

PYC3701

(496709) October/November 2017

SOCIAL PSYCHOLOGY

Duration 2 Hours

70 Marks

EXAMINERS

FIRST

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

ENSURE THAT YOU HAVE WRITTEN YOUR STUDENT NUMBER, COURSE CODE AND UNIQUE NUMBER ON THE MARK READING SHEET

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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 The process during which we interpret, analyse, remember and use information about the social world is known as - - - - -
- 1 social cognition
2 attribution
3 encoding
4 heuristics
- 2 High levels of stress and multiple, competing demands for our attention and abilities can reduce our mental processing capacity. These situations can lead to - - - - -
- 1 cognitive withdrawal
2 automatic processing
3 information overload
4 anchoring frameworks
- 3 Judging individuals based on their similarity to typical members of a group is known as - - - - -
- 1 availability heuristic
2 automatic priming
3 anchoring heuristic
4 representativeness heuristic
- 4 One way that schemas influence social thought is by - - - - -
- 1 acting as a filter to direct our attention towards some information and away from other information
2 increasing our cognitive load by activating more information from our long term memory stores
3 ensuring that inconsistent information is stored in our memories and retrieved rapidly
4 activating the availability heuristic and enabling automatic priming

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- 5 When you notice something and then remember it, you are involving the processes known as ----- and -----
- 1 attention, recovery
 - 2 retrieval, encoding
 - 3 attention, encoding
 - 4 retrieval, attention
- 6 One adaptive purpose served by counterfactual thinking is to -----
- 1 increase the negative affect associated with failure
 - 2 make disappointments and tragedies more bearable
 - 3 decrease the positive affect associated with success
 - 4 decrease motivation to work harder towards our goals
- 7 When people engage in magical thinking, they tend to -----
- 1 overuse the representativeness heuristic
 - 2 resist suggestions to suppress unwanted thoughts
 - 3 experience mood congruence effects very strongly
 - 4 make compelling assumptions that are not rational
- 8 Max is in a fairly good mood. Consequently, we should expect him to show a(n) ----- in his use of -----
- 1 increase, heuristics
 - 2 decrease, heuristics
 - 3 increase, thought suppression
 - 4 decrease, thought suppression
- 9 Many times, attempts at deception are thwarted because of ----- facial expressions
- 1 irrelevant
 - 2 irrepressible
 - 3 stereotypical
 - 4 basic channel
- 10 Body movements that carry specific meanings to a given culture, such as the 'thumbs-up' motion (fist with an extended thumb pointing upwards), are known as -----
- 1 macroexpressions
 - 2 microexpressions
 - 3 emblems
 - 4 slogans

[TURN OVER]

- 11 Maria took longer to reply to certain questions and the pitch of her voice rose considerably, these aspects of her - - - -, gave away that she was lying
- 1 logical coherency
 - 2 linguistic style
 - 3 nonverbal cue
 - 4 lack of affect
- 12 Which statement BEST describes the attribution process? The process by which we - - - -
- 1 focus attention inward for reflection
 - 2 attempt to shift blame away from ourselves
 - 3 combine information about others into unified impressions of them
 - 4 seek to understand the causes of the behaviour of others and ourselves
- 13 Imagine seeing a friend, whom you have never seen arguing with anyone before, arguing with a sales clerk in a store, Therefore, you conclude that the clerk did something to cause the argument The theory that most directly explains how you reached this conclusion is the - - - -
- 1 theory of discounting and augmenting
 - 2 *theory of correspondent inference*
 - 3 inferential correspondence effect
 - 4 actor-observer effect
- 14 Non common effects are - - - -
- 1 effects that can be caused only by a combination of two or more factors
 - 2 effects that can be caused by one of several different factors
 - 3 unusually weak indicators of underlying personality traits
 - 4 effects that can be caused by only one specific factor
- 15 Socially introverted individuals who use Facebook tend to - - - -
- 1 benefit from receiving validation of a possible self and may improve social success offline
 - 2 become more introverted because their social interaction is only occurring online
 - 3 have lower offline self-esteem than introverts who do not use Facebook
 - 4 not be able to transfer their online personas into the real world
- 16 As players on a social 'stage', we may wish to emphasise some personal aspect to others, as well as to ourselves This is called - - - -
- 1 ingratiation
 - 2 self-efficacy
 - 3 self-promotion
 - 4 self-aggrandisement

