

**PYC3701**

( 478737)

October/November 2016

**SOCIAL PSYCHOLOGY**

Duration 2 Hours

70 Marks

**EXAMINERS  
FIRST**

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**SECOND  
EXTERNAL**

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**Closed book examination.**

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This paper consists of 14 pages, instructions for completion of a mark reading sheet, plus 1 sheet for rough work on page 15

After completing your answers, you must hand in the following

- (i) The mark reading sheet
- (ii) The examination paper (All the pages must be handed in )

This examination paper consists of 70 items Your mark will be converted by the computer to a percentage

<b>ENSURE THAT YOU HAVE WRITTEN YOUR STUDENT NUMBER, COURSE CODE AND UNIQUE NUMBER ON THE MARK READING SHEET</b>
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**INSTRUCTIONS FOR COMPLETION OF A MARK READING SHEET**

Answer the following multiple choice questions on the mark reading sheet

Read the instructions for completing the mark reading sheet **before** answering the questions

Please make sure that you have indicated the correct **UNIQUE PAPER NUMBER** on your mark reading sheet

Use only a **SOFT PENCIL** to answer the questions

Place the completed mark reading sheet in your script

- 1 Simple rules for making complex decisions or drawing inferences are known as - - - - -
- 1 heuristics
  - 2 automaticity
  - 3 anchoring and adjustment
  - 4 schemas
- 2 Amanda finds that she has been given too much information about different new cars and their relative merits and drawbacks. She is having a difficult time making a decision about which car to buy because she cannot process all the information she has gathered. This is an example of - - - - -
- 1 non-automatic processing
  - 2 information overload
  - 3 anchoring and adjustment
  - 4 information availability
- 3 Which of the following individuals is most likely to experience information overload?
- 1 A person who is talking on the cell phone while driving
  - 2 A person who is eating dinner while watching TV
  - 3 A person who is chatting with his wife while dressing for work
  - 4 A person who is dancing while chatting to people at a party
- 4 Suppose you are telling your friend about a woman you have just met. You will tell your friend that this person seemed very compassionate and was very interested in helping others. However, you could not recall whether she said she was a nurse or a businesswoman. On the basis of the - - - - - heuristic, your friend would think that she is a nurse
- 1 availability
  - 2 representativeness
  - 3 priming
  - 4 simple

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- 5 One evening after watching a violent movie at the cinema, you drive into a parking lot at the mall. One driver takes a parking space you were waiting for. You perceive the driver's behaviour as - - - - -
- 1 aggressive
  - 2 opportunistic
  - 3 funny
  - 4 normal
- 6 Four (4) students are preparing for the first semester Social Psychology exam. Who would be most likely to suffer from the over-confidence barrier as they go into the examination?
- 1 Simphiwe, a first year University student who is writing Social Psychology for the first time
  - 2 Ayanda, an undergraduate and a Social Psychology major
  - 3 Lucy, a straight A student in her 7<sup>th</sup> year of University
  - 4 Hope, a post graduate student taking the module for "fun"
- 7 Ben is overjoyed at the fact that he received a scholarship to go study Masters in Clinical Psychology. As a result of his positive and happy mood, he would be most likely to show - - - - -
- 1 an increased level of compassion
  - 2 an increase in creativity
  - 3 an increase in goal directed behaviour
  - 4 an excessively high sense of self-worth
- 8 A couple is undergoing marital therapy. The therapist encourages the couple to remember as many details as possible about happy times in their marriage. They are both having difficulty remembering any happy period in their marriage. This is probably because of the effects of - - - - -
- 1 mood dependent memories
  - 2 information evoked memories
  - 3 depression suppressing pleasant memories
  - 4 faulty cognitive processes
- 9 On her way to work one morning, Mbali was overtaken by a driver who was weaving in and out of traffic, tailgating slower cars, racing through yellow lights and generally driving rather recklessly. According to recent research, Mbali will probably - - - - -
- 1 stare the other driver down because she will be more aggressive towards other drivers unless she confronts the true source of her discomfort
  - 2 slow down in front of the driver, if this can be done safely because this will allow the driver to calm down and begin driving more safely
  - 3 pretend to call the police on her cell phone as this will intimidate the other driver
  - 4 avoid making eye contact with the driver because the driver might interpret Mbali's eye contact as an act of aggression

