

## Answer Key

### Interaction and Social Behavior

- 1. C**—Conformity is the act of matching attitudes, beliefs, or behaviors to group norms. Norms are implicit, specific rules, shared by a group of individuals, that guide their interactions with others. This tendency to conform occurs in small groups and/or society as a whole, and may result from subtle unconscious influences, or direct and overt social pressure. Conformity can occur in the presence of others, or when an individual is alone. Private conformity occurs when we change our behaviors and our attitudes. Public conformity occurs when we just change our behavior.
  - 2. A**—Social facilitation, or the audience effect, is the tendency for people to perform *different* when in the presence of others than when alone. Compared to their performance when alone, when in the presence of others, they tend to perform better on simple or well-rehearsed tasks and worse on complex or new ones. The Yerkes-Dodson law, when applied to social facilitation, states that “the mere presence of other people will enhance the performance in speed and accuracy of well-practiced tasks, but will degrade the performance of less familiar tasks.”
  - 3. C**—The fundamental attribution error, also known as the correspondence bias or attribution effect, is the claim that in contrast to interpretations of their own behavior, people place undue emphasis on internal characteristics of the agent (character or intention), rather than external factors, in explaining other people’s behavior.
  - 4. D**—The discussion regards the problem inherent in a definition of deindividuation that depends on a concept of antinormative behavior. The problem is that this definition may not be able to properly encompass deindividuation effects within the context of situational norms.
- Choice ‘D’ exemplifies this issue.
- 5. B**—Self-serving bias refers to the tendency for individuals to ascribe success to their own abilities and efforts, but to ascribe failure to external factors.
  - 6. D**—All four are related to group cohesion and might contribute to poor decisions. Illusion of invulnerability refers to an inflated certainty that the right decision has been made by a group while significantly overrating its own abilities in decision-making. Pluralistic ignorance is a situation in which a majority of group members privately reject a norm, but incorrectly assume that most others accept it, and therefore go along with it. Groupthink occurs when the desire for harmony or conformity results in an irrational or dysfunctional decision-making outcome. Diffusion of responsibility is a phenomenon whereby a person is less likely to take responsibility for action or inaction when others are present. The individual assumes that others either are responsible for taking action or have already done so.
  - 7. A**—This kind of thing is a classic result of fundamental attribution error. Instead of seeing Ricardo’s behaviors in the show as the result of external factors (a script!) some people attribute the behaviors to internal characteristics.
  - 8. B**—the Asch conformity experiments or the Asch Paradigm refers to a series of studies directed by Solomon Asch studying if and how individuals yielded to or defied a majority group and the effect of such influences on beliefs and opinions. In the basic variation of the experiment, groups of male college students participated in a simple “perceptual” task. In reality, all but one of the participants were “confederates” (i.e., actors), and the true focus of the study was about how this subject would react to the confederates’ behavior.
  - 9. A**—The door-in-the-face technique begins with an initial grand request. This request is expect-

ed to be turned down. The first request is then followed by a second, more reasonable request.

10. **C**—Emotional contagion is the phenomenon of having one person's emotions and related behaviors directly trigger similar emotions and behaviors in other people.
11. **C**—The passage contains the following section: "Cognitive biases broadly represent irrational thought patterns about the self (e.g., "I can never do anything right") and others ("Everyone in this world is against me") that arise with little conscious effort and reflect more deeply embedded patterns of maladaptive cognitive processing." This analysis descends directly from Aaron Beck's cognitive model of depression. Beck's cognitive triad involves automatic, spontaneous and seemingly uncontrollable negative thoughts about the self, the world, and the future.
12. **C**—The subtle distinctions between fundamental attribution error, self-serving bias, and actor-observer discrepancy are the stuff that multiple choice question are made of. The particular situation described is best exemplified by actor-observer asymmetry. Actor-observer asymmetry involves the difference between attributions a person makes about themselves versus how they attribute the actions of others. When people judge their own behavior, and they are the actor, they are more likely to attribute their actions to the particular situation than to a generalization about their personality. Yet when an observer is explaining the behavior of another person, they are more likely to attribute this behavior to the actors' overall disposition rather than to situational factors. Fundamental attribution error describes a general tendency to overemphasize dispositional explanations and underemphasize situational ones in attributing the actions of others. Fundamental attribution error does not encompass Reginald's attribution of his own behavior. Self-serving bias refers to a discrepancy between an attribution a person might have towards the self versus the attribu-

tion that others might formulate towards the same action. However, in this case, Reginald is the observer in both cases so there is a discrepancy between his attribution when he is the actor and when he is the observer of the same action by another.

