

SOCIOLOGY FINAL EXAM

1. You try to sell a car using the *facts* of the car, such as the engine size
 - a. Central
 - b. Peripheral

2. You make a car commercial that utilizes a really catchy song in the background
 - a. Central
 - b. Peripheral

3. Convincing someone with this method results in longer lasting attitude change
 - a. Central
 - b. Peripheral

4. This type of motivation will *not* work very well unless the person is motivated to listen
 - a. Central
 - b. Peripheral

5. "LIMITED TIME ONLY!!!!"
 - a. Reciprocity
 - b. Scarcity
 - c. Authority
 - d. Commitment and Consistency
 - e. Consensus
 - f. Liking

6. Four out of five doctors recommend CREST toothpaste
 - a. Reciprocity
 - b. Scarcity
 - c. Authority
 - d. Commitment and Consistency
 - e. Consensus
 - f. Liking

7. The car salesman was very nice to you and smiled a lot
 - a. Reciprocity
 - b. Scarcity
 - c. Authority
 - d. Commitment and Consistency
 - e. Consensus
 - f. Liking

8. The car salesman gave me free tickets to the zoo just for coming in to talk with them
 - a. Reciprocity
 - b. Scarcity
 - c. Authority
 - d. Commitment and Consistency
 - e. Consensus
 - f. Liking

9. "Over 2 million sold!"
 - a. Reciprocity
 - b. Scarcity
 - c. Authority
 - d. Commitment and Consistency
 - e. Consensus
 - f. Liking

10. A new item makes sure to identify itself as "from the same company that brought you..." – You're also more likely to continue buying the same brands of cleaning products that you have previously purchased
 - a. Reciprocity
 - b. Scarcity
 - c. Authority
 - d. Commitment and Consistency
 - e. Consensus
 - f. Liking

11. Michael Jordan makes commercials for Hanes T-shirts

- a. Reciprocity
- b. Scarcity
- c. Authority
- d. Commitment and Consistency
- e. Consensus
- f. Liking

12. Conscious, full aware thoughts against a person or group of people

- a. Stereotype
- b. Explicit Prejudice
- c. Implicit Prejudice
- d. Discrimination

13. A statement which is applied to an entire group of people (e.g. "all Canadians are nice")

- a. Stereotype
- b. Explicit Prejudice
- c. Implicit Prejudice
- d. Discrimination

14. Joe calls himself "colorblind" and says that he treats everyone equally, but in reality, he doesn't like Canadians

- a. Stereotype
- b. Explicit Prejudice
- c. Implicit Prejudice
- d. Discrimination

15. Joe doesn't pick a Canadian for his basketball team, even though he is better than some of the other choices.

- a. Stereotype
- b. Explicit Prejudice
- c. Implicit Prejudice
- d. Discrimination

16. When you interact with a person, you tend to like that person more
- Mere Exposure Effect
 - Confirmation Bias
 - Fundamental Attribution Error
 - In-group Out-group Bias
 - Out-group Homogeneity Effect
17. When an out-group does something bad, we tend to blame THEM, but when one of our friends do something bad, we make excuses
- Mere Exposure Effect
 - Confirmation Bias
 - Fundamental Attribution Error
 - In-group Out-group Bias
 - Out-group Homogeneity Effect
18. This is the reason we like McGuinness students more than students from any other school
- Mere Exposure Effect
 - Confirmation Bias
 - Fundamental Attribution Error
 - In-group Out-group Bias
 - Out-group Homogeneity Effect
19. You tend to like your teachers more than the teachers that you haven't yet had at McGuinness
- Mere Exposure Effect
 - Confirmation Bias
 - Fundamental Attribution Error
 - In-group Out-group Bias
 - Out-group Homogeneity Effect
20. This is the reason why members of another race often look more similar to each other than members of your own race do
- Mere Exposure Effect
 - Confirmation Bias
 - Fundamental Attribution Error
 - In-group Out-group Bias
 - Out-group Homogeneity Effect

21. When reading a news story, people tend to interpret that story in a way that is consistent with their preexisting beliefs about the world.
- Mere Exposure Effect
 - Confirmation Bias
 - Fundamental Attribution Error
 - In-group Out-group Bias
 - Out-group Homogeneity Effect
22. Picking some people at your convenience during lunch
- Random
 - Stratified
 - Haphazard
 - Cluster
 - Systematic
23. Standing in the senior hall doorway and surveying every 7th person
- Random
 - Stratified
 - Haphazard
 - Cluster
 - Systematic
24. Make sure your sample has exactly half boys and half girls
- Random
 - Stratified
 - Haphazard
 - Cluster
 - Systematic
25. Survey ALL of stagecraft class
- Random
 - Stratified
 - Haphazard
 - Cluster
 - Systematic

26. Put all the McGuinness students' names in a hat and pick twenty of the names

- a. Random
- b. Stratified
- c. Haphazard
- d. Cluster
- e. Systematic

Tom works for a music producing company. His boss wants him to put together a survey about a new album that one of their artists recently produced.