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- 10 What is the relevance of Aronoff, Woike, and Hyman's (1992) research on the dancing styles of key characters in classic ballet, to the study of body language?
- 1 Large scale body movements and postures often inform us about others' emotions or traits
  - 2 Body movements and postures tend to be informative only if we are within 10 metres of the person in question
  - 3 This research has no relevance to the study of body language
  - 4 Body movements must agree with verbal signals in order to be interpreted
- 11 When you see your friend arguing with a salesperson in a shop, and you have never seen your friend arguing with anyone in public before, you will think that the salesperson did something to cause the argument. The theory that most directly explains how you reached this conclusion is - - - - -
- 1 the theory of discounting and augmenting
  - 2 the inferential correspondence effect
  - 3 the actor-observer effect
  - 4 the theory of correspondent inference
- 12 We might think that the 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 - - - - -
- 1 controllability
  - 2 distinctiveness
  - 3 deviousness
  - 4 consistency
- 13 Tian watched a brief video of Samantha being interviewed for a job. He reports his impression of Samantha and indicated that he is not confident in his ratings of her, at all. According to research, how accurate is Tian's impression?
- 1 Tian is probably right on target as accuracy is not related to confidence in judgments
  - 2 Tian is probably accurate given that people with low confidence in their impression underrate their performance
  - 3 Tian is probably not very accurate as he is not very confident about his impression of Samantha
  - 4 His impression is probably as accurate as anyone else's regardless of their confidence level
- 14 Mike is applying for a position in Advertising. While he is out on dinner with the interviewer, Mike pulls out and lights an expensive cigar and offers one to the interviewer. Mike is using what tactic to increase his chances of getting a job?
- 1 Induction
  - 2 Other-enhancement
  - 3 Self-enhancement
  - 4 Sublimation

[TURN OVER]

- 15 As players on a social "stage" as suggested by Shakespeare, we may wish to emphasise some personal aspect to others, as well as to ourselves. This is called - - - - -
- 1 ingratiation
  - 2 self-promotion
  - 3 self-aggrandisement
  - 4 self-delusion
- 16 In meeting a new roommate, David stresses his studious qualities, an aspect of himself he wishes others to agree with, while being willing to underplay other potentially important aspects of himself. David is practicing a/an - - - - - approach in presenting himself to his new roommate.
- 1 self-verification
  - 2 ingratiation
  - 3 self-enhancement
  - 4 Self-denial
- 17 People who tell more lies tend to be - - - - -. This supports the idea that people lie in order to cover up weaknesses of character.
- 1 less popular
  - 2 more popular
  - 3 incompetent
  - 4 mentally unstable
- 18 A person's overall attitude towards himself or herself is known as - - - - -
- 1 self-efficacy
  - 2 self-monitoring
  - 3 self-reference effect
  - 4 self-esteem
- 19 When Mike enters his family's den where the sports trophies that he has won are on the mantle, his self-esteem is temporarily boosted. This is best described as caused by the fact that - - - - -
- 1 self-esteem is responsive to life events
  - 2 self-esteem is the result of family members' opinions
  - 3 athletic skill is highly prized by males
  - 4 people generally feel, better about themselves in their own homes
- 20 Katherine and Amy are members of the same society at University and are members of the University's swimming team. They have been trying to master a difficult dive from the high board at the University's swimming pool. Amy is showing faster improvement in the dive than Katherine is. If they compare their performance as team mates and society sisters, the social identity theory suggests that - - - - -
- 1 Katherine should dislike Amy more
  - 2 Katherine should like Amy more
  - 3 Amy should dislike Katherine more
  - 4 Amy should like Katherine more

[TURN OVER]

- 21 As one of a number of - - - -, people are quite willing to avoid responsibility for their failures, but all too willing to accept credit for their successes
- 1 self-serving biases
  - 2 downward social comparison
  - 3 in-group comparison heuristics
  - 4 above average effects
- 22 Jack is a former member of a street gang. He has recently started attending classes at a local community college, has made a few friends who do not know about his previous gang involvement, and is spending time with a girl from an upper middleclass background. Jack heard his new friends and his girlfriend making nasty comments about gang members shortly before writing a test in one of the classes he shares with them. In the light of the stereotype threat idea, this situation may cause Jack to - - - -
- 1 perform better on the test than he otherwise might have
  - 2 perform worse on the test than he otherwise might have
  - 3 drop out of college and return to his old friends
  - 4 become prejudiced against his new friends and his girlfriend
- 23 Once an attitude has been formed, it may be - - - -
- 1 impossible to change
  - 2 very easy to change
  - 3 very difficult to change
  - 4 difficult or easy to change, depending
- 24 Initial evaluation of a stimulus generally refers to - - - -
- 1 an explicit self-conscious process
  - 2 an inferential thought process
  - 3 a reaction of liking or disliking
  - 4 the employment of several possible attitudes
- 25 An involuntary negative reaction to a member of a stigmatised group is more likely to be the result of an - - - - attitude
- 1 explicit
  - 2 implicit
  - 3 uncontrollable
  - 4 egalitarian
- 26 A form of social learning that occurs when responses to a particular stimulus lead to a positive outcomes or allow the person to avoid negative outcomes is called - - - -.
- 1 the zone of proximal conditioning
  - 2 instrumental conditioning
  - 3 classical conditioning
  - 4 observational learning

