

- 1) The task of the psychologist is to
- A) explore the unconscious.
 - B) understand and predict behaviour.
 - C) explain physiological functioning.
 - D) understand the impact of economic factors.
 - E) predict future events.

Answer: B

Type: MC

LO: 1.1

Skill: Recall

Difficulty: Easy

- 2) In the introduction to Chapter 1, you read about a number of social phenomena. For example, a university athlete was happy about the barbaric hazing he experienced and 74 people died as a result of their membership in a dangerous cult in a murder-suicide in Quebec. What do these examples have in common?

- A) They defy explanation.
- B) They describe socially deviant behavior.
- C) They reveal the power of social influence.
- D) They reflect the operation of deliberate persuasion attempts.

Answer: C

Type: MC

LO: 1.1

Skill: Understand

Difficulty: Moderate

- 3) Social psychology is defined as the scientific study of the way people's _____ are influenced by the _____ presence of other people.

- A) thoughts and feelings; real or imagined
- B) thoughts, feelings, and behaviours; real or imagined
- C) behaviours; real
- D) behaviours; imagined
- E) thoughts and behaviours; imagined

Answer: B

Type: MC

LO: 1.1

Skill: Recall

Difficulty: Easy

- 4) Which of the following is an example of a *direct* persuasion attempt?

- A) Ramona works hard in school to make her mother proud.
- B) Jason moves from Calgary to P.E.I. and picks up a Maritimes accent.
- C) Garin watches a romantic comedy to make his girlfriend happy.
- D) Marianne thinks of her ex-boyfriend and becomes sad.
- E) A bully threatens Billy and demands that he hand over his money.

Answer: E

Type: MC

LO: 1.1

Skill: Applied

Difficulty: Moderate

- 5) Not all social influence is direct or deliberate. Which of the following is the best example of more *indirect* or *subtle* social influence?

- A) A political candidate delivers a speech to convince voters that she is not *really* liberal.
- B) A parent disciplines his child by taking away her favourite toy.
- C) Your friends try to persuade you to do something you don't really want to do.
- D) An advertising campaign is launched to promote a new soft drink.
- E) A student is exposed to new ideas in his courses, and rethinks his original attitudes.

Answer: E

Type: MC

LO: 1.1

Skill: Applied

Difficulty: Moderate

- 6) From across the room, J.T. sees his mother sigh and he approaches to give her a hug in the hopes of cheering her up. In this case, J.T.'s behaviour is an example of _____ social influence attempt.
- A) an unintended
 - B) a direct
 - C) an ineffective
 - D) a covert
 - E) an indirect

Answer: B

Type: MC

LO: 1.1

Skill: Applied

Difficulty: Easy

- 7) What is the general topic of most interest to social psychologists?
- A) interpersonal relationships
 - B) social influence
 - C) anti-social behaviours
 - D) personality
 - E) attitudes and beliefs

Answer: B

Type: MC

LO: 1.1

Skill: Recall

Difficulty: Easy

- 8) Which of the following is an example of social interpretation OR construal?
- A) You didn't do well on the test because you stayed up all night cramming.
 - B) You feel guilty because you persuaded your professor to raise your grade on an exam.
 - C) You almost fell asleep at the wheel, so you pull off the road to take a short nap.
 - D) You decide to postpone work because you like to sleep in.
 - E) When you are hungry, you have trouble concentrating.

Answer: B

Type: MC

LO: 1.1

Skill: Applied

Difficulty: Moderate

- 9) The word "construal" refers to
- A) the way in which people perceive, comprehend, and interpret the social world.
 - B) information provided by other people.