1. Psychology is _____.
   A. a type of science
   B. the study of mental processes
   C. the study of human behavior
   D. All of these

2. Dr. Amani is interested in investigating why women are more able to correctly interpret emotional expressions than men. He is most interested in the scientific goal of _____.
   A. explanation
   B. prediction
   C. description
   D. control

3. Behavior is ___________; mental processes are ___________.
   A. private / personal
   B. personal / observable
   C. personal / private
   D. observable / private

4. According to the text, which of the following attitudes are central to the scientific approach to psychology?
   A. Critical thinking, curiosity, skepticism, and objectivity
   B. Critical thinking, curiosity, skepticism, and subjectivity
   C. Critical thinking, curiosity, political correctness, and objectivity
   D. Critical thinking, curiosity, political correctness, and subjectivity

5. The heart of the scientific method is based on _____.
   A. skepticism
   B. critical thinking
   C. curiosity
   D. All of these

6. Which of the following statements about critical thinking is FALSE?
   A. Critical thinking is the process of thinking deeply and actively, asking questions, and evaluating the evidence.
   B. Thinking critically means asking ourselves how we know something.
   C. Critical thinking increases the likelihood that conclusions will be based on unreliable personal beliefs, opinions, and emotions.
   D. Critical thinkers question and test what some people say are facts.

7. The empirical method best fulfills which of the following goals of science?
   A. Expectations
   B. Objectivity
   C. Subjectivity
   D. Relevance

8. Psychology began as a science in the discipline of _____.
   A. philosophy
   B. physics
   C. chemistry
   D. religion
9. Which of the following theorists used the structuralism approach to studying human behavior?
   A. William James
   B. Wilhelm Wundt
   C. Charles Darwin
   D. Sigmund Freud

10. If you were a psychologist who adopted the structuralism approach, you would be interested in the _______ of the mind, using _______ as your primary research method.
    A. function / experimentation
    B. structures / experimentation
    C. function / introspection
    D. structures / introspection

11. With which school of psychology is Wilhelm Wundt associated?
    A. Functionalism
    B. Structuralism
    C. Humanism
    D. Behaviorism

12. _____ involves using introspection to investigate the components of the mind, whereas _____ seeks to understand the purpose of the mind and behavior as it relates to adaptation to the environment.
    A. Structuralism / functionalism
    B. Functionalism / structuralism
    C. Functionalism / psychodynamic theory
    D. Behaviorism / structuralism

13. Wilhelm Wundt was the founder of ____________, whereas William James was the founder of ________.
    A. structuralism / behaviorism
    B. behaviorism / functionalism
    C. functionalism / behaviorism
    D. structuralism / functionalism

14. _____ is considered the "founding father" of modern psychology.
    A. William James
    B. Wilhelm Wundt
    C. Sigmund Freud
    D. Charles Darwin

15. Psychologists who adopt a _____ approach examine behavior and mental processes through focusing on the body, especially the brain and nervous system.
    A. biological
    B. psychodynamic
    C. behavioral
    D. humanistic

16. Neuroscience studies are based on which of the following theoretical approaches to psychology?
    A. Behavioral
    B. Psychodynamic
    C. Biological
    D. Humanistic

17. Dr. Zimand is studying the association between the functioning of specific brain structures and depression. It is likely that Dr. Zimand specializes in the ____________ approach to psychology.
    A. behavioral
    B. cognitive
    C. sociocultural
    D. biological
18. ____ believed that psychology should be about what people do, and should not concern itself with what cannot be seen (e.g., internal states such as thoughts, feelings, and goals).
   A. B.F. Skinner
   B. Wilhelm Wundt
   C. Sigmund Freud
   D. Carl Rogers

19. Which of the following schools of thought focuses on the unconscious aspects of human thought and behavior?
   A. Behaviorism
   B. Humanistic psychology
   C. Cognitive psychology
   D. Psychoanalysis

20. J. B. Watson and B. F. Skinner believed that _____.
    A. consciousness should always be investigated through the process of individual introspection
    B. psychology should focus on interactions with the environment that can be seen and measured
    C. psychology should study both outwardly observed behaviors and inborn mental motivations
    D. psychological methods could be developed to study the process of human cognition

21. In his practice, Dr. Wagner stresses the role of unconscious processes and unresolved childhood conflicts. With which psychological approach does this align?
    A. Behavioral
    B. Cognitive
    C. Psychodynamic
    D. Sociocultural

22. According to the _____, we are in control of our lives and have the capacity for positive growth.
    A. humanistic approach
    B. psychodynamic approach
    C. cognitive approach
    D. behaviorism approach

23. The ____ approach emphasizes a person's positive qualities and capacity for positive growth.
    A. humanistic
    B. psychodynamic
    C. evolutionary
    D. behavioral

24. The humanistic approach to psychology focuses on _____.
    A. self-fulfillment, altruism, and personal growth
    B. unconscious childhood conflicts
    C. the consequences of behavior
    D. thinking, memory, decision making, and problem solving

25. According to the ____ approach, human behavior is primarily controlled by external environmental forces.
    A. humanistic
    B. psychodynamic
    C. evolutionary
    D. behavioral

26. Dr. Daack has spent a lifetime studying how adults solve mathematical problems. It is likely that Dr. Daack specializes in ________ psychology.
    A. clinical
    B. cognitive
    C. biological
    D. psychodynamic
27. The _____ approach relies on concepts such as adaptation, reproduction, and natural selection when explaining human behavior.
   A. humanistic
   B. psychodynamic
   C. evolutionary
   D. behavioral

28. According to the _____ approach, human behavior is primarily controlled by an individual's mental processes.
   A. psychodynamic
   B. cognitive
   C. evolutionary
   D. humanistic

29. Which of the following approaches to psychology focuses on how we direct our attention, perceive, remember, think, and solve problems?
   A. Sociocultural
   B. Behavioral
   C. Cognitive
   D. Psychodynamic

30. The _______ approach to psychology views the mind as an active and aware problem-solving system.
    This view contrasts with the _______ approach to psychology, which portrays behavior as controlled by external environmental forces.
    A. behavioral / cognitive
    B. cognitive / behavioral
    C. psychodynamic / humanistic
    D. humanistic / psychodynamic

31. Dr. Badal is a psychologist who studies achievement motivation among groups of African American, Latino, and Asian American people. Dr. Badal likely practices the _______ to psychology.
    A. sociocultural approach
    B. biological approach
    C. evolutionary approach
    D. humanistic approach

32. The ____ approach focuses on comparisons of behavior across countries as well as on the behavior of individuals from different ethnic and cultural groups within a country.
    A. psychodynamic
    B. sociocultural
    C. cognitive
    D. behavioral

