SECTION A

MULTIPLE CHOICE: ANSWER ALL ITEMS IN THIS SECTION.

Using the answer sheet provided, circle the letter that corresponds to the best answer for each of the questions in this section.

(This Section is worth 40 marks)

1) As a scientific discipline, social psychology seeks _______.
   A) a non-skeptical understanding of unobservable forces
   B) a unified theory of group behaviour
   C) an understanding of the nature and causes of social behaviour
   D) a narrow focus on the determinants of group behaviour
   E) a subjective understanding of group functions

2) Social psychologists are primarily interested in understanding the many factors and conditions that shape the social _______ and _______ of individuals.
   A) behaviour; thought
   B) behaviour; planning
   C) emotion; cognition
   D) emotion; addiction
   E) thought; judgment

3) The process whereby we seek to know and understand others is called _______, and frequently makes use of ________.
   A) social awareness; not really caring about people
   B) social attribution; impression management
   C) social perception; nonverbal communication
   D) social consistency; correspondence bias
   E) social discovery; verbal communication
4) The variable that is manipulated by the researcher in an experiment is the

A) independent variable.
B) naturalistic variable.
C) dependent variable.
D) random variable.

5) Which of the following values would indicate the "strongest" correlation?

A) +.67
B) 0
C) -.55
D) +1.33
E) -.72

6) Social psychologists sometimes conceal information about the true purpose of a study from the research participants until after the study is completed. This use of deception is justified when ________.

A) the participants would otherwise not agree to participate in the study
B) knowledge of the study's purpose may alter the behaviour of the participants
C) approval from the researcher's review board has been granted
D) social behaviour and thought is the subject of the experiment
E) the deception will not harm the participants in any way

7) Which statement BEST describes the attribution process?

A) The process by which we seek to understand the causes of the behaviour of others and ourselves.
B) The process by which we focus attention inward for reflection.
C) The process by which we combine information about others into unified impressions of them.
D) The process by which we attempt to shift blame away from ourselves.
E) The process by which we seek to understand our own feelings, traits, and motives.

8) One reason for the correspondence bias is that we tend to ________.

A) focus our attention on the situation faced by an individual rather than on the individual and his/her behaviours
B) use a self-serving bias in explaining others' actions
C) weigh situational factors more heavily than individual factors when trying to understand someone's behaviour
D) focus our attention on the individual and his/her behaviours, not on the situation that the individual is in
E) think heuristically about external causes of behaviour and rationally about internal causes of behaviour
9) When I consider the extent to which this person reacts in the same way to this same stimulus on other occasions, I am basing my attribution on _______.

A) consensus  
B) distinctiveness  
C) correspondent inference  
D) consistency  
E) causal analysis

10) We are likely to attribute another person's behaviour to internal causes when consensus is _______, consistency is _______, and distinctiveness is _______.

A) low; high; low  
B) high; high; low  
C) low; low; low  
D) high; high; high  
E) high; low; high

11) We might think that a waiter who flirts with a customer does so because he likes to flirt if we observe this waiter flirting with several different customers while we eat. This best represents the concept of _______.

A) controllability  
B) deviousness  
C) consistency  
D) distinctiveness  
E) consensus

12) Mary sees Greta trip while walking down an outside flight of steps, and thinks to herself, "What a clumsy person!" Five minutes later, though, Mary trips on the same flight of steps, and says to an onlooker, "It's very icy today!" This is an illustration of the _______.

A) actor-observer effect  
B) self-serving bias effect  
C) blame avoidance principle  
D) categorization principle  
E) projection principle

13) Trista's teacher just returned student essays to the class. Trista's teacher has written several positive comments throughout her paper and given Trista an A+ on the assignment. Trista is likely to believe her grade reflects _______ because of _______.

A) an error on the teacher's part; the fundamental attribution error  
B) both her ability level and her teacher's ability; rational thinking  
C) the true quality of her work; the self-serving bias  
D) her true ability level; the correspondence bias  
E) her teacher's skills as a teacher; the actor-observer effect
14) The self-serving bias tends to be ________.

A) stronger in Western cultures that emphasize individual accomplishments
B) weakest in Western cultures that emphasize individual accomplishments
C) unrelated to cultural factors such as are found in collectivist or individualistic societies
D) stronger in cultures that emphasize group harmony and group outcomes
E) limited by gender differences in socialization

15) People who suffer from depression tend to attribute their failures to ________ and their successes to ________.

A) lasting external causes; lasting external causes
B) temporary external causes; lasting internal causes
C) lasting internal causes; lasting external causes
D) lasting internal causes; temporary external causes
E) temporary internal causes; lasting internal causes

16) Mental frameworks for organizing and processing social information are known as ________.

A) affective states
B) anchoring frameworks
C) schemas
D) heuristics
E) cognitive loads

17) Heuristics exert a strong influence on our thinking in large measure because ________.

A) they rely on our internal personal biases and unknown prejudices
B) they are effortful processes that require an expenditure of mental energy
C) they activate critical brain structures such as the amygdala
D) they allow us to process more information than would otherwise be considered
E) they reduce the mental effort needed to make judgments and decisions

18) Suppose you are telling your friend about a woman you just met. You tell your friend that this person seemed very compassionate and was interested in helping others; however, you couldn't recall whether she said she was a nurse or a businesswoman. On the basis of the ________ heuristic, your friend would probably think that she is a ________.