[TURN OVER]

- 17 Nisbett and Wilson (1977) showed that, after an action, we examine our - - - - and generate - - - - reasons for why we acted in a certain way
- 1 attitude, highly insightful
 - 2 behaviour, often inaccurate
 - 3 behaviour, mostly complex
 - 4 feelings, mostly accurate
- 18 We tend to make - - - - attributions for our own negative behaviours, and - - - - attributions for others' positive behaviours
- 1 situational, situational
 - 2 dispositional, situational
 - 3 situational, dispositional
 - 4 positive, negative
- 19 People's personal identities and their various social identities require them to be different people in different contexts. This results in - - - -
- 1 people often having a distorted view of who they 'really are'
 - 2 people often operating from a less-than-principled position
 - 3 people having false selves depending on the context
 - 4 a potentially variable but coherent self-definition
- 20 Our tendency to evaluate stimuli as negative or positive occurs - - - - we attempt to understand the meaning of the stimuli; this suggests that attitudes reflect a(n) - - - - stage of social thought
- 1 before, early
 - 2 before, late
 - 3 after, early
 - 4 after, late
- 21 Research suggests that the most effective persuasive messages are those that are - - - -
- 1 mildly fear inducing
 - 2 extremely fear inducing
 - 3 presented in a negative manner
 - 4 presented by a communicator who has a personal stake in the product
- 22 If you are in the shops to buy a new car radio and you find yourself listening to the salesperson's life story, then according to the elaboration likelihood model you are focused on
- 1 the peripheral route of persuasion
 - 2 the central route of persuasion
 - 3 cognitive dissonance
 - 4 systematic processing

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- 23 When people feel that their freedom to choose an action is threatened, they experience a negative reaction that is known as - - - - -
- 1 selective avoidance
 - 2 forewarning
 - 3 reactance
 - 4 fear
- 24 When confronted with a strong hard sell attempt to influence us, reactance will cause us to - - - - -
- 1 experience dissonance
 - 2 resist the attempt
 - 3 identifying with the influencing agent
 - 4 adopt the views of the influencing agent
- 25 According to the theory of cognitive dissonance, attitudes are changed because - - - - -
- 1 clashing thoughts cause discomfort
 - 2 logical arguments change our beliefs
 - 3 we avoid exposure to information that contradicts our views
 - 4 of our limited capacity to engage our will power and control our own thinking
- 26 The term 'discrimination' refers to - - - - -
- 1 negative evaluations of a social group
 - 2 negative attitudes toward a social group
 - 3 negative behaviour directed toward a social group
 - 4 negative emotional responses toward a social group
- 27 Keit has to attend a Unisa lecture and wants to meet fellow students. With your knowledge regarding proximity effects, you would probably advise her to - - - - -
- 1 look for lonely people to talk to
 - 2 sit in the middle of the lecture room
 - 3 talk as much as possible during the lecture
 - 4 share her assignments with fellow students
- 28 Sophia heard a new song and did not like it at all. Hearing it repeatedly afterwards, it is likely that Sophia's liking for the song - - - - -
- 1 increased
 - 2 increased and then decreased
 - 3 decreased and then increased
 - 4 decreased

[TURN OVER]