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- 27 Attitudes may be relatively stable or variable. A likely source of a change in the expression of an attitude is - - - - -
- 1 psychodynamic factors in the attitude-holder
  - 2 the background of the holder of the attitude
  - 3 the situation in which the attitude may or may not be expressed
  - 4 length of time the attitude has been held
- 28 According to the theory of planned behaviour, our behavioural intentions are determined in part by our perceptions of whether others will approve or disapprove of the behaviour, our attitudes toward a particular behaviour, and - - - - -
- 1 our perceptions of whether the behaviour is considered appropriate for our situation
  - 2 others' perceptions of our motivation for engaging in the particular behaviour
  - 3 our perceptions of whether the behaviour will be instrumental in achieving our stated objectives
  - 4 our perceptions of our ability to perform the behaviour
- 29 According to the elaboration-likelihood and the heuristic-systematic models of persuasion, the two key factors that will determine whether we engage in effortful or effortless processing of information are one's - - - - -
- 1 capacity to process information and level of motivation
  - 2 desire to arrive at the best decision and personality characteristics
  - 3 level of motivation and concern for pleasing others
  - 4 general belief in oneself and concern for pleasing others
- 30 Differential actions taken toward members of specific social groups are known as - - - - -
- 1 discrimination
  - 2 prejudice
  - 3 stereotypes
  - 4 incidental feelings
- 31 In general, people tend to feel somewhat more positively about - - - - - compared to - - - - -, a finding described as the - - - - - effect
- 1 men, women, "men are great"
  - 2 women, men, "women are wonderful"
  - 3 men, women, "social dominator"
  - 4 men, women, "men should be in control"
- 32 The stereotype for women shows them as being relatively high on - - - - - and relatively low on - - - - -
- 1 warmth, competence
  - 2 competence, warmth
  - 3 self-confidence, friendliness
  - 4 sensitivity, warmth

[TURN OVER]

- 33 The performance of relatively trivial positive actions for members of a minority group can be later used as an excuse for later discriminatory treatment. This is known as - - - - -
- 1 hostile sexism
  - 2 benevolent sexism
  - 3 tokenism
  - 4 shifting standards
- 34 Automatically-triggered connections between group membership and evaluative (like/dislike) responses are known as - - - - -
- 1 minimal groups
  - 2 incidental feelings
  - 3 implicit associations
  - 4 illusory correlations
- 35 Exposing a person to some stimulus or event will make related information held in memory more available to him or her. This is known as - - - - -
- 1 a bona fide pipeline
  - 2 a bogus pipeline
  - 3 priming
  - 4 category activation
- 36 The perspective that prejudice is acquired through direct and indirect experiences is known as the - - - - -
- 1 common in-group identity model
  - 2 social learning view
  - 3 recategorisation view
  - 4 contact hypothesis
- 37 - - - - - occurs when the boundaries between an in-group change in relation to an out-group in such a way that at least some out-group members are now seen as being part of the in-group
- 1 Ambivalent attitude
  - 2 Common identity
  - 3 Recategorisation
  - 4 Implicit association
- 38 Which of the following is true about individuals with a dismissing avoidant attachment style?
- 1 They do not benefit from relationships with others
  - 2 They have very high need for affiliation
  - 3 Just like everyone else their self-esteem rises when they are accepted by others
  - 4 They are incapable of having relationships with others