A) availability; nurse
B) availability; businesswoman
C) representativeness; nurse
D) representativeness; businesswoman
E) priming; businesswoman
19) Blair watches the newscast each evening, with its usual diet of fires and other accidents. She often eats at Herby's Fried Snacks, a restaurant located in a brick building, despite the fact that her eating there has resulted in bad indigestion several times. She avoids the well-respected Korean restaurant, because the Korean restaurant is in a wooden building. Blair's eating habits are probably being guided by ________.

A) the availability heuristic  
B) an anti-Korean prejudice  
C) the anchoring and adjustment heuristic  
D) an addiction to fried snacks  
E) the representativeness heuristic

20) If you were a convicted defendant facing sentencing for your crime, based on anchoring and adjustment research, what would you want the judge to do before she sentenced you?

A) Give a light sentence to another criminal for a similar crime.  
B) Give a harsh sentence to another criminal for a more severe crime.  
C) Read a treatise on the death penalty vs. life imprisonment.  
D) Roll double sixes in a lunchtime game of monopoly with her bailiff.  
E) Read a newspaper article about a crime in which the defendant received a harsh sentence.

21) Which of the following individuals is exhibiting behaviours or thoughts consistent with priming?

A) After finishing a romantic novel, Natalie passionately embraces her boyfriend and tells him how much she loves him.  
B) After watching a horror film, Jane comments on the fact that she did not find the film to be 'scary' at all.  
C) Hector, a medical school student, realizes that his sore throat is probably the sign of a cold and not a serious illness.  
D) Isaac, a psychology graduate student, decides to take his best friend to the hospital emergency room when he discovers that his friend has overdosed on a certain drug.  
E) George, a business student, decides that the fastest way for him to become wealthy is to start his own business while still a student.

22) The relatively effortless processing of social information in a non-conscious and unintentional way is known as ________.

A) supraliminal processing  
B) rational introspection  
C) automatic processing  
D) interpersonal dialog  
E) planned behaviour

23) Automatic mental processes have the positive effect of ________.

A) increasing the effort needed for understanding the social world  
B) focusing on information that may be useful at some future time  
C) priming our memories for related situations or events  
D) reducing the level of bias in our judgments and decisions  
E) reducing the effort needed for understanding the social world
24) During finals week, Jonah tells his friend that he'll be able to write four term papers over the next few days. Jonah is shocked and upset when he is barely able to complete two of these four papers. Jonah's behaviour is consistent with ________.

A) counterfactual thinking  
B) the pessimistic bias  
C) the negativity bias  
D) the planning fallacy  
E) the brace for loss effect

25) Andrew saw a TV commercial for a new video game that he had been wanting. The game was on sale for 50% off, but the store was set to close in two hours. Andrew was fifteen minutes late getting to the store and missed the sale. To ease his distress about missing the sale, Andrew reasoned that he never really had a chance to get to the store before it closed because traffic was too heavy, even though he could have taken a different, quicker route. This is an example of ________.

A) affective shifting  
B) contra-affective cognition  
C) affective heuristics  
D) wishful thinking  
E) counterfactual thinking

26) We tend to make ________ attributions for our own behaviours, but ________ attributions for others' behaviours.

A) situational; dispositional  
B) dispositional; situational  
C) positive; negative  
D) negative; positive  
E) realistic; unrealistic

27) Attitudes influence ________.

A) social thought and behaviour  
B) neither social thought nor social behaviour  
C) social thought only  
D) antisocial thought only  
E) social behaviour only

28) According to the theory of planned behaviour, our behavioural intentions are partially determined by our attitudes toward a particular behaviour, our perceptions of our ability to perform the behaviour, and ________.

A) others' perceptions of our motivation for engaging in the particular behaviour  
B) others' perceptions of whether we have the ability to perform the behaviour adequately  
C) our perceptions of whether the behaviour is considered appropriate for our situation  
D) our perceptions of whether the behaviour will be instrumental in achieving our stated objectives  
E) our perceptions of whether others will approve or disapprove of the behaviour
29) The earliest research involving persuasion, by Hovland and others, focused on what three key elements?
   
   A) Credibility; syntax; audience
   B) Overt message; subliminal message; audience
   C) Source; message; audience
   D) Source; effect; speech
   E) Source; message; receptiveness

30) Emma is trying to convince her professor that he gave her an unfair grade. She continues to pester him for several days, as her arguments become ever more extreme. Ultimately, the professor tells Emma, "I will not change your grade; moreover, you should be thankful for the grade you received!" Emma's professor likely resisted changing her grade because he_______.
   
   A) perceived her as attempting to gain an unfair advantage relative to her classmates
   B) saw her as being atypically confrontive and irritating relative to her classmates
   C) became convinced she cared nothing for the class, but only cared about her image
   D) felt strongly that he was being pushed to do something he didn't want to do, rather than being asked
   E) found it impossible to admit to himself that he simply didn't like Emma

31) Tony disagrees with a certain political commercial. When the commercial comes on, he immediately switches the television channel. This is an example of_______.
   
