

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 1) What a person tells you about his or her attitudes would be considered  
A) S-data. B) L-data. C) O-data. D) T-data.

Answer: A

- 2) What a person's friend tells you about that person would be considered  
A) T-data. B) L-data. C) O-data. D) S-data.

Answer: C

- 3) How a person performs on an intelligence test would be considered  
A) O-data. B) T-data. C) L-data. D) S-data.

Answer: B

- 4) A person's police record would be considered  
A) T-data. B) L-data. C) O-data. D) S-data.

Answer: B

- 5) Which type of data is most commonly used to measure personality?  
A) O-data B) T-data C) S-data D) L-data

Answer: C

- 6) I conduct a study of safe drivers for a major insurance company and collect data from a sample of 1,000 drivers and examine their driving records over a 10-year period. This study is using  
A) self-report data. B) test data.  
C) life-outcome data. D) observer-report data.

Answer: C

- 7) Of the different ways to collect self-report data, which is most common?  
A) Experience sampling B) Interviews  
C) Questionnaires D) Periodic reports

Answer: C

- 8) Which of the following is the best reason for collecting self-report data?  
A) There is an almost total lack of bias in self-report data.  
B) Individuals have access to a wealth of information about themselves.  
C) The desire to portray oneself in a positive light is very prevalent.  
D) Observer bias is very difficult to remove from the data.

Answer: B

- 9) You are asked to describe Dr. Larsen's personality on a questionnaire. This is an example of  
A) observer data. B) omniscient data. C) student data. D) subordinate data.

Answer: A

- 10) Which of the following is an example of an unstructured questionnaire?  
A) Forced choice B) Rorschach test C) Open-ended D) True/False

Answer: C

- 11) The Twenty Statements Test (i.e., the "Who am I?" test) is an example of a(n)
- A) projective test.
  - B) unstructured questionnaire.
  - C) bias-free test.
  - D) structured questionnaire.

Answer: B

- 12) In the Twenty Statements Test (i.e., the "Who am I?" test), which of the following is important to the scoring?
- A) The order and content of the statements
  - B) The complexity and syntax of the statements
  - C) The context and structure of the statements
  - D) The order and syntax of the statements

Answer: A

- 13) Which of the following has been noted as a potential problem with the Twenty Statements Test, i.e., the "Who am I?" test?
- A) It can show biases due to the gender of the participants.
  - B) It can show biases due to the participants' cultural differences.
  - C) It can be biased by intelligence differences in participants.
  - D) It can show differences between people in adjusted and unadjusted marriages.

Answer: C

- 14) Research has shown that compared to people from Western cultures, people from Eastern cultures tend to have more references to \_\_\_\_\_ in their self-concept.
- A) their culture
  - B) their environment
  - C) themselves
  - D) other people

Answer: D

- 15) Among Chinese-born Canadian university students, completing the Twenty Statement Test in Chinese resulted in
- A) reduced reliability of responses over time.
  - B) more references that were in line with a collectivistic cultural orientation.
  - C) fewer references to Canadian culture.
  - D) more incomplete responses due to lack of sufficient completion time.

Answer: B

- 16) Personality scales are usually made up of
- A) one rating on a Likert scale.
  - B) open-ended questions.
  - C) the sum of a few individual ratings.
  - D) projective ratings of personality.

Answer: C

- 17) Which of the following is NOT a weakness of self-report data?
- A) People may intentionally distort reports on unusual experiences.
  - B) People may intentionally lie about themselves.
  - C) Self-report data is especially difficult to collect.
  - D) People may not know how to answer questions accurately.

Answer: C

- 18) One strength of experience-sampling data is that
- A) it is a completely objective form of self-report data.
  - B) one is able to detect rhythms over time in behaviour or feelings.
  - C) it is free of biases associated with other self-report data.
  - D) it is easier to collect than other self-report data.

