

TOTAL ASSESSMENT GUIDE

Chapter 2

Social Cognition: How We Think About the Social World

| Topic | | Factual | Conceptual | Applied |
|--|-------------------|-----------------------------------|-----------------------|--------------------------------|
| Heuristics: How We Reduce Our Effort in Social Cognition | Multiple Choice | 1-3, 6, 10, 13, 16-17, 20, 23, 24 | 5, 7-8, 12, 19, 26-27 | 4, 9, 11, 14-15, 18, 21-22, 25 |
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| | Short Answer | 3, 5 | 1-2, 4 | |
| | Essay | | 1 | |
| Schemas: Mental Frameworks for Organizing Social Information | Multiple Choice | 29-32, 34, 36, 39, 40, 43-44 | 28, 38 | 33, 35, 37, 41-42 |
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| | Essay | | | |
| Automatic and Controlled Processing: Two Basic Modes of Social Thought | Multiple Choice | 45-47, 49-52 | 48, 53 | |
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| Potential Sources of Error in Social Cognition: Why Total Rationality is Rarer Than You Think | Multiple Choice | 54-55, 58, 63-64, 69, 73 | 60, 68, 70-72 | 56-57, 59, 61-62, 65-67, 74 |
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| Affect and Cognition: How Feelings Shape Thought and Thought Shapes Feelings | Multiple Choice | 75, 77-78, 88 | 83-85, 87, 89 | 76, 79, 80-82, 86, 90 |
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TEST BANK

CHAPTER 2: SOCIAL COGNITION: HOW WE THINK ABOUT THE SOCIAL WORLD

MULTIPLE-CHOICE QUESTIONS

1) The process during which we interpret, analyze, remember, and use information about the social world is known as _____.

- A) encoding
- B) automatic processing
- C) social cognition
- D) schemas
- E) heuristics

Answer: C

Difficulty: 1

Page Ref: 36

Type: Factual

2) Mental frameworks for organizing and processing social information are known as _____.

- A) affective states
- B) anchoring frameworks
- C) schemas
- D) heuristics
- E) cognitive loads

Answer: C

Difficulty: 1

Page Ref: 37

Type: Factual

3) High levels of stress and multiple, competing demands for our attention and abilities can reduce our mental processing capacity. These situations can lead to _____.

- A) information overload
- B) schema development
- C) the representativeness heuristic
- D) cognitive withdrawal
- E) automatic processing

Answer: A

Difficulty: 1

Page Ref: 38

Type: Factual

4) Which of the following individuals is MOST likely to experience information overload?

- A) A person who is talking on a cell phone while driving a car
- B) A person who is eating dinner while watching television
- C) A person who is singing in the shower
- D) A person who is dancing and talking at a party
- E) A person who is chatting with his wife while dressing for work

Answer: A

Difficulty: 2

Page Ref: 37-38

Type: Applied

5) One way to manage information overload is to make use of _____.

- A) mental shortcuts, such as heuristics
- B) the anchoring and adjustment stratagem
- C) automatic priming
- D) the complexity schema
- E) the planning fallacy

Answer: A

Difficulty: 2

Page Ref: 38

Type: Conceptual

6) Simple rules for making complex decisions or drawing inferences are known as _____.

- A) heuristics
- B) automaticity
- C) anchoring and adjustment
- D) schemas
- E) priming

Answer: A

Difficulty: 1

Page Ref: 38

Type: Factual

7) Heuristics exert a strong influence on our thinking in large measure because _____.

- A) they rely on our internal personal biases and unknown prejudices
- B) they are effortful processes that require an expenditure of mental energy
- C) they activate critical brain structures such as the amygdala
- D) they allow us to process more information than would otherwise be considered
- E) they reduce the mental effort needed to make judgments and decisions

Answer: E

Difficulty: 2

Page Ref: 38

Type: Conceptual

8) One of the primary reasons why heuristics are employed as a strategy to process incoming information is that they can be executed _____.

- A) rapidly
- B) with considerable self-reflection
- C) with considerable effort
- D) slowly
- E) in a methodical fashion

Answer: A

Difficulty: 1

Page Ref: 38

Type: Conceptual

9) Juanita 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 _____.

- A) non-automatic processing
- B) information overload
- C) anchoring and adjustment
- D) the representativeness heuristic
- E) information availability

Answer: B

Difficulty: 2

Page Ref: 38

Type: Applied

10) Judging individuals based on their similarity to typical members of a group is known as the _____.

- A) availability heuristic
- B) automatic priming
- C) anchoring heuristic
- D) representativeness heuristic
- E) similarity heuristic

Answer: D

Difficulty: 1

Page Ref: 38

Type: Factual

11) Amanda has lost some money she needs for next semester's tuition. While betting on red, the roulette wheel has come up with five blacks in a row. To try to get her money back, Amanda is now doubling up her bet each time on red, believing that red will come up soon. She bases her belief on the (roughly) 50/50 odds of red and black occurring over a large number of spins of the wheel. Amanda's strategy appears to be based on _____.

- A) the representativeness heuristic
- B) the advice of a successful gambler
- C) a magical thinking perspective
- D) the availability heuristic
- E) the anchoring and adjustment heuristic

Answer: A

Difficulty: 2

Page Ref: 38

Type: Applied

12) Decisions made on the basis of the representativeness heuristic may be flawed because they tend to ignore information about _____.

- A) base rates
- B) schemas
- C) rational processing schemes
- D) automatic priming
- E) the availability heuristic

Answer: A

Difficulty: 1

Page Ref: 38

Type: Conceptual

13) The frequency with which a given event or pattern occurs in the population is its _____.

- A) recency effect
- B) frequency ratio
- C) representativeness
- D) numeracy
- E) base rate

Answer: E

Difficulty: 1

Page Ref: 38

Type: Factual

14) Sabiha is left-handed, and prefers left-handed men. She is going to be introduced to Wilbur. Left-handers comprise about 10 percent of the population. She has been truthfully informed that Wilbur is either a left-handed Chinese psycholinguist or a left-handed used car salesman from the Midwestern region of the United States. If Sabiha makes good use of base rates, which of the following outcomes should she expect?

- A) Wilbur is a left-handed Chinese psycholinguist.
- B) Wilbur is a new car salesman from the Midwestern region of the U.S.
- C) She has been misinformed about Wilbur's existence as a crude statistical prank.
- D) Wilbur is a used car salesman from the Midwestern region of the U.S. who also happens to be left-handed.
- E) Wilbur is a Midwestern left-handed Chinese psycholinguist who works as a used car salesman in his spare time.

Answer: D

Difficulty: 2

Page Ref: 38

Type: Applied

15) Suppose you are telling your friend about a woman you just met. You tell your friend that this person seemed very compassionate and was interested in helping others; however, you couldn't recall whether she said she was a nurse or a businesswoman. On the basis of the _____ heuristic, your friend would probably think that she is a _____.