   A) formulating counterarguments
   B) attitude polarization
   C) selective avoidance
   D) selective attention
   E) reactance

32) Differential actions taken toward members of specific social groups are known as_______.
   
   A) discrimination
   B) minimal groups
   C) incidental feelings
   D) prejudices
   E) stereotypes

33) Jessica has worked her way up in her organization and is now a mid-level manager. She has treated her subordinates the same way her male counterparts treat theirs. Recently, Jessica has been passed over for several promotions. The jobs went to male coworkers who were possibly not quite as well qualified as Jessica. This situation probably represents_______.
   
   A) shifting standards
   B) the glass ceiling effect
   C) benevolent racism
   D) gender stereotypes
   E) tokenism
34) The idea that prejudice is caused by direct competition between social groups for scarce resources is known as ________.

A) superordinate goals theory  
B) social identity theory  
C) ultimate attribution error  
D) realistic conflict theory  
E) contact hypothesis

35) Candy is washing the dishes and asks her brother to help by drying them. Her brother says that dishes are women's work, which makes their father smile. Her brother sees the smile and walks away. This scenario is an example of prejudice as a result of ________.

A) social learning  
B) social assimilation  
C) incidental feelings  
D) social discrimination  
E) compunction

36) When there are many bystanders during an emergency, the probability of receiving help is reduced. This is because of ________.

A) the diffusion of responsibility that occurs  
B) selective altruism  
C) inclusive fitness  
D) the empathy-altruism hypothesis  
E) moral hypocrisy

37) Drive theories of aggression suggest that ________.

A) a fighting instinct in human males underlies most forms of aggression  
B) males aggress against other males in order to obtain access to females  
C) our death wish is redirected outwards towards others, causing aggression  
D) the motive to harm or injure others is an innate human drive that cannot be easily controlled or eliminated  
E) external conditions arouse the motive to harm or injure others

38) Sarah was driving home after a particularly difficult day at work when someone cut her off and almost caused her to wreck her car. Still shaken from her near miss, she arrived home to find that her spouse had not yet started dinner, as he had promised to do. Sarah angrily accused him of being "a lazy bum" and started an argument with him. This situation can best be explained by ________.

A) the frustration-aggression hypothesis  
B) a hostile attributional bias  
C) the excitation transfer theory  
D) the provocation theory  
E) the catharsis hypothesis
39) After playing a particularly violent video game for a few hours, Tom became involved in a heated discussion with his roommate. When his roommate suddenly stood up to go to another room thereby ending the discussion, Tom believed that his roommate was about to attack him. This misinterpretation of his roommate’s actions is probably due to

A) a Type A behaviour pattern
B) a hostile expectation bias
C) a Type B behaviour pattern
D) an incompatible response
E) catharsis

40) Jason always feels like he's pressed for time. As a result, he's chronically in a hurry. He is competitive with others, feeling a strong need to "prove himself" and win at everything he tries. He also tends to be somewhat irritable and aggressively impatient with those who move more slowly than he does or who get in his way. Jason probably has a

A) Type A personality
B) Type B personality
C) Type C personality
D) hostile attributional bias
E) holistic approach to aggression

SECTION B

SHORT ANSWERS: ANSWER ALL THE QUESTIONS IN THIS SECTION

(This Section is worth 30 marks)

41) Discuss three (3) self-presentation tactics in impression management. Give one (1) example of each tactic. [6 marks]

42) Describe the corresponding bias and explain how gender and culture impact on this bias. [6 marks]

43) Describe cognitive dissonance theory and discuss ways of reducing cognitive dissonance. [6 marks]

44) Describe three situational factors that influence helping behaviours. [6 marks]

45) Discuss the impact of cultural norms on social behaviour. Support your answer with examples. [6 marks]
SECTION C

ANSWER ONE (1) OF THE FOLLOWING QUESTIONS

(This Section is worth 30 marks)

46) It has been asserted that current child rearing practices within the Caribbean encourage the development of aggressive behaviour in children. How could your knowledge of social psychological theory and research on aggression inform the type of advice that could be given to parents who have to deal with aggressive behaviour of children within the home environment? [30 marks]

47(a). Define and differentiate between self-concept and self-esteem. [15 marks]

(b). Discuss how self-serving biases can be either beneficial or harmful to individuals. [15 marks]

48) You are the Head of the Department of Social Psychology and you are presently interviewing prospective employees for the position of Research Assistant.

(a). Define impression management and describe two tactics the prospective employees may be using to make a good impression on you. [15 marks]

(b). Explain three nonverbal cues that, if shown, might indicate that the prospective employees are lying during the interviews. Use examples to illustrate your answer. [15 marks]

49(a) Describe the main features of the Elaboration Likelihood Model of persuasion, comparing and contrasting the two processing routes through which individuals change their attitudes. [10 marks]

(b). Citing some Caribbean examples, critically evaluate the conditions under which you would utilise either the central or peripheral route processing to change the attitudes of individuals or groups. [20 marks]

END OF QUESTION PAPER