

Target EXAM 2 Study Guide for PSY 204 – Social Psychology

*****PLEASE READ CAREFULLY*****

This is the target study guide for **EXAM 2**, which will cover **Chapters 5-9** of the required textbook. Students are strongly advised to read and study each chapter thoroughly prior to completing this study guide. Moreover, students are advised to complete this study guide early and not wait until the last minute to do so.

The exam will be administered on Scan-Tron, therefore a No. 2 pencil is required. The instructor **WILL NOT** provide pencils to students.

This exam will be timed! **Students will have exactly 60 minutes to complete EXAM 2.**

EXAM 2 will be worth 150 points. There will be 75 multiple choice items on this test, each item worth 2 points.

This study guide will cover each test item in very specific detail, providing students with enough information, in theory, to all test items correctly on the actual test.

Note that the items on this study guide have been randomly scrambled in an effort to add challenge to your study of chapter material. Additionally, be advised that on the actual test, items will not be in the same sequence as presented here on this study guide; all test items will be randomly scrambled as well.

Learners are advised to complete this study guide and thoroughly study your responses prior to the exam date.

DISCLAIMER: This study guide DOES NOT guarantee a passing grade on the exam, nor shall the Learner interpret this study guide as a guarantee of a passing grade on the exam.

If Learners have any questions concerning the information presented within this study guide, they can contact me via my personal cell phone, e-mail, or face-to-face office hours. I will be happy to guide the Learner toward complete understanding. However, I will not provide Learners with direct answers and my assistance will be very limited.

-
1. Why are millions of dollars a year spent on advertising?
 2. According to Latané's (1981) social impact theory, as group size increases from two to three members, the impact will increase _____ if a group increases from twenty-nine to thirty members.
 3. Going along with the crowd (e.g., swallowing goldfish, smoking pot, train-surfing) because of a fear of social exclusion is an example of...?
 4. Your niece Caitlin is deathly afraid of glass elevators. You have just read Chapter 8, and have decided to use informational social influence to convince Caitlin that there is no need to be afraid to ride in glass elevators. How would you apply the concept of informational social influence in this situation?
 5. George is trying to decide which of two used cars to buy. He test drives each, listening to the radio while he does so. While he is test driving the Honda, his favorite song comes on the radio. George tells his friend, "I know the Toyota is a bit better of a deal, but somehow the Honda just feels better to me." If the reason that the Honda feels better is that George liked the song that he heard while driving it, his decision is being influenced by...?
 6. The key to success in the Prisoner's Dilemma game is to...?
 7. Consider the following anti-social acts: European soccer fans sometimes attack and bludgeon players and other fans; in the United States, members of the Ku Klux Klan (KKK) burned houses and lynched innocents; frenzied rock and roll fans trample one another, sometimes resulting in deaths. What do these situations have in common?
 8. It's Libby's first day in college. When she approaches the professor to have an "add" form signed, she listens to other students to see if they address the professor as "Professor," "Dr.," "Mrs.," or by her first name, and then she does the same. This is an example of...?

9. According to the authors of your text, when the Bush administration received evidence that there were no weapons of mass destruction in Iraq—but after they had already invested troops and money in the war—the administration quickly explained that now the war was focused on ousting Saddam Hussein and liberating the Iraqi people. In essence, the administration may be _____ as a means of reducing dissonance.
10. You have worked extremely hard to attain a goal, but soon realize that the goal is not as exciting as you expected. You will probably...?
11. Under what conditions will groups tend to make better decisions than individuals?
12. In evaluating programs like Earning by Learning, in which children are offered rewards (e.g., money, pizza) for reading books, a social psychologist might remind us that...?
13. Read and study the discussion of using other people to know ourselves. Prepare to apply your understanding to a scenario.
14. While riding a harrowing roller coaster, Jim notices that the person sitting next to him is extremely attractive and he resolves to get her phone number when the ride is over. Jim is probably doing this because he is...?
15. Solomon Asch (1951, 1956) embarked on a series of studies in which participants were asked to estimate the lengths of lines that clearly differed in length. Asch originally undertook these experiments to...?
16. According to Bibb Latané's (1981) social impact theory, people are most likely to conform when...?
17. The fact that there is research demonstrating that other animals experience dissonance—and that it has a biological basis—suggests that cognitive dissonance may have (in part) a(n) _____ explanation.
18. "My happiness depends on the happiness of those around me" and "I enjoy being unique and different from others in many respects" are two items from Ted Singelis's (1994) scale, which was designed to measure individual differences in...?
19. In the past ten years, the popular American holiday, Halloween, was "imported" to France by retailers hoping to increase revenues. Essentially, the French learned the traditions such as trick-or-treating and wearing costumes from Americans. This is an example of _____ on an international scale.
20. According to the authors, in part because the experimental procedures were so _____, it was difficult for participants in Stanley Milgram's obedience experiments (e.g., Milgram, 1974) to abandon the "Obey legitimate authority" norm in favor of the norm that says, "Do no harm."
21. The function of *cognitively* based attitudes is...?
22. The two major ways that a person may self-handicap are _____ and _____.
23. According to your text, our construals of the concept "conformity" are shaped by...?
24. Nolan and colleagues (2008) conducted a study on the effectiveness of various messages on energy conservation. They found that _____ was most effective at motivating people to reduce their energy consumption.
25. Dozens of social-psychological experiments on the topic of social facilitation have employed people and a variety of animals and insects. One consistent finding has emerged from these many studies...?
26. "We will not talk about other members behind their backs, and we will never divulge one another's secrets to anyone, inside or outside this group." The preceding statement reflects...?
27. Based on the principles of psychological reactance, what should a mother say to her daughter who wants to have her nose pierced?
28. The major difference between the two-factor theory of emotion and appraisal theories is that...?