33. Which of the following is NOT an essential feature of the scientific method?
    A. Developing and testing hypotheses
    B. Drawing and evaluating conclusions
    C. Observing some phenomenon
    D. Publishing politically correct results

34. Which of the following statements is FALSE?
    A. A hypothesis is an educated guess.
    B. A hypothesis is logically derived from a theory.
    C. Every theory generates only one hypothesis.
    D. A hypothesis is a testable prediction.
35. A(n) ____ is a broad idea or closely related set of ideas that attempts to explain observations and to make predictions about future observations.
   A. theory  
   B. hypothesis  
   C. operational definition  
   D. experimenter bias

36. ____ is the first step in the scientific method.
   A. Evaluating conclusions  
   B. Formulating hypotheses  
   C. Observing some phenomenon  
   D. Testing through empirical research

37. Which of the following statements is FALSE?
   A. An operational definition provides an objective description of how a variable is going to be measured and observed in a particular study.
   B. In order to eliminate ambiguity, every variable should have only one operational definition.
   C. Describing the operational definitions for the variables in a study is a crucial step in designing psychological research.
   D. Operational definitions eliminate the fuzziness that might creep into thinking about how to measure an abstract variable.

38. Tamika hypothesizes that women are more helpful than men. She decides to conduct an experiment to see if she's right. During lunchtime, she goes to the crowded food court and deliberately drops her notebook. She then notes whether the person standing closest to her helps her pick up her papers and whether the person is male or female. What is the operational definition of "helpful" in Tamika's study?
   A. Male or female  
   B. Saying "hey, you dropped your notebook"  
   C. Making eye contact  
   D. Bending down to pick up the papers

39. Which of the following is NOT an example of a descriptive research method?
   A. Surveys and interviews  
   B. Observations  
   C. Experiments  
   D. Case studies

40. The goal of ____ research is to determine the basic definitions and dimensions of the phenomenon under investigation.
   A. descriptive  
   B. correlational  
   C. experimental  
   D. applied

41. Which of the following is considered a drawback to conducting survey research?
   A. Surveys can only measure a person's conscious thoughts and feelings. Unconscious thoughts and feelings are not measurable.
   B. People may offer socially desirable responses that make themselves "look good" as opposed to offering honest and valid answers.
   C. The language and structure (open vs. closed-ended) of questions can shape the content of responses.
   D. All of these can be considered drawbacks.

42. ____ provide an objective description of how variables are going to be measured and observed in a particular study.
   A. Independent variables  
   B. Operational definitions  
   C. External validity checks  
   D. Experimenter biases
43. Dr. Okawa is interested in studying the effect that neurological trauma can have on short-term memory. First, he collects detailed information from a small number of individuals who have experienced brain damage. Then, using information provided by medical records, interviews, and observations, Dr. Okawa attempts to create an in-depth portrait of each individual. What type of research method was used in this study?
   A. Case study  
   B. Naturalistic observation  
   C. Experimental method  
   D. Surveys

44. Case studies ______
   A. involve gathering in-depth information on a single subject or participant  
   B. are useful for studying large populations  
   C. involve random assignment of participants  
   D. rely on the experimental method

45. Which of the following statements about correlational research is FALSE?
   A. Correlational methods involve the study of naturally occurring relationships among two variables.  
   B. Correlational methods rely on observing and measuring rather than manipulating variables.  
   C. Correlational methods are useful for establishing cause-and-effect relationships between two variables.  
   D. Correlational methods are useful for describing the direction and magnitude of association between two variables.

46. A correlation coefficient indicates the ______.
   A. direction and magnitude of association between two variables  
   B. direction of the causal relationship between two variables  
   C. extent to which demand characteristics have biased the results of the study  
   D. extent to which experimenter bias has influenced the results of the study

47. Professor Jordan has suggested to his students that as study time increases, grades increase. The professor is describing a _____.
   A. mean score  
   B. positive correlation  
   C. negative correlation  
   D. standard deviation

48. Professor Mendez found that the correlation between students' life stress scale score and his or her final grade was -.80. This correlation coefficient indicates a _____ relationship between the two variables.
   A. strong positive  
   B. strong negative  
   C. weak positive  
   D. weak negative

49. Professor Izadi is interested in the association between sleep and cognitive performance. He surveyed his students about the number of hours they slept the night before the exam and then correlated these scores with their test grades. He found a +.81 correlation between these two variables. What does this result mean?
   A. There is a strong negative correlation between sleep and exam performance.  
   B. There is a weak negative correlation between sleep and exam performance.  
   C. There is a strong positive correlation between sleep and exam performance.  
   D. There is a weak positive correlation between sleep and exam performance.
50. Dr. Simpson finds a positive .50 correlation between ice cream cone sales and violent crimes in a community. Which of the following represents the best interpretation of this result?
   A. Ice cream causes people to become more violent and aggressive.
   B. A confounding variable, such as heat, may account for the association between ice cream sales and violent crime. When it is hot, ice cream sales increase. When it is hot, people are also more likely to behave aggressively.
   C. Violent people like ice cream more than non-violent people.
   D. Ice cream consumption is not related to violent crime.

51. Pretend that you want to determine the relationship between caffeine intake and performance on a midterm exam. As students sit down to take the exam, you ask them to write the number of cups of tea, soda, or coffee they ingested two hours prior to the exam. You also obtain their exam scores. You calculate the correlation coefficient between the two variables to be +0.82. What can you conclude?
   A. The more caffeine students consumed, the better their scores.
   B. 82 percent of the students consumed caffeine prior to the exam.
   C. Drinking coffee caused better scores.
   D. Students who drink caffeine are smarter than those who don't drink caffeine.

52. Dr. Lopez found a significant positive correlation between stress and illness. Why can't she conclude that stress causes illness?
   A. Illness may cause stress.
   B. Stress and illness could have mutual or bidirectional causal effects (stress may cause illness AND illness may cause stress).
   C. A third variable such as poverty may be responsible for the correlation between stress and illness.
   D. All of these

53. Longitudinal research involves _______.
   A. obtaining measures of the variables of interest in multiple waves over time
   B. randomly assigning participants to the control and experimental groups
   C. the random selection of participants within a particular population
   D. uncovering unconscious motives and conflicts

54. Professor Wong measured the intelligence and temperament of a group of preschoolers. He plans to follow the same group of participants over time and collect similar data when the children are in 3rd grade, 6th grade, and 9th grade. This is an example of which type of research design?
   A. Case study
   B. Experimental design
   C. Longitudinal design
   D. Double-blind experiment

55. _______ provide ways by which correlational researchers may attempt to demonstrate causal relations among variables, even though the causal relationship may still be somewhat unclear.
   A. Random selection techniques
   B. Case study designs
   C. Longitudinal designs
   D. Survey designs