- 39 The associated effect that emotions have on attraction can best be explained by - - - - -
- 1 classical conditioning
  - 2 the direct effect
  - 3 nonconscious stereotyping
  - 4 observational learning
- 40 Repeated exposure can lead to negative views of the stimulus if - - - - -
- 1 propinquity effects are not present
  - 2 the repeated exposure occurs without conscious awareness
  - 3 the stimulus originally evokes negative emotions
  - 4 the need for affiliation is low
- 41 Researchers have digitally combined multiple faces to create a composite image. This "averaged" face is typically rated as - - - - -
- 1 more attractive than the faces used to create it
  - 2 average in terms of attractiveness
  - 3 unrecognisable
  - 4 either more or less attractive, depending on the faces used to create it
- 42 Individuals with a thin and angular body shape are perceived as - - - - -
- 1 narcissistic
  - 2 intelligent
  - 3 extroverted
  - 4 easygoing
- 43 The proportion of similarity is an indication of - - - - -
- 1 the strength of the similarity-dissimilarity effect
  - 2 the affect-centered model of attraction
  - 3 the frequency of agreeable communications
  - 4 the likely level of attraction between two people
- 44 Flattery often works with respect to attraction because of the rule of - - - - -
- 1 reciprocity
  - 2 ingratiation
  - 3 complementarity
  - 4 similarity
- 45 The type of social influence in which individuals change either their attitudes or behaviour to adhere to existing social norms is known as - - - - -
- 1 obedience
  - 2 conformity
  - 3 ingratiation
  - 4 cohesiveness

[TURN OVER]

- 46 Public conformity is - - - -, private acceptance is - - - -
- 1 doing or saying what others do with a fair degree of acceptance, independently coming to question some aspects of the normative view
  - 2 coming to feel or think as others around us do, saying, but not doing, what others say and do
  - 3 doing or saying what others around us do or say, coming to feel or think as others around us do
  - 4 doing what others do, privately entertaining arguments against the public view
- 47 How did a well-known social psychologist, Robert Cialdini, learn about the underlying principles of compliance?
- 1 He did a study where he interviewed hundreds of salespersons
  - 2 He reflected on his previous profession as a car salesman for over a decade
  - 3 He did a thorough, academic literature review of the field
  - 4 He went undercover and temporarily took jobs in settings where gaining compliance is critical
- 48 One of the factors associated with compliance is friendship This is because we are more - - - -
- 1 willing to comply with those who can provide us with scarce resources if they choose to do so
  - 2 willing to comply with requests that are consistent with our other behaviours and beliefs
  - 3 willing to comply with requests from friends or from those we like than with requests from strangers or people we dislike
  - 4 likely to comply with requests from those whom we see as similar to ourselves in some way
- 49 After seeing a commercial for sneakers supposedly designed by the basketball star Michael Jordan, Dave decides to rush out and buy a pair Dave has been influenced as a result of the compliance principle of - - - -
- 1 commitment/consistency
  - 2 scarcity
  - 3 friendship/liking
  - 4 authority
- 50 One of the factors associated with compliance is reciprocity This is because we are - - - -
- 1 willing to comply with requests from friends or from those we like than with requests from strangers or people we dislike
  - 2 willing to comply with requests that result in behaviours we see as consistent with positions we have made a commitment to
  - 3 likely to comply with requests from those whom we see as similar to ourselves in some way
  - 4 likely to comply with requests from those who have previously done us a favour or made a concession to in order to feel that we have repaid them to some extent

[TURN OVER]

- 51 Your best friend Natalie has recently warned you against giving anyone you don't know well a ride home from a party. Recently you attended a party and spent the whole night reminiscing with other friends about fun times you had all shared with Natalie. Later a stranger approaches you and asks for a ride home, because your relational schema is activated, you will most likely -----
- 1 refuse to give the stranger a ride
  - 2 give the stranger a ride if they look friendly
  - 3 give the stranger a ride if they look like Natalie
  - 4 refuse to give the stranger a ride because they look nothing like Natalie
- 52 The type of social influence that involves one person directly ordering another person to behave in a specific way is known as -----
- 1 the authority principle
  - 2 obedience
  - 3 symbolic influence
  - 4 conformity
- 53 Actions that benefit others without providing any direct benefit to the actor are known as -----
- 1 Heroism
  - 2 self interest
  - 3 kin selection
  - 4 prosocial behaviour
- 54 The empathy–altruism hypothesis suggests that at least some prosocial behaviour is -----
- 1 driven by our motivation to engage in any behaviour that provides the greatest satisfaction to us
  - 2 driven by genetic attributes that evolved because they enhanced the probability of genetic success
  - 3 caused by the desire to reduce our own discomfort in the presence of negative emotions
  - 4 motivated solely by the desire to help someone in need
- 55 Carl falls down the stairs and badly sprains his ankle. When will Carl most likely receive help?
- 1 Between class periods when the halls are filled with students rushing to class
  - 2 After the last class period of the day as students are getting ready to go home
  - 3 Before school starts when only one other student is in the hallway
  - 4 During the lunch hour when only a few students are in the hallway
- 56 As the number of bystanders who are present at an emergency increases, the probability that any one bystander will help -----, and the length of time that passes before help occurs -----
- 1 increases, remain the same
  - 2 decreases, decreases
  - 3 decreases, increases
  - 4 increases, decreases