13. **A**—That conformity significantly decreased when shifting from public to written responses demonstrated that the incorrect responses occurred due to a desire to conform to group norms not altered perception.
14. **D**—The elaboration likelihood model of persuasion proposes two major routes to persuasion: the central route and the peripheral route. Under the central route, persuasion will likely result from a person's careful and thoughtful consideration of the true merits of the information presented in support of an advocacy. The central route involves a high level of message elaboration in which a great amount of cognition about the arguments are generated by the individual receiving the message. The results of attitude change will be relatively enduring, resistant, and predictive of behavior. On the other hand, under the peripheral route, persuasion results from a person's association with positive or negative cues in the stimulus or making a simple inference about the merits of the advocated position. The cues received by the individual under the peripheral route are generally unrelated to the logical quality of the stimulus. These cues will involve factors such as the credibility or attractiveness of the sources of the message, or the production quality of the message.
15. **A**—Reactance can occur when someone is heavily pressured to accept a certain view or attitude causing the person to adopt or strengthen a view or attitude that is contrary to what was intended, and also increases resistance to persuasion. Reactance occurs when a person feels that someone or something is taking away his or her choices or limiting the range of alternatives.

16. **B**—Leon Festinger’s 1957 theory of cognitive dissonance focuses on how human beings strive for internal consistency. A person who experiences inconsistency tends to become psychologically uncomfortable, and so is motivated to try to reduce the cognitive dissonance occurring, trying to “justify” their behavior by changing or adding new parts of the conflicting cognition, as well as actively avoids situations and information likely to increase the psychological discomfort. This particular experiment demonstrates that when making a difficult decision, there are always aspects of the rejected choice that one finds appealing and these features are dissonant with choosing something else. In other words, the cognition, “I chose X” is dissonant with the cognition, “There are some things I like about Y.”
17. **B**—Obedience, in human behavior, is a form of social influence in which a person yields to explicit instructions or orders from an authority figure. Obedience is generally distinguished from conformity, which is behavior intended to match that of the majority.
18. **D**—The operative concept in the cognitive dissonance model of hazing is effort justification. Effort justification is people’s tendency to attribute a greater value to an outcome they had to put effort into acquiring or achieving.
19. **A**—Advertising is mostly based in classical conditioning. The advertised product is the Conditioned Stimulus. The ultimate goal of the ad is to make viewers associate the feeling they had watching the ad, the Unconditioned Response, with the product when they come across with it in real life, forming a Conditioned Response.
20. **B**—Fundamental attribution error describes how people place undue emphasis on internal characteristics of the agent (character or intention), rather than external factors, in explaining other people’s behavior. The psychiatrists underestimated the impact of the situation on the subjects’ behavior.
21. **C**—External attribution, also called situational attribution, refers to interpreting someone’s behavior as being caused by the situation that the individual is in. This is opposed to dispositional attribution, which is a tendency to attribute people’s behaviors to their dispositions; that is, to their personality, character, and ability.
22. **B**—In the multicomponent model, attitudes are evaluations of an object that have cognitive, affective, and behavioural components. Beliefs about the object would be an aspect of the cognitive component of the attitude. Regarding choice ‘D’. This is a true statement, but it is true about both attitudes and beliefs.
23. **D**—A self-fulfilling prophecy is a prediction that directly or indirectly causes itself to become true, by the very terms of the prophecy itself, due to positive feedback between belief and behavior. The Pygmalion effect, or Rosenthal effect, is the phenomenon whereby higher expectations lead to an increase in performance. Stereotype threat is a situational predicament in which people are or feel themselves to be at risk of conforming to stereotypes about their social group. Stereotype threat has been shown to reduce the performance of individuals who belong to negatively stereotyped groups.
24. **B**—People from individualist cultures are more inclined to make fundamental-attribution error than people from collectivist cultures. Individualist cultures tend to attribute a person’s behavior to his internal factors whereas collectivist cultures tend to attribute a person’s behavior to his external factors.
25. **A**—Defensive attribution is motivated as a shield against the fear that one will be the victim or cause of a serious mishap. Commonly, defensive attributions are made when someone witnesses or learns of mishaps involving other people. These attributions of blame will depend upon any similarities between the witness

and the person(s) involved in the mishap. More responsibility will be attributed as personal or situational similarity decreases. Assigning responsibility allows the observer to believe that the mishap was controllable and thus preventable.