- A) availability; nurse
- B) availability; businesswoman
- C) representativeness; nurse
- D) representativeness; businesswoman
- E) priming; businesswoman

Answer: C

Difficulty: 2

Page Ref: 38

Type: Applied

16) _____ results when the demands on our cognitive system are greater than its capacity.

- A) Information overload
- B) Schema retrieval
- C) Social miscognition
- D) Heuristic misuse
- E) Adjustment to our mental anchors

Answer: A

Difficulty: 1

Page Ref: 38

Type: Factual

17) Those things that are easier to recall tend to have a greater impact on subsequent judgments and decisions. This fact is known as _____.

- A) automatic priming
- B) the base rate heuristic
- C) evaluative thinking
- D) the recency effect
- E) the availability heuristic

Answer: E

Difficulty: 1

Page Ref: 39-40

Type: Factual

18) Blair watches the newscast each evening, with its usual diet of fires and other accidents. She often eats at Herby's Fried Snacks, a restaurant located in a brick building, despite the fact that her eating there has resulted in bad indigestion several times. She avoids the well-respected Korean restaurant, because the Korean restaurant is in a wooden building. Blair's eating habits are probably being guided by _____.

- A) the availability heuristic
- B) an anti-Korean prejudice
- C) the anchoring and adjustment heuristic
- D) an addiction to fried snacks
- E) the representativeness heuristic

Answer: A

Difficulty: 2

Page Ref: 39-40

Type: Applied

19) When making judgments that involve emotions or feelings, we tend to rely on _____.

- A) the representativeness heuristic
- B) the ease with which we can recall relevant information
- C) the amount of relevant information we can recall
- D) automatic processing of emotional information
- E) our intuitive feelings on the topic

Answer: B

Difficulty: 1

Page Ref: 40

Type: Conceptual

20) When making judgments that involve factual information, we tend to rely on _____.

- A) the ease with which we can recall relevant information
- B) the representativeness heuristic
- C) the amount of relevant information we can recall
- D) automatic processing of factual information
- E) our intuitive feelings on the topic

Answer: C

Difficulty: 1

Page Ref: 40

Type: Factual

21) If you would like for your student government to pass a bill putting more lights along major walkways, how could you use ease of retrieval to persuade them?

- A) Ask them to generate 10 instances in which the lack of lighting led to student harm.
- B) Ask them to think of 2 instances in which the lack of lighting made them or someone they know feel fearful while walking on campus after dark.
- C) Ask them to come up with 3 good reasons not to fund the project.
- D) Have them generate 6 newspaper stories in which students were harmed on campus at night.
- E) Give them one instance in which someone was afraid walking home at night, but include many details.

Answer: B

Difficulty: 2

Page Ref: 40

Type: Applied

22) If you were a convicted defendant facing sentencing for your crime, based on anchoring and adjustment research, what would you want the judge to do before she sentenced you?

- A) Give a light sentence to another criminal for a similar crime.
- B) Give a harsh sentence to another criminal for a more severe crime.
- C) Read a treatise on the death penalty vs. life imprisonment.
- D) Roll double sixes in a lunchtime game of monopoly with her bailiff.
- E) Read a newspaper article about a crime in which the defendant received a harsh sentence.

Answer: A

Difficulty: 2

Page Ref: 41-42

Type: Applied

23) Participants in one study by Eidelman, Pattershall, and Crandall (2010) found that people preferred a product that was ____ rather than ____ due to the status quo heuristic.

- A) older; newer
- B) newer; older
- C) unique; common
- D) cheap; expensive
- E) expensive; cheap

Answer: A

Difficulty: 2

Page Ref: 42

Type: Factual

24) The tendency to use a particular number or value as a starting point to which changes are made is known as _____.

- A) the rating and sliding heuristic
- B) the anchoring and adjustment heuristic
- C) the representativeness heuristic
- D) the priming heuristic
- E) the availability heuristic

Answer: B

Difficulty: 1

Page Ref: 41

Type: Factual

25) Norman chronically buys and sells "things" on eBay. He is used to establishing an anchor in negotiating his way toward some endpoint, a sales price, an agreement about delivery time, shipping costs, whatever. The anchor for him is almost always a way of dealing with _____.

- A) others' likely business judgments
- B) knowing what the item likely sells for elsewhere
- C) uncertainty
- D) balancing likely costs with expected profit generation
- E) frequent ups and downs in the market price

Answer: C

Difficulty: 2

Page Ref: 41

Type: Applied

26) The fact that experienced courtroom judges allowed judgments from either journalists, or even random sources, to significantly influence their opinions can be explained by _____.

- A) the representativeness heuristic
- B) rating and sliding
- C) automatic modes of thought
- D) automatic priming
- E) anchoring and adjustment

Answer: E

Difficulty: 1

Page Ref: 41-42

Type: Conceptual

27) Once it is activated, the status quo heuristic may have automatic effects on behavior. This can cause individuals to _____.

- A) develop information overload and a temporarily diminished cognitive capacity
- B) behave inconsistently with the schema without realizing the stress this puts on their mental frameworks
- C) behave consistently with the schema without being aware of the reason for the behavior
- D) subconsciously reject their own behavior and modify their opinions
- E) notice information that is inconsistent with the schema more readily than consistent information

Answer: C

Difficulty: 2

Page Ref: 42

Type: Conceptual

- 28) One way that schemas influence social thought is by _____.
- A) ensuring that inconsistent information is stored in our memories and retrieved rapidly
 - B) increasing our cognitive load by activating more information from our long term memory stores
 - C) activating the availability heuristic and enabling automatic priming
 - D) acting as a filter to direct our attention towards some information and away from other information
 - E) changing to meet the demands of a changing social world

Answer: D

Difficulty: 2

Page Ref: 44

Type: Conceptual

- 29) The storing of information in memory involves the process known as _____.
- A) storage
 - B) attention
 - C) retrieval
 - D) cognitive load
 - E) encoding

Answer: E

Difficulty: 1

Page Ref: 44

Type: Factual

- 30) When you notice something and then remember it, you are involving the processes known as _____ and _____.
- A) attention; encoding
 - B) retrieval; encoding
 - C) attention; retrieval
 - D) schematic confluence; attention congruity
 - E) response tendency; response acquiescence

Answer: A

Difficulty: 2

Page Ref: 44

Type: Factual

- 31) Retrieval of information from memory is involved in social thought. When tested to see what information is more readily available from memory, individuals are more likely to respond with _____.
- A) schema-incongruent
 - B) schema-congruent
 - C) memory-impooverished
 - D) a description of the schema itself
 - E) depending on the situation, either schema-incongruent or schema-congruent

Answer: E

Difficulty: 2

Page Ref: 44

Type: Factual

- 32) The term "cognitive load" refers to _____.
- A) the strength displayed by a schema in activating memories
 - B) the amount of mental effort we are expending at a given time
 - C) the relatively rational and orderly process used in making social cognitions
 - D) the number of heuristics we are using at a given time
 - E) the automatic processing involved with the use of schemas

Answer: B

Difficulty: 1

Page Ref: 44

Type: Factual

- 33) Angelique comes to class, avidly looking forward to her professor's lecture on east Ecuadoran carpet-weaving. Instead, the professor whips out a deck of cards and starts doing close-up magic for the class.

