CHAPTER 1: HISTORY, METHODS AND APPROACHES

1. *\_\_\_\_\_\_* are conscious, deliberative and controllable, and are usually captured by traditional measures in which participants report how positive or negative their attitudes, feelings or stereotypes are towards members of another group.
2. Explicit attitudes
3. Implicit attitudes
4. Dependent attitudes
5. Surveys

CORRECT = A

1. *\_\_\_\_\_\_* are attitudes that are unintentionally activated by the mere presence (actual or symbolic) of an attitude object.
2. Explicit attitudes
3. Implicit attitudes
4. Dependent attitudes
5. Surveys

CORRECT = B

1. Implicit attitudes are thought to develop through:
2. reasoned action
3. spontaneous action
4. repeated pairings
5. spontaneous pairings

CORRECT = C

1. A technique used to measure implicit attitudes is:
2. the MGP
3. the ITA
4. the MTP
5. the IAT

CORRECT = D

1. An experiment must include:
2. a table and chairs
3. a computer
4. a questionnaire
5. none of the above

CORRECT = D

1. Experiments are high on internal validity because:
2. the conditions can be replicated by other experimenters
3. they involve an independent as well as dependent variable
4. they involve numeric observations that can be statistically analysed
5. they are carried out inside laboratories.

CORRECT = D

1. Experiments lack \_\_\_\_\_\_\_ .
2. Internal validity
3. Confounding variables
4. Numerical accuracy
5. External validity
6. Demand characteristics can lead to:
7. the participant guessing the experiment's purpose
8. an experiment being confounded by experimenter expectations
9. the experiment being too demanding
10. none of the above

CORRECT = A

1. \_\_\_\_\_\_ is a problem for field studies.
2. Demand characteristics
3. Low internal validity
4. Low external validity
5. Experimenter effects

CORRECT = B

1. Forms of qualitative data collection include:
2. structured interviews
3. semi-structured interviews
4. focus groups
5. all of the above

CORRECT = B

1. \_\_\_\_\_\_ is an approach that entails collecting data that aims to develop theory about systems of meaning in different cultures).
2. Ethnographic research
3. Semi-structured interviews
4. Grounded theory
5. Critical social psychology

CORRECT = A

1. An example of critical social psychology is:
2. social identity theory
3. ethnographic theory
4. discursive psychology
5. sociological psychology

CORRECT = C

1. \_\_\_\_\_\_ allow you maximum control over other variables.
2. Field experiments
3. Laboratory experiments
4. Correlational research
5. Case studies

CORRECT = B

1. \_\_\_\_\_\_ maximise internal validity?
2. Field experiments
3. Laboratory experiments
4. Correlational research
5. Case studies

CORRECT = B

1. \_\_\_\_\_\_\_ involve examining the effect of a manipulated variable on a dependent variable.
2. Field experiments
3. Laboratory experiments
4. Correlational studies
5. Case studies

CORRECT = B

1. \_\_\_\_\_\_\_ enables one to reduce the possible influence of demand characteristics.
2. Double-blind procedures
3. Deception
4. The minimal group paradigm
5. All of the above

CORRECT = B

1. If deception is used, the experimenter must make sure that:
2. participants are fully debriefed at the end of the study
3. the deception causes no physical nor psychological harm
4. informed consent has been obtained prior to the commencement of the study
5. all of the above

CORRECT = D

1. \_\_\_\_\_\_\_ involve measuring the relationship between one variable and another.
2. Field experiments
3. Laboratory experiments
4. Correlational studies
5. Case studies

CORRECT = C

1. Which of the following employ quantitative methods:
2. field experiments
3. laboratory experiments
4. correlational research
5. case studies

CORRECT = A

1. Which of the following employ qualitative methods?
2. field experiments
3. laboratory experiments
4. discourse analysis
5. all of the above

CORRECT = C