56. Dr. Steinguard wants to demonstrate a cause and effect relationship between stress and memory. Which of the following research methods should he use?
   A. Case study
   B. Survey method
   C. Naturalistic observation
   D. Experimental method

57. Which of the following research methods allow researchers to determine causality?
   A. Survey studies
   B. Correlational studies
   C. Experimental studies
   D. All of these
58. ______ involves using a chance procedure to guarantee that each participant has an equal probability of being assigned to either the control or experimental group.
   A. Selection bias
   B. Experimenter bias
   C. Random assignment
   D. Random selection

59. A researcher is conducting an experiment to test the effects of violent video game play on aggression. Which of the following could be the dependent variable in this example?
   A. Frequency of violent video game play
   B. Video game preferences
   C. Scores on an aggressive behavior survey
   D. The number of hours spent playing video games

60. In an experiment the ______ is manipulated by the researcher and its effects on the ______ are measured.
    A. dependent variable / independent variable
    B. independent variable / dependent variable
    C. confounding variable / independent variable
    D. dependent variable / confounding variable

61. B. F. Skinner discovered that a pigeon will peck at a button more often if the pecking is rewarded with a food pellet than if it is not rewarded at all. In Skinner's study, the amount of pecking is the ______.
    A. dependent variable
    B. experimental variable
    C. independent variable
    D. third variable

62. Independent variables are ______.
    A. measured by researchers
    B. manipulated by researchers
    C. confounds that are not relevant to the hypothesis being tested
    D. the outcome or "effect" of interest

63. In an experiment, the _____ is conceptualized as the "cause" and the _____ is conceptualized as the "effect."
    A. dependent variable / independent variable
    B. independent variable / dependent variable
    C. third variable / independent variable
    D. third variable / dependent variable

64. In an experiment, the group that is NOT subjected to a treatment condition is known as the _____ group.
    A. control
    B. treatment
    C. experimental
    D. independent

65. Dr. Grant is conducting research on stress management. Group A received progressive relaxation training prior to test taking, while Group B received no treatment. Group A is the _____________, while Group B is the _____________.
    A. treatment group / placebo group
    B. experimental group / control group
    C. control group / treatment group
    D. placebo group / control group
66. When laboratory experiments involve settings and manipulations that are so artificial they fail to generalize to the real world, the _____ of the study is considered poor.
   A. internal validity 
   B. random assignment 
   C. external validity 
   D. random sampling 

67. _____ refers to the degree to which an experimental design actually reflects the real-world issues it is supposed to address.
   A. Internal validity 
   B. External validity 
   C. Face validity 
   D. Reliability 

68. _____ refers to the degree to which changes in the dependent variable are due to the manipulation of the independent variable.
   A. Internal validity 
   B. External validity 
   C. Face validity 
   D. Reliability 

69. Aspects of a study that communicate to the participants how the experimenter wants them to behave are known as _____.
   A. research cues 
   B. participant effects 
   C. confederates 
   D. demand characteristics 

70. _____ refers to the degree to which changes in the dependent variable are due to the manipulation of the independent variable and nothing else.
   A. Internal validity 
   B. External validity 
   C. Face validity 
   D. Reliability 

71. Demand characteristics can threaten the _____ of a study.
   A. reliability 
   B. random sampling 
   C. internal validity 
   D. external validity 

72. Sonja believes the pill her doctor gave her has cured her of her anxiety disorder, even though the pill contained no active ingredients. Sonja's belief that she is better now is an example of the ______ effect.
   A. control 
   B. bias 
   C. dependent 
   D. placebo 

73. The placebo effect can weaken the ____ of an experiment.
   A. internal validity 
   B. external validity 
   C. generalizability 
   D. meta-analysis
74. The placebo effect is an example of a(n) ___.  
   A. experimenter bias  
   B. participant bias  
   C. random assignment bias  
   D. random selection bias

75. In a ___, neither the participants nor the experimenter know which group has received the treatment.  
   A. double-blind experiment  
   B. single blind experiment  
   C. longitudinal design  
   D. case study

76. Margaret is the new director of research at a well-known pharmaceutical company. She has been asked to design a set of research studies that will test the effectiveness of the new drugs that are being developed. Because Margaret is concerned about ensuring that experimenter bias and research participant bias do not influence the results, she should design a set of ___.  
   A. case studies  
   B. correlational studies  
   C. experiments  
   D. double-blind experiments

77. Dr. Aoki used double-blind procedures in his experiments to reduce the potential for ___.  
   A. poor operational definitions  
   B. experimenter bias and selection bias  
   C. participant bias and social desirability  
   D. experimenter bias and participant bias

78. A ____ is the entire group about which the investigator wants to draw conclusions, whereas a ____ is the subset of the population selected to participate in the study.  
   A. sample / population  
   B. population / sample  
   C. sample / confederate  
   D. population / confederate

79. A population is ___.  
   A. the entire group of people researchers want to draw conclusions about  
   B. a smaller subset of a group of people researchers want to draw conclusions about  
   C. the small number of individuals who agree to participate in the study  
   D. randomly defined

80. Randomly choosing a group of 50 students from a roster of all students in a school and inviting them to participate in a study would be an example of one way to _____.  
   A. implement random assignment  
   B. obtain a random sample  
   C. obtain a sample of convenience  
   D. reduce the potential for demand characteristics

81. A random sample provides much better grounds for generalizing results to a population than a nonrandom sample, because _____.  
   A. random assignment  
   B. random selection  
   C. use of a confederate  
   D. All of these
82. Professor Jones is studying the drug use among high school students. If she uses random sampling, it will strengthen the ____ of her study.
   A. operational definition
   B. internal validity
   C. external validity
   D. reliability

83. ____ is about making sure experimental and control groups are equivalent, and ______ is about selecting participants from a population so that the sample is representative of that population.
   A. Reliability / internal validity
   B. External validity / internal validity
   C. A random sample / random assignment
   D. Random assignment / a random sample

84. Decisions about research methodology and sampling are driven mostly by the ____.
   A. American Psychological Association (APA)
   B. State Review Board
   C. researchers' questions, objectives, and available resources
   D. university's office of institutional research

85. The ____ establishes ethical guidelines for psychologists. The ____ evaluates the ethical nature of research conducted at colleges and universities.
   A. Institutional Review Board (IRB) / American Psychological Association (APA)
   B. American Psychological Association (APA) / Institutional Review Board (IRB)
   C. county government / state government
   D. state government / county government

86. According to the principle of ____, researchers must disclose the purpose of the study to their participants and inform them of any potential risks and benefits that are associated with taking part in the study.
   A. deception
   B. informed consent
   C. confidentiality
   D. freedom from harm

87. Deception studies violate which of the following ethical principles?
   A. The risk-benefit rule
   B. Confidentiality
   C. Informed consent
   D. Debriefing