- 29 Rosenbaum's repulsion hypothesis proposes that Sharon and Frank - - - - -
- 1 will be attracted to each other, because they have similar attitudes
 - 2 will not be attracted to each other because they have dissimilar attitudes
 - 3 will be attracted to each other because 'opposites attract'
 - 4 will not be attracted to each other as they are not equally attractive
- 30 According to Newcombs's Balance Theory, Angelo and Louise's relationship is 'imbalanced' as - - - - -
- 1 although they like each other they are dissimilar in some respect
 - 2 they dislike each other and don't care if they are dissimilar in some respect
 - 3 they dislike each other but are similar in some respect
 - 4 they like each other and are similar in some respect
- 31 With regard to attachment style, a style that is characterised by low self-esteem and high interpersonal trust is known as a - - - - - style
- 1 factual-avoidant attachment
 - 2 dismissing attachment
 - 3 trusting-avoidant
 - 4 preoccupied attachment
- 32 According to Sternberg's triangular model of love, intimacy involves - - - - -
- 1 the closeness felt by two people
 - 2 the sexual motives associated with a couple's relationship
 - 3 the cognitive processes involved in deciding that you love another person
 - 4 a complete and ideal love
- 33 Which one of the following statements, according to the research by Eagly et al (2009) is correct regarding the selection of romantic partners?
- 1 When men are expected to be providers, they also expect their potential partners to contribute financially to the relationship
 - 2 When men are expected to be homemakers, they expect their potential partners to be the breadwinners
 - 3 Regardless of expected roles, both women and men place equal emphasis on their partner being a good provider
 - 4 All of the above
- 34 Our belief that social influence plays a smaller role in shaping our own actions than it does in shaping the actions of others, is known as - - - - -
- 1 introspection illusion
 - 2 conformity
 - 3 social influence
 - 4 symbolic social influence

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- 35 A social norm is - - - - -
- 1 a written rule
 - 2 a form of social influence involving direct requests from one person to another
 - 3 a mental representation of others or our relationships with them
 - 4 a spoken or unspoken rule concerning how we ought to behave
- 36 The extent to which we are attracted to a social group and want to belong to it is known as - - - - -
- 1 ingratiation
 - 2 conformity
 - 3 social influence
 - 4 cohesiveness
- 37 You're watching a concert and as the musicians stop playing, everyone else stands up and starts clapping. You most likely will stand up and begin clapping too. Why? Because that's what everyone else is doing. This is an example of - - - - -
- 1 an inductive norm
 - 2 a descriptive norm
 - 3 normative social influence
 - 4 matching hypothesis
- 38 If you have a friend who is reluctant to help you wash your entire car, you may be successful if you ask him to simply help you wash two of the doors. This approach is referred to as the - - - - - technique
- 1 that's-not-all
 - 2 door-in-the-face
 - 3 lowball procedure
 - 4 foot-in-the-door
- 39 One lesson to be learned from the Milgram studies is that many people - - - - -
- 1 will follow orders even if they do not like them
 - 2 have an unexpected stubborn streak
 - 3 can be easily fooled
 - 4 are actually sadistic
- 40 The negative-state relief model proposes that - - - - -
- 1 helpers respond to the needs of a victim because they want to accomplish something
 - 2 people help others because it reduces their uncomfortable negative emotions
 - 3 helpers enjoy the positive reactions shown by those they help
 - 4 people help others to improve their own positive mood

[TURN OVER]

