

**Practice Multiple Choice: Chapter 4**  
**Answers are at the end of the page**

**Chapter 4**

1. A favorable or unfavorable evaluation reaction toward something or someone is what social psychologists call
  - A. a feeling.
  - B. a cognition.
  - C. an attitude.
  - D. a behavioral tendency.
2. In the ABC's of attitudes, "C" stands for
  - A. care.
  - B. connotation.
  - C. cognition.
  - D. concern.
3. In 1969, social psychologist Allan Wicker completed a review of dozens of research studies and concluded that people's expressed attitudes \_\_\_\_\_ predicted their varying behaviors.
  - A. hardly ever
  - B. often
  - C. strongly
  - D. always
4. People's attitude toward religion is a(n) poor predictor of whether they will go to worship next weekend. Religious attitudes can, however, predict the total quantity of religious behaviors over time. This is an example of
  - A. moral hypocrisy.
  - B. the power of the situation over time.
  - C. the ABCs of attitudes.
  - D. the principle of aggregation.
5. The Implicit Association Test (IAT) is designed to measure
  - A. self-reported attitudes
  - B. automatic, unconscious attitudes
  - C. explicit attitudes
  - D. congruence between attitudes and behavior
6. Diner and Wallbom (1976) found that when research participants were instructed to stop working on a problem after a bell sounded, 71% continued working when left alone. How many continued to work after the bell if they were made self-aware by working in front of a mirror?
  - A. 70%
  - B. 43%
  - C. 21%
  - D. 7%
7. The effect of \_\_\_\_\_ on \_\_\_\_\_ was vividly demonstrated in Zimbardo's (1971) classic study of a simulated prison.
  - A. attitudes(believing) on behaviors (doing)
  - B. behaviors (doing) on attitudes (believing)
  - C. perception (seeing) on attitudes (believing)
  - D. attitudes (believing) on perception (seeing)

8. The fact that 76% of Californians agreed to install a huge ugly sign in their front yard after first agreeing to a small request two weeks earlier illustrates the \_\_\_\_\_ phenomenon.
- foot-in-the-door
  - low-ball
  - compliance
  - conformity
9. Research conducted on prejudicial attitudes and discriminatory behaviors revealed that college students who expressed higher than average feelings of prejudice toward Arab-Americans were more willing than those low in prejudice to convey bad news to Arabs. This study illustrated which principle?
- Prejudiced attitudes usually predict behavior.
  - Prejudiced attitudes predict behavior when people feel anonymous.
  - Prejudiced people don't care much what other people think of them.
  - Prejudice against Arabs is socially accepted.
10. According to Ajzen and Fishbein what three factors predict a person's intention to act?
- Attitude, subjective norm, perceived behavior control
  - Affect, behavior, cognition
  - Attitude, belief, motivation
  - Social norms, motivation, opportunity
11. Gail is thinking about taking an advanced psychology course. She thinks the course would be beneficial, one of her friends is also thinking of taking it, but Gail isn't sure she is ready to take such an advanced course. The last item in this list represents:
- Cognition
  - Motivation
  - Perceived behavior control
  - Social norm
12. A research study had experimental participants perform a dull task but paid them to lie by telling a prospective participant that the task had been enjoyable. Results showed that the participants who were paid \_\_\_\_\_ came to believe that the task had been \_\_\_\_\_.
- \$1; tedious and boring
  - \$1; interesting and enjoyable
  - \$20; interesting and enjoyable
  - \$20; tedious and boring
13. Sarah has always strongly believed that it is wrong to steal, but after she steals a bottle of nail polish from the drug store. According to Cooper & Fazio, one of the conditions necessary for Sarah to experience dissonance is that she:
- Feels responsible for her behavior.
  - Wants to appear to be consistent.
  - Can blame her behavior on circumstances.
  - Thought she would not be caught.
14. No one wants to look foolishly inconsistent according to \_\_\_\_\_ theory.
- self-perception
  - self-affirmation
  - impression management
  - cognitive dissonance
15. The tension that arises when one is simultaneously aware of two inconsistent cognitions is called
- cognitive tension.
  - cognitive inconsistency.
  - cognitive interference.
  - cognitive dissonance.

16. Some smokers say a benefit of smoking is that it reduces stress. These smokers may be trying to reduce dissonance by using which strategy?

- A. Changing their perception of their behavior.
- B. Minimizing the importance of the conflict.
- C. Adding consonant cognitions.
- D. Reducing perceived choice.

17. According to Steele's self-affirmation theory, the need to justify dissonant acts is

- A. decreased if one's self-worth has been recently affirmed.
- B. increased if one's self-worth has been recently affirmed.
- C. unaffected if one's self-worth has been recently affirmed.
- D. decreased if one's self-worth has been recently threatened.

18. When we are unsure of our attitudes, we infer them the same way someone else would who was observing us – that is, we look at our behavior. Which theory does this describe?

- A. impression management theory
- B. self-affirmation theory
- C. cognitive dissonance theory

18. D. self-perception theory

19. Rewarding people for doing what they already enjoy may lead them to attribute their action to the reward. This is called

- A. cognitive dissonance.
- B. self-perception.
- C. the overjustification effect.
- D. the insufficient justification effect.

20. The major difference between the dissonance theory and the self-perception theory is that dissonance theory relies on the motivating effects of \_\_\_\_\_, while the latter does not.

- A. self-esteem
- B. strongly held beliefs
- C. self-inference
- D. tension (arousal)

21. According to the overjustification effect, reinforcements that praise people tend to \_\_\_\_\_ intrinsic motivation, and reinforcement that seeks to control people \_\_\_\_\_ intrinsic motivation.

- A. decrease; increases
- B. increase; decreases
- C. remove; instills
- D. instill; removes

1.	C	12.	B
2.	C	13.	A
3.	A	14.	C
4.	D	15.	D
5.	B	16.	C
6.	D	17.	A
7.	B	18.	D
8.	A	19.	C
9.	B	20.	D
10.	A	21.	B
11.	C		