88. Deception in research is ethically allowed ________
   A. under no circumstances
   B. only when a double-blind study is used and all of the participants are over 18
   C. in medical research only
   D. if the anticipated benefits outweigh the anticipated costs and participants are debriefed

89. According to the text, if an Institutional Review Board were to consider reality TV from the perspective of the APA ethical guidelines, which of the following issues would be of greatest concern?
   A. Reality shows usually do not debrief their participants once the show is over.
   B. Some reality shows pose a great deal of psychological and/or physical risk.
   C. In reality TV shows, participants are not randomly assigned.
   D. In reality TV shows, participants are usually not representative of the general population.
90. According to the text, what can you do to become a better consumer of psychology in everyday life?
   A. Stay up-to-date by reading relevant blogs and subscribing to magazines such as *Psychology Today*.
   B. Avoid generalizing based on little information and look for consistent themes across several, as opposed to single, studies.
   C. Only believe in psychological principles that have been derived on the basis of personal experience.
   D. Realize that the source of psychological information is of little relevance to the accuracy of the information being presented.

91. Summarize the three approaches (structuralism, functionalism, evolutionary approach) that shaped the history of psychology.

92. Compare and contrast the behaviorism and psychodynamic approaches to psychology.

93. Summarize the five steps of the scientific method.

94. Compare and contrast the three types of research methods (descriptive, correlational, experimental) used by psychologists.

95. Suppose you are designing a study on happiness. Give an example of two different possible operational definitions of happiness.
96. Explain the advantages and disadvantages of descriptive research.

97. Explain the advantages and disadvantages of experimental research.

98. Your local newspaper publishes the result of a current scientific study that shows exercise is positively correlated with happiness (the correlation coefficient is .72). Interpret what this result means.

99. Pretend you are interested in studying the relationship between emotion and memory. Your hypothesis is that happiness enhances memory performance. Create an example of an experiment that can test your hypothesis. Include a description of how you will operationally define the variables, and be sure to label the independent and dependent variable.

100. Explain the role of animals in psychological research. Based on the APA ethics guidelines, under what circumstances should animals be used in psychological research?
1. Psychology is ______.
   A. a type of science
   B. the study of mental processes
   C. the study of human behavior
   D. All of these

   page 2

2. Dr. Amani is interested in investigating why women are more able to correctly interpret emotional expressions than men. He is most interested in the scientific goal of ______.
   A. explanation
   B. prediction
   C. description
   D. control

   page 2

3. Behavior is ________; mental processes are _________.
   A. private / personal
   B. personal / observable
   C. personal / private
   D. observable / private

   pages 2-3

4. According to the text, which of the following attitudes are central to the scientific approach to psychology?
   A. Critical thinking, curiosity, skepticism, and objectivity
   B. Critical thinking, curiosity, skepticism, and subjectivity
   C. Critical thinking, curiosity, political correctness, and objectivity
   D. Critical thinking, curiosity, political correctness, and subjectivity

   pages 3-4
5. The heart of the scientific method is based on _____.
   A. skepticism
   B. critical thinking
   C. curiosity
   D. All of these

   Pages 3-4

6. Which of the following statements about critical thinking is **FALSE**?
   A. Critical thinking is the process of thinking deeply and actively, asking questions, and evaluating the evidence.
   B. Thinking critically means asking ourselves how we know something.
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   D. Critical thinkers question and test what some people say are facts.

   Pages 3-4

7. The empirical method best fulfills which of the following goals of science?
   A. Expectations
   B. Objectivity
   C. Subjectivity
   D. Relevance

   Page 3

8. Psychology began as a science in the discipline of _____.
   A. philosophy
   B. physics
   C. chemistry
   D. religion

   Page 6
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   page 6

   Bloom's Taxonomy: knowledge
   Difficulty Level: easy
   King - Chapter 01 #9
   Learning goals: defining psychology and exploring its roots

10. If you were a psychologist who adopted the structuralism approach, you would be interested in the ______ of the mind, using ______ as your primary research method.
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    B. structures / experimentation
    C. function / introspection
    D. structures / introspection

   page 6

   Bloom's Taxonomy: comprehension
   Difficulty Level: moderate
   King - Chapter 01 #10
   Learning goals: defining psychology and exploring its roots

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    B. Structuralism
    C. Humanism
    D. Behaviorism

   page 6

   Bloom's Taxonomy: knowledge
   Difficulty Level: easy
   King - Chapter 01 #11
   Learning goals: defining psychology and exploring its roots

12. ______ involves using introspection to investigate the components of the mind, whereas ______ seeks to understand the purpose of the mind and behavior as it relates to adaptation to the environment.
    A. Structuralism / functionalism
    B. Functionalism / structuralism
    C. Functionalism / psychodynamic theory
    D. Behaviorism / structuralism

   pages 6-7

   Bloom's Taxonomy: comprehension
   Difficulty Level: moderate
   King - Chapter 01 #12
   Learning goals: defining psychology and exploring its roots

Full file at http://gettestbank.eu/Test-Bank-for-Experience-Psychology,-1st-Edition--King
13. Wilhelm Wundt was the founder of ___________, whereas William James was the founder of ___________.
   A. structuralism / behaviorism  
   B. behaviorism / functionalism  
   C. functionalism / behaviorism  
   D. structuralism / functionalism  

   pages 6-7

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   page 6

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   page 8

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C. sociocultural  
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C. psychology should study both outwardly observed behaviors and inborn mental motivations  
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   B. Cognitive
   C. Psychodynamic
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   page 9

22. According to the _____, we are in control of our lives and have the capacity for positive growth.
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   B. psychodynamic approach
   C. cognitive approach
   D. behaviorism approach

   page 10

23. The ____ approach emphasizes a person's positive qualities and capacity for positive growth.
   A. humanistic
   B. psychodynamic
   C. evolutionary
   D. behavioral

   page 10

24. The humanistic approach to psychology focuses on ____.
   A. self-fulfillment, altruism, and personal growth
   B. unconscious childhood conflicts
   C. the consequences of behavior
   D. thinking, memory, decision making, and problem solving

   page 10
25. According to the ____ approach, human behavior is primarily controlled by external environmental forces.
   A. humanistic  
   B. psychodynamic  
   C. evolutionary  
   **D. behavioral**

26. Dr. Daack has spent a lifetime studying how adults solve mathematical problems. It is likely that Dr. Daack specializes in ___________ psychology.
   A. clinical  
   B. cognitive  
   C. biological  
   D. psychodynamic

27. The ____ approach relies on concepts such as adaptation, reproduction, and natural selection when explaining human behavior.
   A. humanistic  
   B. psychodynamic  
   C. evolutionary  
   D. behavioral