- 41 - - - - consists of the efforts individuals make to create favourable first impressions on others
- 1 The augmenting principle
 - 2 Distinctiveness
 - 3 Impression management
 - 4 Impression formation
- 42 As players on a "social stage," 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-efficacy
- 43 The personal-social identity continuum recognises that we - - - -
- 1 see ourselves as being more consistent across situations than we really are
 - 2 can see ourselves differently, depending on circumstances
 - 3 are part of a number of different social groups
 - 4 see ourselves primarily as individuals
- 44 Research (Dijksterhuis, 2004) has shown that subliminal presentations of "I" or "me" with positive trait terms such as "nice" or "smart" will - - - - implicit self-esteem and prevent - - - - when negative false feedback is given later
- 1 reduce, increases to self-esteem
 - 2 reduce, reductions to self-esteem
 - 3 increase, increases to self-esteem
 - 4 increase, reductions to self-esteem
- 45 According to social comparison theory, we are most likely to compare our abilities to those of another person when - - - -
- 1 there is no objective measure to judge ourselves by
 - 2 the other that we are comparing ourselves to belongs to a different group
 - 3 available objective measures may result in decreased self-esteem
 - 4 available subjective measures may result in increased self-esteem
- 46 Recent research has demonstrated that women will frequently perform worse in a mathematics test when men are present than when the same test is administered to a female-only group. This finding illustrates - - - -
- 1 gender differences in math abilities
 - 2 stereotype threat
 - 3 stereotype anxiety
 - 4 performance uplift

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- 47 Jackson is a former member of a street gang. He has recently started attending classes at a local community college, has made new friends who don't know about his former gang membership, and is spending time with a girl from an upper-middle-class background. Jackson heard his new friends and his girlfriend make several snide comments about gang members shortly before he took a test in one of the classes he shares with his new friends. In the light of the stereotype threat idea, this situation may cause Jackson 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 street life
 - 4 become prejudiced against his new friends and his girlfriend
- 48 Thandi expresses indignation about illegal immigrants to one group of friends, but advocates for amnesty to another group. Expressing these opposing views is possible for her because - - - -
- 1 she has no substantive attitude towards illegal immigrants
 - 2 she is rewarded in one group for the former attitude and rewarded for the latter in the other group
 - 3 she measures low on self-monitoring, a stable trait
 - 4 members of the two groups never talk to each other
- 49 Having not met any members of a new social group, you hear a person expressing negative views regarding that group. Your attitude toward the new group would most likely not be influenced by hearing this negative message if - - - -
- 1 you like the person expressing the view, but believe his or her view to be unsubstantiated
 - 2 you do not expect to be meeting any members of the new social group in the near future
 - 3 the person expressing the attitude is someone you dislike and is dissimilar to yourself
 - 4 you are generally oriented toward taking contrarian views
- 50 The idea that physiological arousal produced in one situation can persist and intensify emotional responses in a different situation is known as the - - - -
- 1 excitation transfer theory
 - 2 frustration-aggression hypothesis
 - 3 catharsis hypothesis
 - 4 provocation theory
- 51 After playing a particularly violent video game for a few hours, Oscar became involved in a heated discussion with his roommate. When his roommate suddenly stood up to go to another room, thereby ending the discussion, Oscar believed that his roommate was about to attack him. The misinterpretation of his roommate's actions is probably due to - - - -
- 1 a Type A behaviour
 - 2 an incompatible response
 - 3 a hostile expectation bias
 - 4 a Type B behaviour pattern

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- 52 One result of desensitisation to violence is that individuals who are desensitised to violence are likely to be - - - - -
- 1 more aggressive to others
 - 2 respond less quickly to aggressive situations
 - 3 have weakened reactions to violence
 - 4 react peacefully when things turn violent
- 53 Victims who are bullied repeatedly and brutally may react by - - - - -
- 1 pleading with their peers to help them to end the bullying
 - 2 reporting the problem to the police
 - 3 committing suicide
 - 4 lashing out at the parents of the bullies
- 54 Seeking revenge may harm both the one seeking revenge and the one against whom vengeful actions are taken This is because - - - - -
- 1 seeking revenge may lead to an increase in hostile attributional bias
 - 2 revenge limits the kinds of cognitive processes a person can use while seeking revenge
 - 3 seeking revenge is generally considered unethical in most societies
 - 4 revenge may lead to an upward spiral of retaliation and further retaliation
- 55 The primary strategy for survival among humans is - - - - -
- 1 interdependence
 - 2 genetic programming
 - 3 group sharing
 - 4 group cooperation
- 56 When it comes to decisions, Ilene thinks she is bolder than her coworkers In a recent meeting, she discovered that other workers in the office favoured even bolder decisions As a result, Ilene shifted toward an even bolder position herself The process underlying Ilene's change is called - - - - -
- 1 groupthink
 - 2 a lack of understanding about the content of the decisions
 - 3 evaluation apprehension
 - 4 social comparison
- 57 If it is shared by several people, the task of pushing a stalled car is a(n) - - - - -
- 1 deindividuating task
 - 2 additive task
 - 3 multiplicative task
 - 4 interactional task

