



JULIUS NYERERE SCHOOL OF SOCIAL SCIENCES

DEPARTMENT OF PSYCHOLOGY

BACHELOR OF SCIENCE HONOURS DEGREE IN PSYCHOLOGY

LEVEL 1 SEMESTER 1

EXAMINATION QUESTION PAPER

MODULE CODE : PSYH112/SOCH123/SSWH121
MODULE NARRATION : INTRODUCTION TO SOCIAL PSYCHOLOGY
DATE : 2024
DURATION : 2 HOURS

INSTRUCTIONS TO CANDIDATES:

- 1. Answer all questions in sections A and B.**
- 2. Answer one question from section C.**

1. According to the halo effect, attractive people in individualistic cultures are thought to be _____, while attractive people in collectivistic cultures are thought to be _____.
 A. more dominant; more empathetic B. more intelligent; more emotional
 C. less dominant; less empathetic D. less altruistic; more altruistic.
2. -----is the process of making inferences about behavior.
 A. Proxemics B. Cohesiveness C. Attribution D. Stating
3. Research on testosterone and width-to-height ratio in the faces of men shows that more aggression is seen in men who have _____ faces.
 A. long B. short C. thin D. wide.
4. Children with the highest self-esteem are brought up by parents who are ____
 A. Authoritative B. Demanding. C. Responsive. D. Authoritarian.
5. People who are lower in self-esteem respond to positive life events by ____
 A. Raising their self-esteem
 B. Dampening the good feelings that develop
 C. Embracing the good feelings associated with the positive event
 D. Being cheerful
6. Narcissism is a personality trait held by individuals who are characterized by extremely---- but---- self-esteem.
 A. Low, stable B. Low, unstable C. High, stable D. High, unstable.
7. The desire to seek out information about ourselves that allows us to see ourselves in a positive light is known as ____
 A. Self-verification B. Self-assessment C. Self-enhancement D. None of the above.
8. If we must make a choice between two equally desirable options, the positive attributes of the alternative we ultimately do not choose will cause. _____.
 A. sleeper effect. B. a primacy effect. C. cognitive dissonance. D. attitude inoculation
9. Research has shown a positive correlation between aggression and the level of ____
 A. acetylcholine B. testosterone C. estrogen D. GABA
10. In Milgram's original study on obedience, what percentage of participants were willing to administer the maximum level of shock:
 A. 5% B. 30% C. 65% D. 95%
11. Punching a wall or kicking a chair when you are angry at a co-worker are examples of:

 A. displaced aggression B. inanimate hostility C. repression D. avoidant attachment
12. Having an audience typically _____ us if we are doing an easy task and _____ us if we are doing a difficult task.
 A. hinders, hinders B. helps, helps C. helps, hinders D. hinders, helps.
13. Groupthink is most likely when _____
 A. there is time pressure B. group members feel no sense of group identity
 C. there is a weak leader D. group members are in frequent contact with people outside the group
14. We tend to stereotype people on the basis of their: _____
 A. physical appearance B. age C. race D. all of the above