28. According to the ____ approach, human behavior is primarily controlled by an individual's mental processes.
   A. psychodynamic  
   B. cognitive  
   C. evolutionary  
   D. humanistic
29. Which of the following approaches to psychology focuses on how we direct our attention, perceive, remember, think, and solve problems?
   A. Sociocultural
   B. Behavioral
   C. Cognitive
   D. Psychodynamic

30. The _______ approach to psychology views the mind as an active and aware problem-solving system. This view contrasts with the _______ approach to psychology, which portrays behavior as controlled by external environmental forces.
   A. behavioral / cognitive
   B. cognitive / behavioral
   C. psychodynamic / humanistic
   D. humanistic / psychodynamic

31. Dr. Badal is a psychologist who studies achievement motivation among groups of African American, Latino, and Asian American people. Dr. Badal likely practices the _______ to psychology.
   A. sociocultural approach
   B. biological approach
   C. evolutionary approach
   D. humanistic approach

32. The _____ approach focuses on comparisons of behavior across countries as well as on the behavior of individuals from different ethnic and cultural groups within a country.
   A. psychodynamic
   B. sociocultural
   C. cognitive
   D. behavioral
33. Which of the following is NOT an essential feature of the scientific method?
   A. Developing and testing hypotheses
   B. Drawing and evaluating conclusions
   C. Observing some phenomenon
   D. Publishing politically correct results

   pages 13-16

34. Which of the following statements is FALSE?
   A. A hypothesis is an educated guess.
   B. A hypothesis is logically derived from a theory.
   C. Every theory generates only one hypothesis.
   D. A hypothesis is a testable prediction.

   page 14

35. A(n) _____ is a broad idea or closely related set of ideas that attempts to explain observations and to make predictions about future observations.
   A. theory
   B. hypothesis
   C. operational definition
   D. experimenter bias

   page 13

36. _____ is the first step in the scientific method.
   A. Evaluating conclusions
   B. Formulating hypotheses
   C. Observing some phenomenon
   D. Testing through empirical research

   page 13

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Blooms Taxonomy: knowledge
Difficulty Level: moderate
King - Chapter 01 #33
Learning goals: psychology's scientific method

Blooms Taxonomy: knowledge
Difficulty Level: moderate
King - Chapter 01 #34
Learning goals: psychology's scientific method

Blooms Taxonomy: knowledge
Difficulty Level: easy
King - Chapter 01 #35
Learning goals: psychology's scientific method

Blooms Taxonomy: comprehension
Difficulty Level: moderate
King - Chapter 01 #36
Learning goals: psychology's scientific method
37. Which of the following statements is **FALSE**?
   A. An operational definition provides an objective description of how a variable is going to be measured and observed in a particular study.
   B. In order to eliminate ambiguity, every variable should have only one operational definition.
   C. Describing the operational definitions for the variables in a study is a crucial step in designing psychological research.
   D. Operational definitions eliminate the fuzziness that might creep into thinking about how to measure an abstract variable.

   pages 14-15

   **Blooms Taxonomy:** knowledge
   **Difficulty Level:** moderate
   **King - Chapter 01 #37**
   **Learning goals:** psychology's scientific method

38. Tamika hypothesizes that women are more helpful than men. She decides to conduct an experiment to see if she's right. During lunchtime, she goes to the crowded food court and deliberately drops her notebook. She then notes whether the person standing closest to her helps her pick up her papers and whether the person is male or female. What is the operational definition of "helpful" in Tamika's study?
   A. Male or female
   B. Saying "hey, you dropped your notebook"
   C. Making eye contact
   D. Bending down to pick up the papers

   pages 13-14

   **Blooms Taxonomy:** application
   **Difficulty Level:** moderate
   **King - Chapter 01 #38**
   **Learning goals:** psychology's scientific method

39. Which of the following is **NOT** an example of a descriptive research method?
   A. Surveys and interviews
   B. Observations
   C. Experiments
   D. Case studies

   page 16

   **Blooms Taxonomy:** knowledge
   **Difficulty Level:** moderate
   **King - Chapter 01 #39**
   **Learning goals:** types of psychological research

40. The goal of ____ research is to determine the basic definitions and dimensions of the phenomenon under investigation.
   A. descriptive
   B. correlational
   C. experimental
   D. applied

   page 16

   **Blooms Taxonomy:** knowledge
   **Difficulty Level:** easy
   **King - Chapter 01 #40**
   **Learning goals:** types of psychological research
41. Which of the following is considered a drawback to conducting survey research?
A. Surveys can only measure a person's conscious thoughts and feelings. Unconscious thoughts and feelings are not measurable.
B. People may offer socially desirable responses that make themselves "look good" as opposed to offering honest and valid answers.
C. The language and structure (open vs. closed-ended) of questions can shape the content of responses.
D. All of these can be considered drawbacks.

42. ______ provide an objective description of how variables are going to be measured and observed in a particular study.
A. Independent variables
B. Operational definitions
C. External validity checks
D. Experimenter biases

43. Dr. Okawa is interested in studying the effect that neurological trauma can have on short-term memory. First, he collects detailed information from a small number of individuals who have experienced brain damage. Then, using information provided by medical records, interviews, and observations, Dr. Okawa attempts to create an in-depth portrait of each individual. What type of research method was used in this study?
A. Case study
B. Naturalistic observation
C. Experimental method
D. Surveys

44. Case studies ______.
A. involve gathering in-depth information on a single subject or participant
B. are useful for studying large populations
C. involve random assignment of participants
D. rely on the experimental method
45. Which of the following statements about correlational research is **FALSE**?
A. Correlational methods involve the study of naturally occurring relationships among two variables.
B. Correlational methods rely on observing and measuring rather than manipulating variables.
C. Correlational methods are useful for establishing cause-and-effect relationships between two variables.
D. Correlational methods are useful for describing the direction and magnitude of association between two variables.

pages 19-20

46. A correlation coefficient indicates the ______.
A. direction and magnitude of association between two variables
B. direction of the causal relationship between two variables
C. extent to which demand characteristics have biased the results of the study
D. extent to which experimenter bias has influenced the results of the study

page 19

47. Professor Jordan has suggested to his students that as study time increases, grades increase. The professor is describing a ____.
A. mean score
B. positive correlation
C. negative correlation
D. standard deviation

page 19

48. Professor Mendez found that the correlation between students' life stress scale score and his or her final grade was -.80. This correlation coefficient indicates a ____ relationship between the two variables.
A. strong positive
B. strong negative
C. weak positive
D. weak negative

pages 19-20
49. Professor Izadi is interested in the association between sleep and cognitive performance. He surveyed his students about the number of hours they slept the night before the exam and then correlated these scores with their test grades. He found a .81 correlation between these two variables. What does this result mean?
A. There is a strong negative correlation between sleep and exam performance.
B. There is a weak negative correlation between sleep and exam performance.
C. There is a strong positive correlation between sleep and exam performance.
D. There is a weak positive correlation between sleep and exam performance.