Angelique will most likely _____.

- A) encode this as memorable information that is inconsistent with her professor schema
- B) remind herself that this is, after all, a carpet-weaving lecture
- C) revise her professor schema
- D) revise her Ecuadoran professor schema
- E) be amazed due to mood-congruent recall

Answer: A

Difficulty: 2

Page Ref: 44

Type: Applied

- 34) Schemas affect our use of stored memories by _____.

- A) making it easier to retrieve information that is consistent with the schema
- B) increasing the cognitive load on our reasoning abilities, making it more difficult to search our memories
- C) deactivating the anchoring and adjustment process whereby we make social judgments
- D) not allowing the use of memories to reduce cognitive load
- E) making the schema itself weaker and less useful in accessing such memories

Answer: A

Difficulty: 1

Page Ref: 44-45

Type: Factual

- 35) One evening, after seeing a(n) _____ at the Cineplex, you are on your way home. You drive into a store parking lot, where another driver grabs a parking place you had spotted and were waiting for. You perceive the behavior as very _____.

- A) violent movie; aggressive
- B) comedy; aggressive
- C) drama; meaningless
- D) violent movie; funny
- E) comedy; moving

Answer: A

Difficulty: 2

Page Ref: 45

Type: Applied

36) An increased availability of information due to exposure to specific stimuli is known as _____.

- A) memory enhancement
- B) the representativeness heuristic
- C) anchoring
- D) cognitive framing
- E) priming

Answer: E

Difficulty: 1

Page Ref: 45

Type: Factual

37) Which of the following individuals is exhibiting behaviors or thoughts consistent with priming?

- A) After finishing a romantic novel, Natalie passionately embraces her boyfriend and tells him how much she loves him.
- B) After watching a horror film, Jane comments on the fact that she did not find the film to be 'scary' at all.
- C) Hector, a medical school student, realizes that his sore throat is probably the sign of a mild cold and not a serious illness.
- D) Isaac, a psychology graduate student, decides to take his best friend to the hospital emergency room when he discovers that his friend has overdosed on a certain drug.
- E) George, a business student, decides that the fastest way for him to become wealthy is to start his own business while still a student.

Answer: A

Difficulty: 2

Page Ref: 45

Type: Applied

38) In a study, participants who were allowed to "express the influence of a prime," during a first task, were _____ by that prime during a second similar task.

- A) less influenced
- B) more influenced
- C) influenced at about the same level
- D) unable to complete the second task due to a strong influence
- E) so suspicious that there ceased to exist any influence at all

Answer: A

Difficulty: 1

Page Ref: 45

Type: Conceptual

39) A self-fulfilling prophecy is _____.

- A) the process by which schemas sometimes influence the social world in ways to make the world consistent with the schema
- B) the result of over-reliance on mental heuristics and memories
- C) the widespread belief in the 1920s that banks were insolvent or bankrupt
- D) the end result of having two or more schemas active in our cognitive processes at the same time
- E) a prediction that is so circular in its reasoning that it only predicts itself

Answer: A

Difficulty: 1

Page Ref: 46

Type: Factual

40) The academic performance of certain students dramatically improved when teachers were led to believe that those students were intellectually gifted, regardless of the true ability levels of the students. This result shows the importance of _____.

- A) information overload
- B) information processing and base rates
- C) hard work without the expectation of after-school help
- D) schemas and self-fulfilling prophecies
- E) the in-group phenomenon

Answer: D

Difficulty: 2

Page Ref: 46

Type: Factual

41) Elliott, a 43-year-old engineer, has volunteered to teach a group of middle-school students some hands-on engineering basics, hoping to get them oriented toward a math-science career path. Performance of the 1/3 of the group, who are girls, is lower than average. What is one likely cause for this effect?

- A) the girls have supported Elliott's belief that girls cannot perform as well as boys in engineering
- B) the girls did not engage in self-stereotyping
- C) Elliott did not call on the boys more than the girls when he asked questions in the class
- D) when one girl did well on a board problem, Elliott did not act surprised
- E) the guys were not more highly motivated to please Elliott

Answer: A

Difficulty: 2

Page Ref: 46

Type: Applied

42) Tracy encounters a member of a certain political group whose views and attributes are inconsistent with her schemas about that group. Due to a strong perseverance effect, what is the MOST likely conclusion that Tracy will make?

- A) Tracy will completely change her schema about the group.
- B) Tracy will continue to believe that most members of that group fit her schemas.
- C) Tracy will decide the member is lying about her political affiliation.
- D) Tracy will suppress conscious awareness of this conflicting information, but it will exert an influence on her behavior without her awareness.
- E) Tracy will not lose confidence in her ability to create schemas.

Answer: B

Difficulty: 2

Page Ref: 46

Type: Applied

43) Where schemas are concerned, the perseverance effect is _____.

- A) schemas' resistance to change even in light of contradictory information
- B) one way that schemas shape our social reality
- C) the cause of self-fulfilling prophecies
- D) the persistence of memories because of schemas
- E) the difficulty associated with suppressing unwanted thoughts and images

Answer: A

Difficulty: 1

Page Ref: 46

Type: Factual

44) One study primed participants with metaphors by having them recall a social situation in which they were excluded or included socially. Participants who recalled a social exclusion event felt the room was ____ than those recalling a social inclusion event.

- A) smaller
- B) larger
- C) warmer
- D) colder
- E) darker

Answer: D

Difficulty: 2

Page Ref: 47

Type: Factual

45) The automatic processing of social information involves _____.

- A) a relatively quick, effortless way of reaching conclusions
- B) combining affective state with schemas and cognitions
- C) encoding of new social information for later retrieval
- D) information overload and counterfactual thinking
- E) effortful cognitions, heuristics, and inferences

Answer: A

Difficulty: 1

Page Ref: 48

Type: Factual

46) The relatively effortful and conscious processing of social information is known as _____.

- A) controlled processing
- B) subliminal processing
- C) heuristic processing
- D) automatic processing
- E) irrational thought

Answer: A

Difficulty: 1

Page Ref: 48

Type: Factual

47) The relatively effortless processing of social information in a non-conscious and unintentional way is known as _____.

- A) supraliminal processing
- B) rational introspection
- C) automatic processing
- D) interpersonal dialog
- E) planned behavior

Answer: C

Difficulty: 1

Page Ref: 48

Type: Factual

48) The fact that we can make judgments and evaluations about different aspects of the world in either a controlled, reflective way or an automatic way suggests _____.