Answer: B

- 19) In order to collect experience sampling data, a researcher might
- A) ask participants to fill out the same questionnaire many times.
  - B) conduct a telephone survey.
  - C) record participants' physiological reactions in the lab.
  - D) manipulate participants' experiences in the lab.

Answer: A

- 20) Dr. Larsen conducts a study in which participants are given pagers. Every time the participants are paged they complete a short questionnaire. Participants are paged three times for eight days. This type of research is called
- A) observer query.
  - B) experiential research.
  - C) experience sampling.
  - D) life sampling.

Answer: C

- 21) Which of the following is NOT an advantage of observer-report data?
- A) Many observers' data can be combined.
  - B) Observers can best capture the subjective experience of the person being measured.
  - C) It provides another point of view to self-report data.
  - D) Observers have unique access to information about a person.

Answer: B

- 22) Usually, combining the data from many observers is
- A) more valid and reliable than the data from a single observer.
  - B) more confusing and less precise than using data from a single observer.
  - C) less reliable and valid than the data from a single clinical psychologist.
  - D) more reliable and valid than using single measures of personality.

Answer: D

- 23) Which of the following is a good reason to use many intimate observers to collect O-data?
- A) It is important to know if a person has lots of friends.
  - B) You are interested in studying personality in a public context.
  - C) Professional observers are especially biased.
  - D) You are interested in studying multiple social personalities.

Answer: D

- 24) Which of the following statements about O-data is FALSE?
- A) Intimate observers may not have access to the information the researcher is seeking.
  - B) Intimate observers can fail to see flaws in loved ones they report about.
  - C) Intimate observers are useless if they do not understand personality psychology.
  - D) Intimate observers may have hidden agendas unknown to investigators.

Answer: C

- 25) Research from the University of Toronto has suggested that observer ratings of personality are better predictors of performance behaviours at work compared to
- A) online surveys.
  - B) survey data.
  - C) self-ratings.
  - D) interview data.

Answer: C

- 26) Naturalistic observation occurs
- A) when we observe people in a natural setting like a forest, beach, or desert.
  - B) only when a person does not know that he or she is being observed.
  - C) when we observe people in the normal course of their daily lives.
  - D) only when humans, not machines, provide the personality ratings.

Answer: C

- 27) The "bridge-building test" is an example of
- A) O-data.
  - B) L-data.
  - C) S-data.
  - D) T-data.

Answer: D

- 28) Test data differs from observer-report data in that
- A) test data is always more expensive to collect than other types of data.
  - B) people who collect test data are more objective than observers.
  - C) test data always is more reliable than observer data.
  - D) test data usually requires less inference about the behaviour of the participants.

Answer: D

- 29) Which of the following is NOT a potential problem in collecting T-data?
- A) A researcher can inadvertently influence behaviour in the testing situation.
  - B) The testing situation might not be viewed the same by participants and researchers.
  - C) Attempts to gather T-data often elicit behaviour from the participants.
  - D) Participants might guess what is being measured and alter their behaviour.

Answer: C

- 30) The Megargee study of sex roles and dominance found that
- A) there are no significant differences in dominance between men and women.
  - B) dominant women behave differently than equally dominant men.
  - C) women did not want to be followers as they generally lacked mechanical ability.
  - D) dominant men became submissive under certain experimental conditions.

Answer: B

- 31) The Megargee study highlights all of these features of T-data EXCEPT
- A) the interpersonal style of the experimenter changed the results of the study.
  - B) there are often interesting links between self-report data and test data.
  - C) laboratory test data is sensitive to personality characteristics.
  - D) it is possible to set up conditions that make indicators of personality observable.

Answer: A

- 32) Megargee found that dominant women tend to \_\_\_\_\_ leadership roles when placed in mixed gender dyads with \_\_\_\_\_.
- A) assume; dominant males
  - B) assume; submissive males
  - C) delegate; submissive males
  - D) delegate; submissive females

Answer: C

- 33) The "actometer" has been used to measure
- A) length of the activity.
  - B) activity level.
  - C) action counts.
  - D) actor influence.