pages 19-20

50. Dr. Simpson finds a positive .50 correlation between ice cream cone sales and violent crimes in a community. Which of the following represents the best interpretation of this result?
A. Ice cream causes people to become more violent and aggressive.
B. A confounding variable, such as heat, may account for the association between ice cream sales and violent crime. When it is hot, ice cream sales increase. When it is hot, people are also more likely to behave aggressively.
C. Violent people like ice cream more than non-violent people.
D. Ice cream consumption is not related to violent crime.

pages 20-21

51. Pretend that you want to determine the relationship between caffeine intake and performance on a midterm exam. As students sit down to take the exam, you ask them to write the number of cups of tea, soda, or coffee they ingested two hours prior to the exam. You also obtain their exam scores. You calculate the correlation coefficient between the two variables to be +0.82. What can you conclude?
A. The more caffeine students consumed, the better their scores.
B. 82 percent of the students consumed caffeine prior to the exam.
C. Drinking coffee caused better scores.
D. Students who drink caffeine are smarter than those who don't drink caffeine.

pages 20-21
52. Dr. Lopez found a significant positive correlation between stress and illness. Why can’t she conclude that stress causes illness?
   A. Illness may cause stress.
   B. Stress and illness could have mutual or bidirectional causal effects (stress may cause illness AND illness may cause stress).
   C. A third variable such as poverty may be responsible for the correlation between stress and illness.
   **D. All of these**

   pages 20-21

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53. Longitudinal research involves ______.
   A. obtaining measures of the variables of interest in multiple waves over time
   B. randomly assigning participants to the control and experimental groups
   C. the random selection of participants within a particular population
   D. uncovering unconscious motives and conflicts

   page 21

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54. Professor Wong measured the intelligence and temperament of a group of preschoolers. He plans to follow the same group of participants over time and collect similar data when the children are in 3rd grade, 6th grade, and 9th grade. This is an example of which type of research design?
   A. Case study
   B. Experimental design
   C. Longitudinal design
   D. Double-blind experiment

   page 21

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55. ______ provide ways by which correlational researchers may **attempt** to demonstrate causal relations among variables, even though the causal relationship may still be somewhat unclear.
   A. Random selection techniques
   B. Case study designs
   C. Longitudinal designs
   D. Survey designs

   page 21
56. Dr. Steinguard wants to demonstrate a cause and effect relationship between stress and memory. Which of the following research methods should he use?
   A. Case study
   B. Survey method
   C. Naturalistic observation
   D. Experimental method

page 22

57. Which of the following research methods allow researchers to determine causality?
   A. Survey studies
   B. Correlational studies
   C. Experimental studies
   D. All of these

page 22

58. _____ involves using a chance procedure to guarantee that each participant has an equal probability of being assigned to either the control or experimental group.
   A. Selection bias
   B. Experimenter bias
   C. Random assignment
   D. Random selection

page 22

59. A researcher is conducting an experiment to test the effects of violent video game play on aggression. Which of the following could be the dependent variable in this example?
   A. Frequency of violent video game play
   B. Video game preferences
   C. Scores on an aggressive behavior survey
   D. The number of hours spent playing video games

page 23
60. In an experiment the _____ is manipulated by the researcher and its effects on the _____ are measured.
A. dependent variable / independent variable
B. independent variable / dependent variable
C. confounding variable / independent variable
D. dependent variable / confounding variable

page 23

Bloom's Taxonomy: comprehension
Difficulty Level: moderate
King - Chapter 01 #60
Learning goals: types of psychological research

61. B. F. Skinner discovered that a pigeon will peck at a button more often if the pecking is rewarded with a food pellet than if it is not rewarded at all. In Skinner's study, the amount of pecking is the _____.
A. dependent variable
B. experimental variable
C. independent variable
D. third variable

page 23

Bloom's Taxonomy: application
Difficulty Level: easy
King - Chapter 01 #61
Learning goals: types of psychological research

62. Independent variables are _____.
A. measured by researchers
B. manipulated by researchers
C. confounds that are not relevant to the hypothesis being tested
D. the outcome or "effect" of interest

page 23

Bloom's Taxonomy: knowledge
Difficulty Level: easy
King - Chapter 01 #62
Learning goals: types of psychological research

63. In an experiment, the _____ is conceptualized as the "cause" and the _____ is conceptualized as the "effect."
A. dependent variable / independent variable
B. independent variable / dependent variable
C. third variable / independent variable
D. third variable / dependent variable

page 23

Bloom's Taxonomy: comprehension
Difficulty Level: moderate
King - Chapter 01 #63
Learning goals: types of psychological research
64. In an experiment, the group that is NOT subjected to a treatment condition is known as the _____
   group.
   A. control
   B. treatment
   C. experimental
   D. independent

   page 23

Blooms Taxonomy: knowledge
Difficulty Level: easy
King - Chapter 01 #64
Learning goals: types of psychological research

65. Dr. Grant is conducting research on stress management. Group A received progressive relaxation training prior to test taking, while Group B received no treatment. Group A is the ________________
    while Group B is the ________________.
    A. treatment group / placebo group
    B. experimental group / control group
    C. control group / treatment group
    D. placebo group / control group

   page 23

Blooms Taxonomy: application
Difficulty Level: moderate
King - Chapter 01 #65
Learning goals: types of psychological research

66. When laboratory experiments involve settings and manipulations that are so artificial they fail to generalize to the real world, the _____ of the study is considered poor.
   A. internal validity
   B. random assignment
   C. external validity
   D. random sampling

   page 23

Blooms Taxonomy: comprehension
Difficulty Level: moderate
King - Chapter 01 #66
Learning goals: types of psychological research