- A) we have several different evaluative systems that operate relatively independently of each other and generally address different aspects of the world
- B) we have only one system for evaluating the social world, but this system can be controlled or operated in two different ways
- C) our reasoning abilities can overcome most of our automatic processes if we pay attention to the judgments we are making at any particular time
- D) we have two systems for evaluating the social world which may be located in different areas of the brain
- E) we have two systems for evaluating the social world, but they generally work together so that it is difficult to distinguish between the two

Answer: D

Difficulty: 2

Page Ref: 48

Type: Conceptual

49) The area of the brain that is most clearly involved in automatic evaluations is _____.

- A) the medial prefrontal cortex
- B) the hypothalamus
- C) the pons
- D) the ventrolateral prefrontal cortex
- E) the amygdala

Answer: E

Difficulty: 1

Page Ref: 48

Type: Factual

50) The area of the brain that is most clearly involved in controlled evaluations is _____.

- A) the prefrontal cortex
- B) the amygdala
- C) the hypothalamus
- D) the left temporal lobe
- E) the pons

Answer: A

Difficulty: 1

Page Ref: 48

Type: Factual

51) In an experiment, researchers had participants unscramble words that were "rude" words (e.g., "hostile") or "polite" words (e.g., courteous). Soon after, participants were more or less likely to interrupt the experimenter (who was talking to an accomplice). This is a demonstration of _____.

- A) the occurrence of priming without conscious awareness of the priming stimulus
- B) our memory for factual information and its relationship to other information already stored in memory
- C) the effects of priming on asocial thought processes
- D) the process by which easily available information affects our judgments
- E) exposure to subliminal stimuli

Answer: A

Difficulty: 2

Page Ref: 48-49

Type: Factual

52) One type of schema that can be activated non-consciously and automatically by physical features associated with a particular group is known as _____.

- A) a primed framework
- B) a representativeness heuristic
- C) a physical schema
- D) a social cognition
- E) a stereotype

Answer: E

Difficulty: 1

Page Ref: 49

Type: Factual

53) Automatic mental processes have the positive effect of _____.

- A) increasing the effort needed for understanding the social world
- B) focusing on information that may be useful at some future time
- C) priming our memories for related situations or events
- D) reducing the level of bias in our judgments and decisions
- E) reducing the effort needed for understanding the social world

Answer: E

Difficulty: 1

Page Ref: 50-51

Type: Conceptual

54) The tendency displayed by many people to expect things to turn out well in the long run is known as _____.

- A) logical positivism
- B) the pessimism bias
- C) the negativity bias
- D) the optimism bias
- E) the positivism predisposition

Answer: D

Difficulty: 1

Page Ref: 52-53

Type: Factual

55) Social thought is not always completely rational because _____.

- A) rational thought cannot completely overcome the effects of unpleasant memories
- B) social thought is never automatic and heuristic
- C) thinking about the social world often puts demands on limited cognitive resources
- D) base rates are always relied upon
- E) social thought never involves emotional states, a source of rationality

Answer: C

Difficulty: 2

Page Ref: 52-53

Type: Factual

56) Five students are preparing to take a mid-term exam in Political Science. Going in to the exam who would be most likely to suffer from the overconfidence barrier?

- A) This is Ronald's first political science course and first semester of college.
- B) Greg is a junior and a political science major.
- C) Linda is a straight "A" student who is in her 7th year of college.
- D) Hope is a graduate student taking the course for "fun."
- E) Michele is a sophomore who hasn't missed a class and thinks the professor is interesting.

Answer: A

Difficulty: 2

Page Ref: 53

Type: Applied

57) Despite the fact that Lance has had to overcome many obstacles in his life and that things don't always turn out the way he wants them to, Lance still thinks that his future is very bright and that things will turn out for the best in the long run. This is an example of _____.

- A) counterfactual thinking
- B) the negativity bias
- C) the optimistic bias
- D) the narrative mode of thought
- E) automatic priming

Answer: C

Difficulty: 1

Page Ref: 53

Type: Applied

58) The tendency for people to believe they can accomplish more in a given period of time than they can actually accomplish is known as _____.

- A) the planning fallacy
- B) the narrative mode of thought
- C) the Buehler effect
- D) the future orientation
- E) defensive optimism

Answer: A

Difficulty: 2

Page Ref: 54

Type: Factual

59) In thinking about a major assignment that is due in one week, Jacey focuses on the tasks to be accomplished and how she thinks she will approach each task. She does not spend much time thinking about how long similar tasks have taken her in the past. As a result, Jacey is likely to underestimate the amount of time needed for the assignment. This is probably because Jacey has _____.

- A) fallen prey to the negativity bias
- B) activated an inappropriate schema
- C) engaged in magical thinking
- D) entered a planning or narrative mode of thought
- E) never attempted a similar type of assignment in the past

Answer: D

Difficulty: 2

Page Ref: 54 - 56

Type: Applied

- 60) People frequently fall prey to the planning fallacy because _____.
- A) they tend to assume an external locus of control when they are successful
 - B) they tend to try to plan for too many contingencies that may never arise
 - C) they tend to engage in magical thinking when contemplating future tasks
 - D) they focus more strongly on the past than on the future
 - E) when planning a task, they focus more strongly on the future than on the past

Answer: E

Difficulty: 1

Page Ref: 54 - 56

Type: Conceptual

- 61) During finals week, Jonah tells his friend that he'll be able to write four term papers over the next few days. Jonah is shocked and upset when he is barely able to complete two of these four papers. Jonah's behavior is consistent with _____.

- A) counterfactual thinking
- B) the pessimistic bias
- C) the negativity bias
- D) the planning fallacy
- E) the brace for loss effect

Answer: D

Difficulty: 1

Page Ref: 54 - 56

Type: Applied

- 62) Molly and Emily are members of a girls' basketball team who are responsible for helping to organize fundraising efforts for their team. Molly is extremely motivated to complete this task; in contrast, Emily only shows a mild interest in completing the required task. Which of the following statements BEST summarizes the likelihood that Molly and Emily will complete their tasks?

- A) Molly's motivation will likely cause her to predict that she will finish her task quickly; however, this will have no effect on whether she actually completes her task quicker than Emily.
- B) Molly will definitely complete the task in a prompt manner due to her high level of motivation; Emily might not complete the task at all due to her lack of motivation.
- C) Molly's level of motivation should not have any effect on how she thinks about proceeding with this task; consequently, Molly and Emily should complete the task at about the same time.
- D) Molly's motivation will probably cause her to become overly optimistic which, in turn, will cause her to not complete the task at all; Emily's lack of motivation will likely cause her to complete the task, surprising even herself.
- E) Molly's motivation will probably cause her to become overly optimistic which, in turn, will cause her to not complete the task at all; similarly, Emily might not complete the task at all due to her lack of motivation.