26. **C**—Reactances can occur when someone is heavily pressured to accept a certain view or attitude. Reactance can cause the person to adopt or strengthen a view or attitude that is contrary to what was intended, and also increases resistance to persuasion.
27. **D**—Public conformity and compliance are synonyms. So are private conformity and internalization.
28. **B**—Both the low-ball technique and foot-in-the-door involve getting agreement to a small request which will then be followed by a large request. The difference is that low-ball only requires agreement to the small request before the larger request is introduced. Foot-in-the-door requires actual completion of the small request first.
29. **C**—Pluralistic ignorance describe a situation in which a majority of group members privately reject a norm, but incorrectly assume that most others accept it, and therefore go along with it. It is a type of conformity. In short, pluralistic ignorance is a bias about a social group, held by that social group. Pluralistic ignorance may help to explain the bystander effect. If no-one acts, onlookers may believe others believe that action is incorrect, and may therefore themselves refrain from acting. The bystander effect may alternatively occur as a result of diffusion of responsibility, whereby a person assumes that others either are responsible for taking action or have already done so.
30. **B**—Asch found that the presence of a “true partner” (a “real” participant or another actor told to give the correct response to each question) decreased conformity. In studies that had

one confederate give correct responses to the questions, only 5% of the participants continued to answer with the majority.

31. **A**—The first group (\$1) later reported liking the task better than the second group (\$20). Festinger’s explanation was that for people in the first group being paid only \$1 is not sufficient incentive for lying and those who were paid \$1 experienced cognitive dissonance. They could only overcome that dissonance by justifying their lies by changing their previously unfavorable attitudes about the task. Being paid \$20 provides a reason for the doing the boring task, therefore no dissonance.
32. **D**—In the Asch conformity experiment, participants subjected to a level of psychological stress similar to a conflict situation when they disagreed with the majority. A key goal of IRBs is to protect human subjects from physical or psychological harm, so it is questionable whether the Asch conformity experiment in its original design would be approved today.
33. **B**—Foot-in-the-door technique involves getting a person to agree to a large request by first setting them up by having that person agree to a modest request.
34. **D**—Deindividuation is a concept in social psychology that is generally thought of as the loss of self-awareness in groups.
35. **B**—The critical finding in Sherif’s study is that groups found their own level, their own “social norm” of perception. When invited back individually a week later and tested alone in the dark room, participants replicated their original groups’ estimates. This suggests that the influence of the group was informational rather than coercive; because they continued to perceive individually what they had as members of a group, Sherif concluded that they had internalized their original group’s way of seeing the world. Because the phenomenon of the autokinetic effect is entirely a product of a person’s

own perceptual system, this study is evidence of how the social world pierces the person's skin, and affects the way they understand their own physical and psychological sensations.

- 36. B**—Informational social influence, also called social proof, is a psychological phenomenon where people assume the actions of others in an attempt to reflect correct behavior for a given situation. This effect is prominent in ambiguous social situations where people are unable to determine the appropriate mode of behavior, and is driven by the assumption that surrounding people possess more knowledge about the situation. Informational social influence is contrasted with normative social influence wherein a person conforms to be liked or accepted by others.
- 37. A**—Social proof is synonymous with informational social influence, as opposed to normative social influence. Social proof is prominent in ambiguous situations where people are unable to determine the appropriate mode of behavior, and is driven by the assumption that surrounding people possess more knowledge about the situation. In employment situations, the case of a well-qualified applicant who is inexplicably long unemployed would violate social proof and cause cognitive dissonance, ie. a sense of loss of control or failure of the “just world hypothesis”.
- 38. B**—In an individual who has violated an ethical principle, different cultural values can trigger different dissonance experiences. Generally speaking, people in independent societies experience dissonance when their behavior violates either a personal standard or a social standard. Violation of a personal standard engenders feelings of guilt. People in interdependent societies, however, are much more concerned about violations of social standards. Shame is quintessentially a social emotion.
- 39. A**—This is the main difference between cognitive dissonance theory and self-perception theory.