27. What might a demographic question for that survey be?

- a. Male / Female
- b. What do you most consider when buying a new album?
- c. On a scale of 1 – 5, how much do you like the new album?
- d. Which of the following styles of music do you listen to? (Rap, Reggae, Rock, Blues)

28. What might an open-ended question for that survey be?

- a. Male / Female
- b. What do you most consider when buying a new album?
- c. On a scale of 1 – 5, how much do you like the new album?
- d. Which of the following styles of music do you listen to? (Rap, Reggae, Rock, Blues)

29. What might a close-ended question for that survey be?

- a. Male / Female
- b. What do you most consider when buying a new album?
- c. On a scale of 1 – 5, how much do you like the new album?
- d. Which of the following styles of music do you listen to? (Rap, Reggae, Rock, Blues)

30. What might a Likert question for that survey be?

- a. Male / Female
- b. What do you most consider when buying a new album?
- c. On a scale of 1 – 5, how much do you like the new album?
- d. Which of the following styles of music do you listen to? (Rap, Reggae, Rock, Blues)

31. You are afraid that if you study hard for your economics final you might not do very well, so you just don't study at all.
- Effort Justification
 - Post-Decision Dissonance
 - Self-Handicapping
 - Ben Franklin Effect
 - Learned-Helplessness
32. Your best friend got a car as a birthday present, but you had to work all summer to save up for your car, and it is a much worse car than your friend's. You feel like you enjoy your car more than they enjoy theirs
- Effort Justification
 - Post-Decision Dissonance
 - Self-Handicapping
 - Ben Franklin Effect
 - Learned-Helplessness
33. Ellen didn't really like Sally, until she helped Sally study for a hard math test. Ever since that, Ellen likes Sally much more.
- Effort Justification
 - Post-Decision Dissonance
 - Self-Handicapping
 - Ben Franklin Effect
 - Learned-Helplessness
34. Your biology class has a total of 5 tests. You studied very hard for the first two, and made a "C" on both of them. Depressed and disappointed, you don't even study for the next three, since you'll probably just do poorly on them also.
- Effort Justification
 - Post-Decision Dissonance
 - Self-Handicapping
 - Ben Franklin Effect
 - Learned-Helplessness

35. Bob was trying to decide whether to go to OU or OSU. He had friends at both schools, and the programs he was interested in were about equal in both schools. He ended up going to OSU, and is now a huge OSU fan, and is glad that he went to OSU.

- a. Effort Justification
- b. Post-Decision Dissonance
- c. Self-Handicapping
- d. Ben Franklin Effect
- e. Learned-Helplessness

36. Wearing only one sock

- a. Folkway
- b. More
- c. Taboo

37. Not taking your hat off in mass

- a. Folkway
- b. More
- c. Taboo

38. Holding a handshake for too long

- a. Folkway
- b. More
- c. Taboo

39. Talking too loud in a library

- a. Folkway
- b. More
- c. Taboo

40. Murder

- a. Folkway
- b. More
- c. Taboo

41. Swearing in class
- Folkway
 - More
 - Taboo
42. The “line” experiment where you had to match up the length of a given line to one of three other lines either alone or in a group of people saying the wrong answers
- Solomon Asch
 - Stanlee Milgram
 - Phillip Zimbardo
43. The “shock” experiment where a person was told to electrocute a “learner” every time he got an answer wrong in 15 volt increments until a supposedly lethal 450 volts.
- Solomon Asch
 - Stanlee Milgram
 - Phillip Zimbardo
44. The “prison” experiment where the basement of Stanford university was converted into a “jail cell” – and volunteers were split into either “prisoners” or “guards”.
- Solomon Asch
 - Stanlee Milgram
 - Phillip Zimbardo
45. How long was the prison experiment supposed to last?
- 1 day
 - 1 week
 - 2 weeks
 - 1 month
 - 6 months
46. How long did it actually last
- 1 day
 - 6 days
 - 10 days
 - 2 weeks
 - 1 month

47. What percentage of people went “all the way” to 450 volts in the shock experiment?
- a. < 1%
 - b. 10%
 - c. 25%
 - d. 67%
 - e. 99%
48. What percentage of people did psychologists think would go “all the way” to 450 volts before the experiment was conducted?
- a. < 1%
 - b. 10%
 - c. 25%
 - d. 67%
 - e. 99%
49. The bystander effect states that
- a. As more people are around, each person is less likely to help in a situation
 - b. As less people are around, each person is less likely to help in a situation
 - c. As more people are around, each person is more likely to help in a situation
 - d. There is no relationship between the amount of people and likelihood of helping
50. In the line experiment, ____ percentage of people got all of the answers CORRECT when alone and _____ percentage of people got all of the answers CORRECT when in a group
- a. 90% / 25%
 - b. 100% / 10%
 - c. 25% / 90%
 - d. 50% / 90%
 - e. 10% / 25%
51. Communism / Socialism / Capitalism
52. Symbolic Interactionism / Conflict Theory / Functionalism
53. Crowd / Mob / Riot
54. Contagion Theory / Convergence Theory / Emergent Norm Theory
55. Cults – Similarities between leaders/followers

Name: _____

FREE RESPONSE QUESTION

1. Other than “golden balls” or the red / black card game played in class, come up with an example of a “Prisoner’s Dilemma” – and explain why it is a prisoner’s dilemma.

2. Pick TWO of the following THREE experiments and (1) Describe the experiment (2) What was the main “finding” or “lesson” from the results of the experiment?

Milgram Experiment – Zimbardo Prison Experiment – Solomon Asch Experiment