Answer: A

Difficulty: 3

Page Ref: 54 - 56

Type: Applied

63) Research by Sweeny and Shepperd (2010) had students predicting their grades and measured their emotions during the prediction and after the actual grades were known. Their findings indicate:

A) Optimistic students remained positive and upbeat even when their actual scores were lower than they had predicted.

B) Pessimistic students felt good about their accurate predictions and even showed positive emotions when predicting their own poor performance.

C) Optimistic students reported more positive emotions when making their predictions and also felt much worse when their actual scores were lower than their predictions.

D) Pessimistic students reported more negative emotions throughout regardless of their scores indicating that their attitude is not impacted by performance.

E) Realistic students were the most positive, both when making predictions and viewing their grades, because their accuracy provided an emotional boost.

Answer: C

Difficulty: 2

Page Ref: 54

Type: Factual

64) The tendency to imagine outcomes in a situation other than what actually occurred is known as _____.

A) magical thinking

B) counterfactual thinking

C) reminiscence thinking

D) mitigation thinking

E) counterintuitive thinking

Answer: B

Difficulty: 1

Page Ref: 56

Type: Factual

65) Andrew saw a TV commercial for a new video game that he had been wanting. The game was on sale for 50% off, but the store was set to close in two hours. Andrew was fifteen minutes late getting to the store and missed the sale. To ease his distress about missing the sale, Andrew reasoned that he never really had a chance to get to the store before it closed because traffic was too heavy, even though he could have taken a different, quicker route. This is an example of _____.

A) affective shifting

B) contra-affective cognition

C) affective heuristics

D) wishful thinking

E) counterfactual thinking

Answer: E

Difficulty: 2

Page Ref: 56-57

Type: Applied

66) Bob tends to wait until the "last minute" to buy Christmas gifts. Unfortunately, this year, by the time he tried to purchase a gift for his wife, the store had closed. He convinced himself that everything in the store was overpriced anyway, so he decided to make a gift for his wife himself. Arguably, Bob is using a type of _____ in order to convince himself that he "never had a chance" to purchase the gift.

- A) magical thinking
- B) mood congruent memory
- C) moderating variables
- D) counterfactual thinking
- E) thought suppression

Answer: D

Difficulty: 2

Page Ref: 56-57

Type: Applied

67) Gabriel and Jim were involved in a car accident and they both suffered a broken bone. Gabriel told Jim, "Hey at least we only broke a few bones – we could've died!" Jim's response to Gabriel was "Yes, but I'm now thinking about how I can be a better driver so that I never get in an accident again." Gabriel's statement reflects a(n) _____ counterfactual and Jim's response reflects a(n) _____ counterfactual.

- A) lateral; lateral
- B) downward; upward
- C) upward; downward
- D) upward; upward
- E) downward; downward

Answer: B

Difficulty: 2

Page Ref: 56-57

Type: Applied

68) One adaptive purpose served by counterfactual thinking is to _____.

- A) decrease the positive affect associated with success
- B) postulate "what if" scenarios to aid in committing the planning fallacy
- C) increase the negative affect associated with failure
- D) decrease motivation to work harder towards our goals
- E) make disappointments and tragedies more bearable

Answer: E

Difficulty: 1

Page Ref: 57

Type: Conceptual

69) When individuals mentally compare their current outcomes with more favorable possible outcomes, they are engaging in _____.

- A) downward counterfactuals
- B) upward counterfactuals
- C) motivating counterfactuals
- D) dissatisfaction counterfactuals
- E) mitigating counterfactuals

Answer: B

Difficulty: 1

Page Ref: 57

Type: Factual

70) Magical thinking _____.

- A) makes compelling assumptions that are not completely rational
- B) is the end result of using heuristics
- C) can be caused by inappropriate priming
- D) makes rational assumptions appear to be compelling
- E) is governed by the laws of physics

Answer: A

Difficulty: 1

Page Ref: 57-58

Type: Conceptual

71) When people engage in magical thinking, they tend to _____.

- A) resist suggestions to suppress unwanted thoughts
- B) experience mood congruence effects very strongly
- C) overuse the representativeness heuristic
- D) make compelling assumptions that are not rational
- E) create or notice self-fulfilling prophecies

Answer: D

Difficulty: 1

Page Ref: 57-58

Type: Conceptual

72) On September 11, 2001, the World Trade Center and the Pentagon were attacked by terrorists. Suppose, on that day, Pedro said to his friend, "I can't believe it! For a long time I thought there'd be a serious attack on the United States, and it just happened!" The principle of magical thinking that this would illustrate is _____.

- A) the principle that thinking about an event can make it happen
- B) failure to consider moderating variables
- C) thought suppression
- D) the law of contagion
- E) the law of similarity

Answer: A

Difficulty: 2

Page Ref: 58

Type: Conceptual

73) The law of similarity suggests that _____.

- A) things that resemble each other also share other basic properties
- B) similarities in two individuals' thought processes will cause them to physically resemble each other over time
- C) some stereotypes may be relatively accurate
- D) similarity in origins usually leads to similarity in outcomes
- E) things that share fundamental basic properties must also resemble each other

Answer: A

Difficulty: 1

Page Ref: 58

Type: Factual

74) Greg has just stopped his car to allow a funeral procession to pass by. The cars in the procession all have stickers from his alma mater and are similar to the car he is driving. At this point he realizes that he too will certainly die at some point. Based on the concept of terror management which of the following is Greg likely to do next?

- A) Buy funeral insurance
- B) Commit suicide
- C) Reconfirm his belief in supernatural powers
- D) Begin to eat healthier
- E) Become an atheist

Answer: C

Difficulty: 3

Page Ref: 58

Type: Applied

75) Affect includes _____.

- A) our anticipated emotions and thoughts
- B) the ways we process, store, and use information
- C) current emotions and moods
- D) the interaction between moods and thoughts
- E) memories of past moods associated with a given situation

Answer: C

Difficulty: 1

Page Ref: 59

Type: Factual

76) Shortly before being interviewed for a job she really wants, Meredith finds that the Human Resources Director was involved in a minor traffic accident during lunch. Should Meredith be concerned that the traffic accident may have a negative influence on the outcomes of the job interview?

- A) Yes – research indicates that even experienced interviewers are influenced by their current moods.
- B) Maybe – it depends on how much experience the Director has in interviewing job applicants.
- C) No – other factors, such as the strength of the applicants who have already been interviewed will strongly outweigh any lingering effect of the Director's mood.
- D) Yes – but only if Meredith mentions the accident in a way that accentuates the Director's presumed bad mood.
- E) No – research indicates that experienced interviewers are not influenced by accident-related current moods.

Answer: A

Difficulty: 3

Page Ref: 60

Type: Applied

77) We tend to remember facts and other information better when we are in the same mood as we were in when we learned the information. This is known as _____.