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- 58 Prosocial video games encourage people to be more prosocial because
- 1 players think about helping others
 - 2 players learn strategies and techniques on how to help
 - 3 these games provide a variety of situations in which help is needed
 - 4 players develop skills that make them more proficient at providing instrumental aide
- 59 Paul, Sarah, Deborah, and George are working on a research paper for their social psychology class. They can reduce social loafing by - - - - -
- 1 ensuring that each member of the group can do the work that is being done by other team members
 - 2 having each team member initial the parts of the paper she or he completed
 - 3 emphasising the group nature of the project and encourage a relaxed cooperative approach to the task
 - 4 discussing the issue of social facilitation before working on the paper
- 60 A common factor that increases the likelihood of helping behaviour irrespective of the bystander's emotional state is a(n) - - - - -
- 1 sense of independence and control
 - 2 feeling of being personally responsible for one's own mood
 - 3 sense of power
 - 4 unambiguous need for help
- 61 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
- 62 Bullies tend to believe that - - - - -
- 1 aggression against those who provoke them will bring respect from others
 - 2 their victims can stop the bullying if they (the victims) want to badly enough
 - 3 other people can be trusted after a dominance hierarchy is firmly established
 - 4 people act as they do because of lasting characteristics of the individual
- 63 Entitativity refers to - - - - -
- 1 the factors that cause group members to remain in the group
 - 2 the collection of goals and outcomes that is common to all group members
 - 3 the extent to which a group is perceived as being a coherent entity
 - 4 the extent to which group members are similar to one another in meaningful ways

[TURN OVER]

- 64 One's position or rank within a group is one's - - - - -
- 1 status
 - 2 Norm
 - 3 Values
 - 4 authority
- 65 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
- 66 According to social facilitation theories, people's thoughts, feelings, and behaviours can be affected by the - - - - -
- 1 presence of others
 - 2 presence of attractive others
 - 3 time limit on a social interaction
 - 4 sudden presence of a stranger
- 67 A social dilemma is a situation in which each person can increase his or her individual gains by - - - - -
- 1 acting in a selfish manner, but if most persons do so, the outcomes experienced by all are reduced
 - 2 working against other persons they attempt to cooperate with each other
 - 3 competing with other persons but not by cooperating with them
 - 4 cooperating with other persons but not by competing with them
- 68 Superordinate goals are goals that - - - - -
- 1 both sides to a conflict seek and that tie the two sides' interests together
 - 2 are so important to one or another group that compromise is not possible
 - 3 can only be satisfied through nonspecific compensation
 - 4 are ordinarily achieved by bridging
- 69 George has been asked to join a *secret society* at his university. This group's initiation rituals are quite severe and somewhat dangerous. In addition, members tend to identify strongly with the group. If George decides to join, he can expect that - - - - -
- 1 members tend to leave the group shortly after being initiated as members
 - 2 higher-status members tend to break away from the group more easily than do low-status members
 - 3 members are very unlikely to leave the group after they have joined
 - 4 members tend to belong to the group for a while, then drift away

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- 70 Strongly cohesive groups may assume that their decisions can't be incorrect and pressurise all group members to support the group's decisions. This is known as - - - - -
- 1 a social dilemma
 - 2 group polarisation
 - 3 deindividuation
 - 4 groupthink

TOTAL [70]

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

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