[TURN OVER]

- 57 In general people doing volunteer work tend to help AIDS victims - - - - -
- 1 if they have fundamentalist religious training
  - 2 irrespective of how the victim contracted the disease
  - 3 if the victim contracted the disease due to drug use as opposed to sexual practices
  - 4 with a greater degree of willingness if the victim contracted the disease as a result of a blood transfusion
- 58 Gillian and Evelyn go out to dinner and for no reason Evelyn decides to pay the full bill rather than split the bill Gillian is likely to feel - - - - -
- 1 indebted and make future plans to repay this kindness
  - 2 excited because she received a free meal
  - 3 relieved because she thought that Evelyn might not like her very much
  - 4 happy that Evelyn is doing well enough financially to pay for the meal
- 59 It is clear to social psychologists that - - - - - and - - - - - are - - - - -
- 1 aggression, prosocial behavior, opposite
  - 2 aggression, prosocial behaviour, similar in some ways
  - 3 aggression, empathy, very similar emotional states
  - 4 aggression, prosocial behavior, actually the same thing
- 60 A teacher gives a learner detention for not paying attention during class During detention the learner is required to read extra material on the topic and do some extra homework assignments The teacher's behaviour is - - - - -
- 1 clearly aggressive
  - 2 both prosocial and aggressive
  - 3 aggressive with no prosocial outcome
  - 4 prosocial with no aggressive motive
- 61 According to the general aggression model, there are two broad categories of variables that influence aggressive behaviour - - - - - and - - - - -
- 1 situational factors, personal factors
  - 2 situational factors, incompatible response factors
  - 3 personal factors, displacement factors
  - 4 aggression factors, displacement factors
- 62 Action taken by another individual that tends to trigger aggression in the recipient of that action is - - - - -
- 1 aggression
  - 2 a hostile attribution
  - 3 a provocation
  - 4 bullying

[TURN OVER]

- 63 A person who has experienced an arousal event - - - - -
- 1 tends to seek out that situation, or similar situations
  - 2 always reduces the tension through aggression
  - 3 may transfer that arousal to another situation
  - 4 tends to avoid that situation and similar situations
- 64 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 - - - - -
- 1 a type A behaviour pattern
  - 2 a hostile expectation bias
  - 3 a type B behaviour pattern
  - 4 an incompatible response
- 65 A behavioural pattern in which one person is chosen as the target of repeated aggression by one or more others is known as - - - - -
- 1 displacement
  - 2 frustration aggression
  - 3 bullying
  - 4 provocation
- 66 Programs that are intended to reduce bullying in schools or in prisons - - - - -
- 1 can be effective if a 12-step program is used as the basis for treating the problem
  - 2 are more effective in collectivist societies than they are in individualistic societies
  - 3 are rarely effective in any but the most unusual set of circumstances
  - 4 can be effective if bullying is recognised as a serious problem and organisations take strong and appropriate steps to correct it
- 67 When given an opportunity to decide how much punishment should be delivered to individuals convicted of different crimes, research has shown that most people are more strongly influenced by - - - - - and much less strongly influenced by - - - - -
- 1 belief about the fairness of the judicial system, beliefs about the appropriateness of prison sentences
  - 2 information about the ease or difficulty involved in detecting a crime, beliefs about how much punishment is deserved
  - 3 beliefs about how punishment is deserved, information about the ease or difficulty involved in detecting a crime
  - 4 beliefs about the deterrent effect of the punishment on the individuals, beliefs about whether forgiveness is merited

- 68 When participants were faced with resisting the temptation of a delicious looking donut, they were - - - - - than those in a control condition.
- 1 less aggressive
  - 2 more aggressive
  - 3 just as aggressive
  - 4 more likely to punish themselves
- 69 Ahmed belongs to his university's Student Senate, a group that is high in entitativity. It is likely that Ahmed feels that the Student Senate - - - - -
- 1 is likely to be stereotyped
  - 2 is of great consequence to him
  - 3 uses too much political jargon
  - 4 is polarised in a conservative direction
70. Personal attributes such as - - - - - appear to play a role in acquiring higher status
- 1 height
  - 2 size of forehead
  - 3 usage of abstract words
  - 4 introverted personal style

**TOTAL: [70]**

**DID YOU WRITE YOUR STUDENT NUMBER, COURSE CODE AND UNIQUE NUMBER ON THE MARK READING SHEET?**