67. _____ refers to the degree to which an experimental design actually reflects the real-world issues it is supposed to address.
   A. Internal validity
   B. External validity
   C. Face validity
   D. Reliability

   page 23

Blooms Taxonomy: knowledge
Difficulty Level: moderate
King - Chapter 01 #67
Learning goals: types of psychological research
68. _____ refers to the degree to which changes in the dependent variable are due to the manipulation of the independent variable.
   A. Internal validity  
   B. External validity  
   C. Face validity  
   D. Reliability  

   page 23

69. Aspects of a study that communicate to the participants how the experimenter wants them to behave are known as _____.
   A. research cues  
   B. participant effects  
   C. confederates  
   D. demand characteristics  

   page 25

70. _____ refers to the degree to which changes in the dependent variable are due to the manipulation of the independent variable and nothing else.
   A. Internal validity  
   B. External validity  
   C. Face validity  
   D. Reliability  

   page 24

71. Demand characteristics can threaten the _____ of a study.
   A. reliability  
   B. random sampling  
   C. internal validity  
   D. external validity  

   page 24
72. Sonja believes the pill her doctor gave her has cured her of her anxiety disorder, even though the pill contained no active ingredients. Sonja's belief that she is better now is an example of the _____ effect.
   A. control
   B. bias
   C. dependent
   D. placebo

page 25

73. The placebo effect can weaken the ____ of an experiment.
   A. internal validity
   B. external validity
   C. generalizability
   D. meta-analysis

page 25

74. The placebo effect is an example of a(n) _____.
   A. experimenter bias
   B. participant bias
   C. random assignment bias
   D. random selection bias

page 25

75. In a _____, neither the participants nor the experimenter know which group has received the treatment.
   A. double-blind experiment
   B. single blind experiment
   C. longitudinal design
   D. case study

pages 25-26

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Bloom's Taxonomy: application
Difficulty Level: moderate
King - Chapter 01 #72
Learning goals: types of psychological research

Bloom's Taxonomy: comprehension
Difficulty Level: hard
King - Chapter 01 #73
Learning goals: types of psychological research

Bloom's Taxonomy: comprehension
Difficulty Level: hard
King - Chapter 01 #74
Learning goals: types of psychological research

Bloom's Taxonomy: knowledge
Difficulty Level: easy
King - Chapter 01 #75
Learning goals: types of psychological research
76. Margaret is the new director of research at a well-known pharmaceutical company. She has been asked to design a set of research studies that will test the effectiveness of the new drugs that are being developed. Because Margaret is concerned about ensuring that experimenter bias and research participant bias do not influence the results, she should design a set of______.
A. case studies  
B. correlational studies  
C. experiments  
D. double-blind experiments

pages 25-26

77. Dr. Aoki used double-blind procedures in his experiments to reduce the potential for______.
A. poor operational definitions  
B. experimenter bias and selection bias  
C. participant bias and social desirability  
D. experimenter bias and participant bias

pages 25-26

78. A______ is the entire group about which the investigator wants to draw conclusions, whereas a______ is the subset of the population selected to participate in the study.
A. sample / population  
B. population / sample  
C. sample / confederate  
D. population / confederate

page 27

79. A population is______.
A. the entire group of people researchers want to draw conclusions about  
B. a smaller subset of a group of people researchers want to draw conclusions about  
C. the small number of individuals who agree to participate in the study  
D. randomly defined

page 27
80. Randomly choosing a group of 50 students from a roster of all students in a school and inviting them to participate in a study would be an example of one way to ____.
   A. implement random assignment
   **B.** obtain a random sample
   C. obtain a sample of convenience
   D. reduce the potential for demand characteristics

   pages 27-28

81. A random sample provides much better grounds for generalizing results to a population than a nonrandom sample, because ____ ensures that the sample is representative of the population.
   A. random assignment
   **B.** random selection
   C. use of a confederate
   D. All of these

   pages 27-28

82. Professor Jones is studying the drug use among high school students. If she uses random sampling, it will strengthen the ____ of her study.
   A. operational definition
   B. internal validity
   **C.** external validity
   D. reliability

   pages 27-28

83. ____ is about making sure experimental and control groups are equivalent, and ____ is about selecting participants from a population so that the sample is representative of that population.
   A. Reliability / internal validity
   B. External validity / internal validity
   C. A random sample / random assignment
   **D.** Random assignment / a random sample

   pages 27-28
84. Decisions about research methodology and sampling are driven mostly by the ____.
A. American Psychological Association (APA)  
B. State Review Board  
C. researchers' questions, objectives, and available resources  
D. university's office of institutional research

page 29

Bloom's Taxonomy: knowledge  
Difficulty Level: moderate  
Learning goals: research samples and settings

85. The ____ establishes ethical guidelines for psychologists. The ____ evaluates the ethical nature of research conducted at colleges and universities.
A. Institutional Review Board (IRB) / American Psychological Association (APA)  
B. American Psychological Association (APA) / Institutional Review Board (IRB)  
C. county government / state government  
D. state government / county government

page 30

Bloom's Taxonomy: knowledge  
Difficulty Level: moderate  
Learning goals: conducting ethical research

86. According to the principle of ____ researches must disclose the purpose of the study to their participants and inform them of any potential risks and benefits that are associated with taking part in the study.
A. deception  
B. informed consent  
C. confidentiality  
D. freedom from harm

page 31

Bloom's Taxonomy: knowledge  
Difficulty Level: moderate  
Learning goals: conducting ethical research

87. Deception studies violate which of the following ethical principles?
A. The risk-benefit rule  
B. Confidentiality  
C. Informed consent  
D. Debriefing

page 31

Bloom's Taxonomy: comprehension  
Difficulty Level: hard  
Learning goals: conducting ethical research
88. Deception in research is ethically allowed ___________.
   A. under no circumstances
   B. only when a double-blind study is used and all of the participants are over 18
   C. in medical research only
   D. if the anticipated benefits outweigh the anticipated costs and participants are debriefed

   page 31

89. According to the text, if an Institutional Review Board were to consider reality TV from the perspective of the APA ethical guidelines, which of the following issues would be of greatest concern?
   A. Reality shows usually do not debrief their participants once the show is over.
   B. Some reality shows pose a great deal of psychological and/or physical risk.
   C. In reality TV shows, participants are not randomly assigned.
   D. In reality TV shows, participants are usually not representative of the general population.

   page 31

90. According to the text, what can you do to become a better consumer of psychology in everyday life?
   A. Stay up-to-date by reading relevant blogs and subscribing to magazines such as Psychology Today.
   B. Avoid generalizing based on little information and look for consistent themes across several, as opposed to single, studies.
   C. Only believe in psychological principles that have been derived on the basis of personal experience.
   D. Realize that the source of psychological information is of little relevance to the accuracy of the information being presented.

   page 34

91. Summarize the three approaches (structuralism, functionalism, evolutionary approach) that shaped the history of psychology.

   Wilhem Wundt founded the structuralism approach. Structuralism involves identifying the structures of the human mind through the method of introspection. William James founded the functionalist approach. Functionalism involves probing the function and purpose of the mind and behavior. Structuralism is focused on understanding the "what" of the mind, whereas functionalism is focused on understanding the "why." Functionalism fits well with Charles Darwin's evolutionary theory in that the principle of natural selections suggests that behaviors which are best adapted to their environment will be most likely to survive into subsequent generations.

   Feedback: pages 2-8
92. Compare and contrast the behaviorism and psychodynamic approaches to psychology.