In self-perception theory, people induce attitudes without accessing internal cognition and mood states. The person interprets their own overt behaviors rationally in the same way they attempt to explain others' behaviors.

- 40. A**—According to cognitive dissonance theory, if there isn't an external reason for the team leaders to state the position (a small reward wouldn't qualify) they are likely to change their beliefs to match the position.
- 41. C**—The elaboration likelihood model (ELM) aims to explain different ways of processing stimuli, why they are used, and their outcomes on attitude change. The ELM proposes two major routes to persuasion: the central route and the peripheral route. Under the central route, persuasion will likely result from a person's careful and thoughtful consideration of the true merits of the information presented in support of an advocacy. The central route involves a high level of message elaboration in which a great amount of cognition about the arguments are generated by the individual receiving the message. The results of attitude change will be relatively enduring, resistant, and predictive of behavior. On the other hand, under the peripheral route, persuasion results from a person's association with positive or negative cues in the stimulus or making a simple inference about the merits of the advocated position. The cues received by the individual under the peripheral route are generally unrelated to the logical quality of the stimulus. These cues will involve factors such as the credibility or attractiveness of the sources of the message, or the production quality of the message. The peripheral route is more effective than the central route, as in this case, when the message recipient has little or no interest in the subject and/or has a lesser ability to process the message.
- 42. D**—The functional view of attitudes suggests that in order for attitudes to change via persuasion, appeals must be made to the function(s)

that a particular attitude serves for the individual. Daniel Katz, the theorist most responsible for this approach, classified attitudes into four different groups based on their functions: utilitarian, knowledge, ego-defensive, and value expressive. Joseph's attitude towards the proposed increase in property taxes is utilitarian, so for the commissioner's argument to have the greatest chance of being persuasive to Joseph it should address that function.

43. **A**—High self-monitors find it much easier to modify their behavior based on the situation than low self-monitors do. High self-monitors would be more likely to change their beliefs and opinions depending on who they are talking to, while low self-monitors would tend to be consistent throughout all situations.
44. **D**—When people rely on representativeness to make judgments, they are likely to judge wrongly because the fact that something is more representative does not actually make it more likely.
45. **D**—Everyone has been enjoying the Westerns (high consensus). Tonya didn't enjoy the Westerns on the other nights (low consistency), but she enjoyed BOTH the Western and the drama they watched later on this evening (low distinctiveness) . Under the covariance model her reaction would be attributed as caused by something in the circumstance (something about that particular night), not the stimulus (an external attribution regarding the particular movie) nor a personal attribution (an internal attribution).

Low Consensus, Low Distinctiveness, High Consistency = Personal Attribution

High Consensus, High Distinctiveness, High Consistency = Stimulus Attribution

High Consensus, Low Distinctiveness, Low Consistency = Circumstance Attribution

46. **A**—Leonard Berkowitz originated the cognitive

neoassociation model of aggressive behavior to help explain instances of aggression for which the frustration-aggression hypothesis could not account. Berkowitz asserted that frustration is just one of many factors that can stimulate negative affect. Besides frustration, other aversive factors such as pain, extreme temperatures, and encountering disliked people can also cause negative affect leading to aggression.

47. **B**—The typical response would be to look to the others in the group to guide future behavior. This form of pluralistic ignorance is the basis bystander effect, first demonstrated in the laboratory by John Darley and Bibb Latané. Their experiments found that the presence of others inhibits helping, often by a large margin.
48. **A**—Empathic concern refers to other-oriented emotions elicited by and congruent with the perceived welfare of someone in need. These other-oriented emotions include feelings of tenderness, sympathy, and compassion. Empirical studies conducted by social psychologist Daniel Batson have demonstrated that empathic concern is felt when one adopts the perspective of another person in need. Different emotions are evoked when imagining another situation from a self-perspective or imagining from another perspective. Imagining from a self-perspective is associated with personal distress (i.e., feelings of discomfort and anxiety), whereas the latter leads to empathic concern.
49. **C**—Role confusion occurs in a situation where an individual has trouble determining which role he or she should play, but where the roles are not necessarily incompatible (which would describe role conflict).
50. **A**—The degree of punishment, in itself, was insufficiently strong to resolve the contradiction between the attractiveness of the steam shovel and not to have played with it. In other words, to reduce cognitive dissonance, the children had to convince themselves that playing with the forbidden toy was not worth the effort.