from another perspective. Imagining from a self-perspective is associated with personal distress (i.e., feelings of discomfort and anxiety), whereas the latter leads to empathic concern.
49. **C**—Role confusion occurs in a situation where an individual has trouble determining which role he or she should play, but where the roles are not necessarily incompatible (which would describe role conflict).
50. **A**—The degree of punishment, in itself, was insufficiently strong to resolve the contradiction between the attractiveness of the steam shovel and not to have played with it. In other words, to reduce cognitive dissonance, the children had to convince themselves that playing with the forbidden toy was not worth the effort.