According to behaviorists, rewards and punishments determine our behavior. Behavior is primarily seen as driven by the environmental forces. Skinner believed that psychology should focus on explicit behaviors and should not concern itself with that which cannot be seen and/or measured. In contrast, the psychodynamic approach suggests that unconscious conflicts and drives determine our behavior. Behavior is primarily seen as driven by unconscious conflicts and early childhood experiences. Freud believed that psychology must go beyond measuring conscious thoughts, feelings, and behaviors. He used psychoanalysis, a therapeutic technique for helping individuals tap into the unconscious aspect of their psyche.
Feedback: pages 8-13

93. Summarize the five steps of the scientific method.

Step 1 involves observing a phenomenon and thinking about theories that can explain these observations. Step 2 involves formulating an educated guess or hypothesis. A hypothesis is derived from a theory, and offers a prediction that can be tested. Step 3 requires that the researchers provide operational definitions of the variable they are studying. The researchers then begin the process of empirical research by collecting and analyzing data. In step 4 researchers draw conclusions from their results. It is important that research is replicated using different investigators and different methods. Replicable research results strengthen the validity and reliability of the scientists' conclusions. Finally, in step 5 of the scientific method, researchers submit their work for publication and it undergoes peer review. The research community is constantly evaluating and questioning conclusions in that after step 5, researchers begin the scientific method over again as they seek to revise their theory, methods, and so on.
Feedback: pages 13-16

94. Compare and contrast the three types of research methods (descriptive, correlational, experimental) used by psychologists.

Descriptive research methods involve discovering the basic dimensions of the variables being studied (for example, how often do teens play video games). Observations, interviews, surveys, and case studies are examples of descriptive research methods. Correlational research methods examine the relationships between variables (for example, is video game play associated with aggression?). Correlations inform researchers about the magnitude and direction of association between two variables. However, correlation is not causation. Experimental research methods are useful for establishing causal relationships between variables (for example, does video game play cause aggression?). In an experiment, a researcher manipulates the independent variable and examines the effect on the dependent variable. Participants are randomly assigned to either the control group or experimental group. In sum, these research methods correspond to the major goals of the science of psychology. Descriptive methods allow researchers to describe human behavior, correlational methods allow researchers to predict human behavior, and experimental studies allow researchers to explain human behavior.
Feedback: pages 16-27
95. Suppose you are designing a study on happiness. Give an example of two different possible operational definitions of happiness. 

Happiness is a state of well-being and satisfaction. As discussed in the text, some researchers have used Duchenne smiling as an operational definition of happiness. Many researchers believe that Duchenne smiles indicate genuine spontaneous emotions since most people cannot voluntarily contract the outer muscles of the mouth. This example operationally defines happiness in terms of behavior. Happiness could also be operationally defined in terms of one's private thoughts. For example, researchers could ask participants to self-report their degree of happiness by using a survey such as the Satisfaction with Life Scale.

Feedback: pages 14-15

96. Explain the advantages and disadvantages of descriptive research.

Descriptive research allows psychologists to get basic information about the variables that are being studied. Descriptive methods can be one of the cheapest and quickest ways to get information from a large number of subjects, but they cannot address questions about how and why things are the way they are. For example, the reliability of coding schemes in observational studies may be unreliable, survey results may be compromised by the wording and order of the questions, and results of case studies may not generalize to larger samples or populations.

Feedback: pages 16-19

97. Explain the advantages and disadvantages of experimental research.

Experimental research seeks to establish cause-and-effect relationships between variables. Researchers manipulate the independent variable and then examine the effects on the dependent variable. Participants in the experimental group receive the "treatment," while participants in the control group do not. Most experiments are conducted in the laboratory. The major advantage of the experimental method is that researchers have more control over the research situation (they manipulate the independent variable, randomly assign participants to conditions) than they do in descriptive and correlational studies. Thus, experiments are helpful for establishing causal relationships. Some disadvantages of experiments are: (1) the laboratory environment is artificial and thus may not generalize to the real world, (2) experimenter bias and demand characteristics can threaten the internal validity of a study, and (3) participant biases (such as the placebo effect) can threaten the internal validity of a study. If a psychologist is concerned about experimenter and participant biases, a double-blind research design should be used.

Feedback: pages 22-26
98. Your local newspaper publishes the result of a current scientific study that shows exercise is positively correlated with happiness (the correlation coefficient is .72). Interpret what this result means.

This result suggests that exercise and happiness are associated. As exercise increases, happiness increases. If an individual's score on one variable is known, the score on the other variable can be predicted. Although exercise and happiness are related, one should not conclude that exercise causes happiness.

Feedback: pages 19-21

Blooms Taxonomy: application
Difficulty Level: hard
King - Chapter 01 #98
Learning goals: types of research methods

99. Pretend you are interested in studying the relationship between emotion and memory. Your hypothesis is that happiness enhances memory performance. Create an example of an experiment that can test your hypothesis. Include a description of how you will operationally define the variables, and be sure to label the independent and dependent variable.

Happiness, the independent variable, will be manipulated through the use of a film clip. Participants will be randomly assigned to either the control or experimental group. Participants in the experimental condition will be shown a humorous movie clip; those in the control condition will watch an emotionally neutral film clip. After viewing the video clip, participants will be asked to recall a list of twenty words. Scores on this recall test will serve as the operational definition of memory, which is the dependent variable in this example.

Feedback: pages 22-26

Blooms Taxonomy: synthesis
Difficulty Level: hard
King - Chapter 01 #99
Learning goals: types of research methods

100. Explain the role of animals in psychological research. Based on the APA ethics guidelines, under what circumstances should animals be used in psychological research?

Psychologists have been using animals as research subjects for many years. Animal studies can shed light on understanding many human problems. Only about 5 percent of APA members use animals in their research. Most studies (90 percent) of animals involve the use of mice and rats. The APA ethics guidelines do not speak very directly to the issue of when animals should be used in psychological research. For example, informed consent, confidentiality, and debriefing are not relevant to animal-based research. Deception is also not directly relevant, but the notion of balancing risk versus benefit in that guideline is helpful in determining when animals should be used. When psychological research will permanently harm the animal participant, researchers should seriously weigh the potential benefits as well as the perception such a study will create in the mind of the public. For example, many psychological research results are often perceived after the fact as "obvious," so the harm to the animal may be hard to justify and give psychology a bad public perception. When animals are used in psychological research, researchers must follow standards for housing, feeding, and maintaining the physical and psychological well-being of the animals. Researchers are to avoid procedures that inflict unnecessary pain. Although researchers may use some procedures with animals that would be considered unethical with humans, researchers must weigh the potential benefits of the research against the possible harm to the animal. In sum, researchers must follow stringent ethical standards when conducting research with either humans or animals.

Feedback: pages 30-33

Blooms Taxonomy: evaluation
Difficulty Level: hard
King - Chapter 01 #100
Learning goals: conducting ethical research
# 1 Summary

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