27. We are likely to make a _____ attribution to explain our success, and a _____ attribution to explain our failure.
- A. causal, correlational
B. correlational, causal
C. person, situation
D. situation, person
28. Benjamin thinks that if he kicks his car and swears at his computer he will release his anger and be less aggressive with his co-workers. Benjamin believes in:
- A. the fundamental attribution error
B. social loafing
C. social facilitation
D. catharsis
29. One likely explanation for why so many people ignored Kitty Genovese's situation is:
- A. social facilitation
B. the social responsibility norm
C. diffusion of responsibility
D. groupthink
30. The three basic components of attitudes are _____, _____, and _____.
- A. cognitive; duration; consistency
B. strength; consistency; duration
C. behavioral; effective; personal
D. cognitive; affective; behavioral.
31. Persuasion via simplistic arguments is more likely to work when the other person (the target of persuasion)
- A. is distracted/inattentive
B. is unintelligent
C. has a weak attitude about the subject
D. is conscientious.
32. Stereotypes tend to be resistant to change because _____
- A. we are less likely to attend to information that is inconsistent with our stereotypes
B. we may create sub-types to explain away exceptions
C. we may deny the truth or validity of observed exceptions
D. All of the above
33. Which element of interpersonal attraction applies to the phrase, "opposites attract"?
- A. relationship potential. B. complementary needs. C. credibility D. reciprocation of liking.
34. The concept of self-efficacy is associated with
- A. Tesser
B. Wolfe
C. Maslow
D. Bandura
35. Darley and Latané (1968) suggested that the negative relationship between the number of bystanders and the propensity to help can be ascribed to _____.
- A. bystander inhibition
B. diffusion of responsibility
C. reduced self-awareness
D. lack of comparison groups
36. A form of social influence involving direct requests from one person to another is called
- A. group think
B. conformity
C. compliance
D. obedience
37. How does mere exposure enhance attitudes?
- A. by changing beliefs
B. by adding beliefs
C. through enhanced familiarity
D. through shifting importance
38. What is the major assumption of Kelley's covariation model of attribution?
- A. We make quick attributions after observing one instance of someone's behaviour.
B. People make causal attributions using cultural schemas.
C. People infer the cause of others' behaviours through introspection.
D. People gather information to make causal attributions rationally and logically
39. An accomplice of the experimenter is _____

- A. confederate. B. partner. C. colleague. D. associate
40. In-group bias is the tendency to _____
A. favour one's group and see this group as correct B. see other members of other groups as similar
C. see oneself as better than fellow group members D. conform to the social harmony of a group
41. _____ is best known for his research on conformity.
A. Asch B. Rubin C. Schechter D. Zimbardo
42. When we perform well, we typically attribute our success to _____.
A. our personality type C. our group of colleagues
B. external circumstances D. internal characteristics
43. In Stanley Milgram's experiment on the role of obedience, the _____ was the subject who was being observed and did not know what the experiment was about or what was being studied.
A. learner B. experimenter C. dog D. teacher
44. A compulsion by decision makers to maintain each other's approval, even at the cost of critical thinking and good judgment, is called
A. the halo effect. B. expert power. C. groupthink. D. social conformity
45. Increasing the size of a group from 2 to _____ is likely to produce the greatest increase in conformity.
A. 5 B. 25 C. 15 D. 10
46. The tendency to exaggerate how common one's own opinions are in the general population is known as
A. The availability heuristic. B. Representativeness heuristic
C. False-consensus effect D. Actor-observer bias.
47. The concept of self-efficacy is associated with _____.
A. Tesser B. Wolfe C. Maslow D. Bandura
48. The process through which we seek to know and understand other people is called _____.
A. attribution B. social cognition. C. social perception D. impression management
49. A form of social influence involving direct requests from one person to another is called _____.
A. group think B. conformity C. compliance D. obedience
50. Groupthink is defined as:
A. when an attitude becomes stronger in group presence
B. thinking that revolves around keeping harmony within a group through not disagreeing with group opinion
C. the tendency to do less in a group situation
D. improved performance when people are watching

SECTION B

1. Define the following terms:
 - i. Social psychology (1).
 - ii. Social cognition (2).
2. State any three relative strategies for reducing aggression (3)
3. Our tendency to underestimate the impact of the situation and overestimate the role of personal factors when we try to explain other people's behaviour is known as the _____ (3)
4. State any three basic sources of error in attribution (3).
5. Outline the four types of helping according to McGuire (1994) (4).
6. State four self-presentation tactics that people use to affect the impression that others form about them (4)
7. Explain any 2 factors that affect conformity (4).
8. Differentiate between instrumental and hostile aggression (6).

SECTION C

1. Discuss the big lessons of Social psychology (100).
2. Discuss the different presentation tactics that people often use when forming impressions about themselves or others (100).