- A) affective state determined retrieval
- B) mood dependent memory
- C) the Ebbinghaus effect
- D) the mood congruence effect
- E) affect-cognition feedback

Answer: B

Difficulty: 2

Page Ref: 60

Type: Factual

78) Information that is consistent with our current affective state is more easily retrieved than is information that is inconsistent with our current affect. This is known as _____.

- A) the mood congruence effect
- B) affective state determined retrieval
- C) affect-cognition feedback
- D) the Ebbinghaus effect
- E) mood dependent memory

Answer: A

Difficulty: 1

Page Ref: 60

Type: Factual

79) Jack recently had a job interview that seemed to go exceedingly well by all objective standards. However, Jack noted that his interviewer seemed to be in a bad mood that day. To what extent should Jack be concerned about the latter piece of information?

- A) He should be aware that he will likely be viewed less favorably by the interviewer than if the interviewer was in a good mood.
- B) He should be very concerned about the interviewer's bad mood unless something happened immediately after the interview to improve the interviewer's mood.
- C) He should assume there is virtually no chance he will be offered the position due to the interviewer's negative mood.
- D) He should not be concerned at all since the interviewer's mood should have no bearing on how he or she evaluates Jack.
- E) He should feel encouraged about his job prospects since the interviewer's bad mood will prompt him or her to give Jack the benefit of the doubt.

Answer: A

Difficulty: 2

Page Ref: 60

Type: Applied

80) Ralph has been severely depressed for about six months and has difficulty remembering when he was not depressed. He is illustrating the effects of _____.

- A) mood-congruent memory
- B) mood-assimilation memory
- C) mood-related memory
- D) mood-discongruency memory
- E) mood-dependent memory

Answer: E

Difficulty: 1

Page Ref: 60

Type: Applied

81) Jason is undergoing treatment for depression. His therapist has encouraged Jason to remember as many details as possible about times when Jason was not feeling depressed. Jason is having difficulties remembering a time when he was not depressed. This is probably because of the effects of _____.

- A) mood dependent memories
- B) information evoked memories
- C) inappropriate retrieval cues
- D) depression suppressing pleasant memories
- E) faulty cognitive processes

Answer: A

Difficulty: 1

Page Ref: 60

Type: Applied

82) Sarah supervises a work group of six colleagues in an advertising agency. Recently, the creativity of her work group has not been as high as it should be. To help boost the group's creativity, and keeping in mind the effects of mood on cognition, Sarah might _____.

- A) speak to each member privately about performance issues
- B) ask the group to remember what they were doing the last time they were highly creative
- C) take steps to put her group's members in a happier mood during work hours
- D) promise a bonus or reward for higher levels of creativity
- E) remind the group that creativity is an important aspect of their job

Answer: C

Difficulty: 2

Page Ref: 60

Type: Applied

83) Ben is overjoyed by the fact that he received a scholarship to go to law school. As a result of his general positive and happy mood he would be MOST likely to show _____.

- A) an increased level of compassion
- B) a decrease in aggressiveness
- C) an increase in depression
- D) an increase in creativity
- E) an excessively high sense of self-worth

Answer: D

Difficulty: 1

Page Ref: 60

Type: Conceptual

84) Zoë is in a fairly good mood. Consequently, we should expect her to show a(n) _____ in her use of _____.

- A) increase; heuristics
- B) increase; effortful cognitive processing
- C) decrease; thought suppression
- D) decrease; heuristics
- E) increase; thought suppression

Answer: A

Difficulty: 2

Page Ref: 61

Type: Conceptual

85) People are more easily influenced by others when they are in a positive mood. In part, this is because positive affect _____.

- A) encourages attributions of positive motivations for others' behaviors
- B) decreases our reliance on stereotypes
- C) increases our information processing capacity
- D) increases our motivation to process information
- E) increases our ability and willingness to pay attention

Answer: A

Difficulty: 1

Page Ref: 61

Type: Conceptual

86) Two drivers on a highway are cut off by a third driver. The first driver is startled but shrugs, thinking, "that other driver was careless, but I don't think he noticed me." The second driver is furious, thinking, "that other driver deliberately tried to run me off the road." This scenario MOST clearly illustrates how _____.

- A) mood influences affect and arousal
- B) affect influences arousal
- C) cognition influences affect
- D) affect influences cognition
- E) arousal influences affect

Answer: C

Difficulty: 1

Page Ref: 61

Type: Applied

87) People often forecast that they will feel _____ when reading about a large-scale tragedy compared to a smaller tragedy. However, findings indicate that people who actually read about such tragedies _____.

- A) worse; feel the same regardless of the size of the tragedy
- B) more overwhelmed; felt worse about the smaller tragedy
- C) less concerned; feel the same regardless of the size of the tragedy
- D) more anonymous; felt worse about the larger tragedy
- E) helpless; felt more empathy for the smaller tragedy's victims

Answer: A

Difficulty: 1

Page Ref: 62

Type: Conceptual

88) We often use our _____ to regulate our feelings. That is, we may _____ to yield to temptation in order to improve our mood.

- A) thoughts; consciously choose
- B) behaviors; allow our friends to induce us
- C) thoughts; be led unconsciously
- D) unmet needs; allow out-of-control thoughts to cause us
- E) feelings of low self-esteem; feel bad enough

Answer: A

Difficulty: 2

Page Ref: 63 - 64

Type: Factual

89) The limbic region of the brain is most active when

- A) contemplating a future pay-off (\$30 in two weeks).
- B) contemplating a long term investment (stock in a new company that is not projected to turn a profit until its second year).
- C) remembering a past problem that was solved through thought and logic.
- D) receiving an immediate cash award (\$10 cash now).
- E) attempting to create a series of math questions for a high school math class.

Answer: D

Difficulty: 1

Page Ref: 64

Type: Conceptual

90) Bob and Joe are given the task of dividing \$10 between them. Bob initially makes an offer to divide the money such that he takes \$7 for himself and gives Joe \$3. If you were looking at an MRI scan of Joe's brain, what would you see?

- A) No activity in the limbic system as this is clearly a rational task.
- B) Activity in the limbic system, but little activity anywhere else.
- C) Activity in both the limbic system and the dorsolateral prefrontal cortex because both emotion and rationality are involved.
- D) Activity only in the dorsolateral prefrontal cortex.
- E) Bob's MRI scan would be more informative than Joe's to understand how Joe will react.

Answer: C

Difficulty: 2

Page Ref: 64

Type: Applied

FILL-IN-THE-BLANK QUESTIONS

1) The ways in which we interpret, analyze, remember, and use information about the social world is known as _____.

Answer: social cognition

Difficulty: 1

Page Ref: 36

Type: Factual

2) Schemas – our mental frameworks for organizing information about the world – sometimes _____ us from noticing important details about our situation.

Answer: prevent

Difficulty: 2

Page Ref: 37

Type: Conceptual

3) _____ are simple rules for making decisions rapidly. As such, these rules occasionally cause us to make poor choices.