29. Leslie keeps getting harassing, put-down messages on her phone and Facebook page from a group of kids at her school. Leslie is being...?
30. "Don't bother me with the so-called facts," asserts your Uncle Joe. "If it's good enough for Barack Obama, it's good enough for me." What does this statement illustrate?
31. According to cognitive dissonance theory, soldiers may reduce their guilt about killing innocent civilians during wartime by...?
32. What is the moral or the take-home message of Solomon Asch's (1951, 1956, 1957) series of experiments in which participants were asked to judge the lengths of lines?
33. Kelsey has just joined a new ballet company in which thinness is of paramount importance in becoming a successful dancer. From Martha she learns how important it is to remain painfully thin. From Annette she learns that laxatives are useful tools for weight control. The first "lesson" represents _____, whereas the second "lesson" represents _____.
34. Claude had an unpleasant experience during his last visit to Dallas, Texas. He was approached by two men with strong Texas accents who wielded a sharp knife, roughed him up, cracked a rib, and stole all his money. Ever since Claude was mugged, he has taken an instant dislike to anyone who speaks with a Texas twang. Claude's negative attitude toward Texas accents is most probably a result of...?
35. A(n) _____ leader is primarily concerned with workers' feelings and relationships with one another.
36. According to the textbook, research on the development of the self-concept using the "red dot" test (placing a red dot on the forehead of the child and then showing the child his or her reflection in the mirror and seeing whether the child touches the red dot on the "baby in the mirror" or his or her own head) indicates that the self-concept in human infants develops at, on average, age _____.
37. Yuriko, a Japanese student, and Jill, an American student, have both participated in an experiment in which they have been asked—and agreed—to write a counterattitudinal essay. According to findings on dissonance reduction across cultures by Sakai (1999), who is more likely to engage in dissonance reduction?
38. Recall that Andrew Davidson and James Jaccard (1979) studied the relationship between women's attitudes and their use of the birth control pill. These researchers found that the best predictor of whether women were using the birth control pill two years after reporting their attitudes was their...?
39. Which of the variations of Stanley Milgram's (1963) original obedience experiment provides the strongest evidence of the operation of normative conformity when participants administer electric shocks to a confederate learner?
40. You are reading a billboard that says, "L&H shoes: comfort and style for your whole family." Where would such an ad be most effective, according to research by Han & Shavitt (1994) on cultural differences in persuasion?
41. Read and study the discussion of deindividuation. Prepare to apply your understanding to a scenario.
42. Shared group expectations about how *particular* group members are expected to behave are called...?
43. Suppose you are trying to persuade a group of people to purchase a new kitchen gadget. If you are presenting mostly *weak* arguments, which of the following techniques would help people feel more confident in their attitudes?
44. In a study by Peterson, Haynes, and Olson (2008), smokers were asked to create an anti-smoking video to be shown to high school students, invoking dissonance in the smokers. These smokers, who particularly felt like hypocrites, were most likely to...?
45. In a recent political ad the word "RATS" was flashed on the screen so quickly that it was not perceivable at normal viewing speed. Such fast messages are considered...?
46. Your textbook discusses recent developments in how most college campuses are attempting to deal with the problem of binge drinking. The technique currently in favor is based on the use of...?