Answer: Heuristics

Difficulty: 1

Page Ref: 37

Type: Factual

4) The _____ heuristic would suggest the following personal rule of thumb: "The more similar an individual is to typical members of a group, the more likely that individual is also a member of that group, regardless of base rates."

Answer: representativeness

Difficulty: 2

Page Ref: 38

Type: Factual

5) In general, information that is _____ to remember has a stronger effect on our thinking. This is known as the availability heuristic.

Answer: easier

Difficulty: 1

Page Ref: 39 - 40

Type: Conceptual

6) Many used car salesmen believe the asking price for a car should be significantly higher than the car's actual value. They will then adjust the price downwards for an interested customer. This practice represents one application of the _____ heuristic.

Answer: anchoring and adjustment

Difficulty: 2

Page Ref: 41 – 42

Type: Applied

7) Increasing the accessibility of a schema by exposing an individual to a specific stimulus is known as _____.

Answer: priming

Difficulty: 1

Page Ref: 45

Type: Factual

8) In an experiment, priming of the rudeness trait resulted in participants being more willing to _____ an experimenter who was in the midst of a conversation than did priming of the politeness trait.

Answer: interrupt

Difficulty: 1

Page Ref: 48 - 49

Type: Factual

9) The _____ is the part of the brain that is directly involved in simple automatic evaluative judgments.

Answer: amygdala

Difficulty: 2

Page Ref: 48

Type: Factual

10) Our tendency to believe we can accomplish more in a given amount of time than we really can is known as the _____.

Answer: planning fallacy

Difficulty: 1

Page Ref: 54

Type: Factual

11) The mood _____ effect suggests that we will remember information that is consistent with our current moods.

Answer: congruence

Difficulty: 1

Page Ref: 60

Type: Factual

SHORT ANSWER QUESTIONS

1) Describe the impact of schemas on memory. Explain how this may influence social thought.

Answer:

Schemas act as a filter in that they call our attention to some information and away from other information. This ensures that information that is consistent with our schemas is more likely to enter the memory system. Inconsistent information may be remembered, but will be marked with a "tag" to indicate that it is exceptional information. Next, schemas may guide our recall of information and the use of remembered information. Research suggests that information that is consistent with our schemas is more easily recalled and used than is information that is inconsistent with our schemas. These effects are more pronounced with well-developed schemas and when individuals are facing a heavy cognitive load. The effect of schemas on memory may influence social thought directly by influencing the memories we record and retrieve and indirectly by creating self-fulfilling prophecies.

Difficulty: 1

Page Ref: 36 - 38

Type: Conceptual

2) Briefly describe the representativeness heuristic and explain how it is related to the idea of base rates.

Answer:

The representativeness heuristic states that the more similar an individual is to the typical members of a group, the more likely the individual is to also be a member of that group. Base rates are the frequency of the occurrence of a given pattern or event in the population. When we use the representativeness heuristic, we typically ignore base rates in deciding whether or not a particular individual is likely to be a member of a particular group.

Difficulty: 2

Page Ref: 38 - 39

Type: Conceptual

3) Research examining the representativeness heuristic has demonstrated that there may be cultural differences when people are asked to consider causal factors. What are these differences and how might they impact international negotiations on global issues?

Answer:

Findings suggest that Asian (Chinese) individuals may take more factors into account when considering causal events. For example, when asked about the source of global warming Asian individuals may include a wide array of reasons that this is occurring. However, westerners (Canadians) may have a more limited scope of factors that they consider to be causally linked to global warming. This can create conflict when there is a need to create a policy to address an issue such as global warming. Asian individuals may prefer a policy that addresses many causal factors, while a westerner may prefer to focus only on a few "big" causes to address the problem.

Difficulty: 2

Page Ref: 39

Type: Factual

4) Briefly describe how the availability heuristic affects our judgments or decisions. This heuristic appears to be used for two different kinds of judgments. What two "rules" are to be found in our use of the availability heuristic and for what two kinds of judgments are they likely to be used?

Answer:

The availability heuristic is a cognitive rule of thumb that is based on the ease of bringing information to mind. If something is easier to bring to mind, then we think that it must be important or diagnostic, and that we should use it to make a judgment or decision. But ease of use is not the only way in which this heuristic is employed. We are more likely to use the ease-of-use rule for judgments involving feelings, whereas we tend to rely more on an "amount-of-info" rule when our judgment or decision is being based on information or facts.

Difficulty: 2

Page Ref: 39 - 41

Type: Conceptual

5) Describe the study in which German judges were asked to make a decision about appropriate sentences for wrong-doers. After reading about the case, judges received either harsh or more lenient recommendations from either a journalist, a random roll of the dice, or a seasoned prosecutor. What did the study show? What key heuristic did it powerfully (and worryingly) illustrate? What reason can you give for why the recommendations were so powerful?

Answer:

These seasoned professionals received info about a court case, as well as sentencing recommendations that were either harsh or lenient. The bottom line is that the professionals were unable to resist using the recommendations as an anchor when they were attempting to arrive at a sentencing decision. That is, when the anchor was lenient, they arrived on average at a more lenient sentence, whereas the converse was true for harsh anchors. This was true even when the recommendation was utterly random (a roll of the dice). Recommendations of this sort exerted a powerful effect because, even though judges made adjustments to the anchor, the adjustments were not sufficient to "pull far enough away" from the anchor.

Difficulty: 3

Page Ref: 41 - 42

Type: Factual

6) Explain the difference between automatic processing and controlled processing of information.

Answer:

Automatic processing of information is nonconscious, unintentional, and involuntary. It requires relatively little effort on our part. Controlled processing, on the other hand, requires greater effort and is conscious. Beyond that, automatic processing frequently relies more heavily on schemas and heuristics, while controlled processing tends to rely more heavily on rational thinking and logical processes.

Difficulty: 1

Page Ref: 48

Type: Conceptual

7) Explain the distinction between how a prime might trigger schema-consistent behavior and how a prime might trigger a preparation to interact with a person from a particular group. How did Cesario, Plaks, and Higgins (2006) examine this experimentally?

Answer:

Cesario, et al., (2006) provided participants with photos of men that were labeled as “gay” or “straight” with an exposure of 11ms which is well below conscious awareness of the stimuli. During the exposure trials, the computers would malfunction and the program would instruct the participant to seek out the experimenter. The male experimenter then acted in a hostile manner and the experimenters measured whether the participants with negative attitudes toward gay men would respond in a more hostile manner than those who had seen only straight men or participants who had positive attitudes. Their findings suggest that being primed with “gay” labeled photos did not activate a stereotype of gay men as passive/non-aggressive but rather activated an expectation of interaction with a disliked group which led to more hostility toward a hostile experimenter. Thus primes may not only bring to mind stereotype content and valence, but if the prime is associated with individuals or groups may lead people to prepare to interact with those people. If the group is disliked, then this could lead to more hostile interactions, but it is also potentially the case that priming a liked group would lead to more favorable interactions.

Difficulty: 3

Page Ref: 49

Type: Conceptual

8) Explain how counterfactual thinking can lead to either greater satisfaction or greater dissatisfaction with current outcomes.

Answer:

Counterfactual thinking involves our imagining alternative possible situations and outcomes. If a person imagines an upward counterfactual, she or he is engaged in the process of comparing a current outcome with a more favorable one. Such upward counterfactual thinking can lead to increased dissatisfaction with current reality. If a person imagines a downward counterfactual, she or he is engaged in the process of comparing a current outcome with a less favorable one. Downward counterfactual thinking can lead to increased satisfaction with current reality.

Difficulty: 2

Page Ref: 56 – 57

Type: Conceptual

9) Describe what is meant by mood dependent memory, and give an example.

Answer:

Mood dependent memories are memories that are influenced by our moods. That is, mood may serve as a retrieval cue, making it easier to retrieve memories when we are in the same mood as we were when the memories were first stored. If I remember a particular research talk when I was in a good mood, I'm more likely to remember that research talk when I am in a similarly good mood.

Difficulty: 1

Page Ref: 60 - 61

Type: Conceptual

10) What are ways in which cognition has an influence on affect? How do we know what we are feeling? In other words, what role does cognition play in regulating affect? Describe a key study by Schachter that talks about the use of distraction.

Answer:

According to Schachter, we don't automatically know our own feelings. Rather we may need to infer them from whatever indicators we have available. That is, if we are aroused by, for example, exercise, we may confuse our arousal with a romantic attraction for another person. Another influence of cognition on affect is when we regulate our feelings. In one study, participants were put into a bad mood. Participants were told they would be able to manage their feelings or were told their feelings were "frozen," and then were given distracting (attractive) materials or boring materials. Those in the "able to manage" condition who were given the option of attractive materials, very quickly engaged them in attempting to distract themselves from unpleasant feelings. Thus, cognition may be useful in preventing bad feelings.

Difficulty: 3

Page Ref: 61 -64

Type: Conceptual

ESSAY QUESTIONS

1) Discuss schemas, their influence on memories, and how they may lead to self-fulfilling prophecies.

Answer:

Answers should include the following points:

- 1) Schemas are mental structures that help us to organize and process information
- 2) Schemas influence memories directly by:
 - directing attention
 - selective encoding
 - selective retrieval and reporting
- 3) Schemas are more likely to be used during times of high cognitive load
- 4) Schemas may lead us to interact with others in such a way as to create self-fulfilling prophecies.

They may do this by influencing

- our expectations of others
- our interpretation of others' behaviors
- our behaviors

Difficulty: 2

Page Ref: 37 - 46

Type: Conceptual

2) Automatic processing appears to have both positive and negative features. That is, it may make us vulnerable to influence in ways that might detract from the best outcomes. On the other hand, it might provide some special advantages. The best answer will very briefly describe negative aspects in terms of the interruption study and the elderly study, while the poster study may demonstrate positive aspects.

Answer:

On the negative side, automatic processing allows for the influence of primes. In one study, a rudeness prime (vs. a politeness prime) resulted in participants being more likely to interrupt an experimenter. In another study, participants were primed (or not) with an elderly stereotype. Participants primed with the stereotype actually walked more slowly down a hallway at the end of the study. It is certainly a bit uncomfortable to imagine that such an influence could so easily be brought to bear without one's conscious knowledge, particularly if it involved a stereotype of a minority group. On the positive side, it appears that that some automatic processing is helpful. Participants indicated their preference for a poster based on an "immediate" exposure, a conscious exposure, or an exposure in which they did some anagrams after having seen some posters, but before they made their choice. The unconscious anagram condition resulted in them choosing posters that they ended up being most satisfied with. Thus, automatic processing (compared to conscious deliberation) may, in some cases, lead us to making judgments that are, in the long run, the best ones for us.

Difficulty: 3

Page Ref: 48 - 50

Type: Conceptual

3) Discuss how automatic processing and controlled processing are independent and how and when they are connected.

Answer:

Answers might include a variety of approaches, but key concepts should include:

- 1) The two modes of social thought work together when:
 - a. affective responses which are automatic impact how our controlled processes consider information.
 - b. Mood dependent memory
 - c. Mood congruence
 - d. when the limbic system and prefrontal cortex are both active there is likely processing occurring that is both automatic and controlled (e.g., unfair division of resources).
- 2) Automatic processing might operate relatively independently
 - a. through priming effects
 - b. through mood effects in which we are unaware of the impact of these factors on our behaviors.
 - c. under stress or cognitive load
 - d. when we are presented with too many choices information overload
- 3) Systematic processing might operate relatively independently when we have a decision to make that requires rational thought, we have adequate motivation, and cognitive load is low.
- 4) These various possibilities would be best explored using MRI techniques to determine when the limbic system is active and when the prefrontal cortex is active to determine which type of processing might be applicable or when the two might co-occur.

Difficulty: 2

Page Ref: 48-60

Type: Conceptual

4) Discuss some of the ways that affective state influences cognitive processing and some of the ways that cognitions influence affect.

Answer:

Answers should include the following points:

- 1) Current moods (affect) can cause us to react either positively or negatively to current stimuli.
- 2) Affect can cause greater or lesser reliance on heuristic or controlled thought processes. Positive moods tend to increase our use of heuristics and stereotypes; negative moods tend to increase our efforts to use controlled processes.
- 3) Affect can directly influence memory through either mood dependent memory or mood congruence effects.
- 4) Affect influences creativity and can influence judgments even when we consciously try to ignore it.
- 5) Cognitive processes influence affective states by allowing us to interpret emotional events either positively or negatively.
- 6) Cognition allows us to activate schemas that contain strong affective components.
- 7) Cognitive efforts to directly or indirectly influence our current affective state may make use of counterfactual thinking, and we may “yield to temptation” in order to modify our affective state briefly.

Difficulty: 2

Page Ref: 59 - 64

Type: Conceptual

MYPSYCHLAB FEATURE ESSAY QUESTION

1) From MyPsychLab WATCH: "Attention Test"

(To access this asset go to MyPsychLab and click on "Course Documents." Under the heading "Index of Multimedia," click on the "here" link. Select Chapter 2, Social Cognition: How We Think About the Social World, and click on "Find Now." For the Chapter 2 items, click on the "Watch" item called "Attention Test")

In this clip, some people are throwing around a basketball on the court. Please explain what happened in the clip. How does what happened relate to what we pay attention to? That is, what does the clip say about schemas?

Answer:

In the video clip, while the people are doing the basketball exercise, a woman walks through the group of players very slowly, carrying an umbrella. Many people do not see the woman walking through the middle of the players because they do not expect her to be there. She is out of place and is not part of any basketball workout schema. Thus, it is possible to be looking right at her and not see her.

Difficulty: 2

Type: Applied