47. In experiments on counterattitudinal advocacy, people change their attitudes more the lower the external incentives. This finding is *inconsistent* with the _____ approach to psychology.
48. Read and study the discussion of the central and peripheral routes to persuasion. Prepare to apply your understanding to a scenario.
49. Since World War II, the Japanese preference for beauty has evolved to *hattou shin*, which refers to...?
50. You want to have a talk with your younger sister about the dangers of drugs. You begin the discussion by saying, "Now, your friends are probably going to tell you that only people with problems to begin with get into trouble with drugs, and that you're a chicken if you don't get high with them, but...." You have just used _____ to persuade her to avoid experimenting with drugs.
51. When trying to persuade people, it is useful to make sure they have _____ in their thoughts on the matter.
52. Explicit attitudes influence our behavior when _____, while implicit attitudes influence our behavior when _____.
53. During the Middle Ages, victims of the imaginary illness "dancing manias" lost all inhibitions and whirled wildly through the streets. During the twentieth century, modern Americans fell prey to the misdeeds of a "phantom anesthetist" who entered homes and gassed the inhabitants. According to your text, how is mass psychogenic illness *most* different today from how it was in the Middle Ages?
54. Recall that Leon Festinger and J. Merrill Carlsmith (1959) paid participants either \$1 or \$20 to tell someone else that a tedious, boring task was really interesting. Participants paid _____ modified their original attitudes because they had _____ for lying.
55. According to the brief social history of the cigarette presented in the introduction to Chapter 7 (Attitudes and Attitude Change), the way the industry has increased its business is primarily by...?
56. A(n) _____ leader is more concerned with getting the job done than with the feelings of and relationships between workers.
57. Why does self-persuasion work better than being lectured by other people to behave in a certain way?
58. According to Bibb Latané's social impact theory (1981), the likelihood that people will conform to social influence pressures depends on three variables. What are these variables?
59. The _____ holds that the best predictors of deliberate behaviors are the person's attitudes toward those specific behaviors, subjective norms, and perceived behavioral control.
60. Read and study the discussion of the motivation to pay attention to the arguments. Prepare to apply your understanding to a scenario.
61. Read and study the discussion of the decision to behave immorally. Prepare to apply your understanding to a scenario.
62. You are a little confused about how to address your new boss. Even though you are told that your new supervisor's name is Charlie Rose, you have noticed that everyone at work calls him "Boss." You, too, decide to start calling your supervisor "Boss." This decision is a product of...?
63. The term _____ refers to a practice whereby a salesperson initially accepts a customer's offer, but then claims an error and quotes the customer a higher price.
64. _____ refers to the tendency of people to perform better on simple tasks and worse on complex tasks when others are present.
65. Recall that Howard Leventhal and his colleagues (Leventhal, Watts, & Pagano, 1967) showed some smokers a graphic film about lung cancer and gave them a pamphlet with instructions on how to quit; other smokers received either the pamphlet alone, or watched the grisly film. After three months, those smokers who received only the pamphlet with instructions were smoking significantly more than those who both saw the film and received the pamphlet. Why?

66. Why are affectively based attitudes so resistant to logical persuasive attempts to change them?
67. Historically, the Yale Attitude Change approach to persuasion developed from experiments conducted...?
68. Your friend Jamie shows you the gift she bought for her mother's birthday. It's an atrociously ugly fake marble statue of an angel, with the saccharine words "My Mother's an Angel" sloppily lettered on the bottom. Jamie asks you what you think, and because her feelings are easily hurt, to spare her, you say, "It's wonderful! Maybe I'll get one for my mom!" In this case, you _____ experience dissonance because there is _____ justification for your action.
69. According to research by Sharon Shavitt (1990), consumers' attitudes toward products such as perfumes and greeting cards are _____ based because they are informed by _____.
70. Understand the *strength* dimension of Latané's social impact theory. Read and study the discussion of when the group is important. Prepare to apply your understanding to a scenario.
71. Recall that Twenge (2001) found that women's self-ratings of assertiveness mirrored the opportunities for women that were available socially, becoming more assertive during those times when women's roles were more independent and less assertive when women's roles became more dependent. According to the text, the "take-home" message of this finding is...?
72. _____ refers to the tendency of people to increase their liking for something they have worked hard to attain.
73. Recall Schachter and Singer's study in which participants were given an injection, then exposed to either a very happy or very angry confederate, then asked about their mood. What was the independent variable in this study?
74. According to the authors of your text, what is one major danger of engaging in self-justification strategies?
75. Social tuning is the process by which...?