Answer: B

- 34) A study discussed in the text showed that activity level measured by a mechanical device at age 3 correlated with all of the following EXCEPT
- A) teacher's ratings of activity level.
  - B) teacher's ratings of traits other than activity level.
  - C) activity level measured by the same device at age 4.
  - D) activity level in adulthood.

Answer: D

- 35) The best reason to use a mechanical device, such as an actometer, is that
- A) it is free from biases associated with human raters.
  - B) it permits the researcher to be free to measure other things in the study.
  - C) it is easier to use with children than using questionnaires.
  - D) mechanical devices can assess a wide range of overt and covert behaviours.

Answer: A

- 36) The best way to measure the speed at which people process information would be to use
- A) projective tests.
  - B) an actometer.
  - C) fMRI data specifically.
  - D) physiological data.

Answer: D

- 37) When most people (but not psychopaths) look at fear-inducing photographs
- A) they cannot be startled.
  - B) their startle response is slower than usual.
  - C) their startle response is faster than usual.
  - D) their startle response is no different than usual.

Answer: C

- 38) Which of the following is NOT a limitation of physiological data?
- A) It shares most of the other limitations of other types of test data.
  - B) It usually requires an artificial setting.
  - C) It is easy to fake desirable responses.
  - D) Participants may not construe the testing situation as the researchers do.

Answer: C

- 39) The use of functional magnetic resonance imaging (fMRI)
- A) measures oxygen flow in the brain due to blood concentrations.
  - B) is used to discover individuals with "magnetic" personalities.
  - C) is extremely useful for eliciting eyeblink responses when individuals are startled.
  - D) can be used to assess an individual's activity level.

Answer: A

- 40) Projective techniques are examples of
- A) S-data.
  - B) O-data.
  - C) L-data.
  - D) T-data.

Answer: D

- 41) David is asked to tell the researcher what he sees in a series of inkblots. He is completing a(n)
- A) visual span test.
  - B) psychoanalytic test.
  - C) ambiguous test.
  - D) projective test.

Answer: D

- 42) Projective tests are considered test data for all of these reasons EXCEPT
- A) personality characteristics are believed to be elicited by the stimuli.
  - B) all participants are given the same instructions during the testing session.
  - C) all persons are placed in a standardized testing situation.
  - D) the stimuli are ambiguous to all of the participants in the study.

Answer: D

- 43) The use of \_\_\_\_\_ differentiates projective tests from other kinds of test data.
- A) psychoanalytic assumptions
  - B) standardized scoring
  - C) video projectors
  - D) ambiguous stimuli

Answer: D

44) Projective techniques are unlike other types of T-data because

- A) responses are usually interpreted.
- B) they use a standard testing situation.
- C) they reveal responses that indicate personality.
- D) everyone receives the same instructions.

Answer: B

45) When scoring an inkblot test, a psychologist considers all of these EXCEPT

- A) the length of time taken by the person.
- B) what the person saw in the inkblots.
- C) where the person saw things in the inkblots.
- D) how the person acted while taking the inkblot test.

Answer: A

46) Proponents of projective tests argue that they are the best measure of

- A) unconscious material.
- B) physiology.
- C) subjective experience.
- D) social expectations.

Answer: A

47) Proponents of projective tests believe that these tests

- A) are useful for assessing wishes, desires, fantasies, etc. a person may not be aware of and cannot disclose in other ways.
- B) are best used in areas of personality psychology that relate to psychopathology and mental illness.
- C) are useful for determining the reactions individuals have when they are placed in ambiguous situations.
- D) are useful in eliciting unconscious anger and inciting arguments in married couples during laboratory sessions.

Answer: A

48) L-data are any data that are concerned with

- A) the likeability of an individual.
- B) the life of a person.
- C) the lability of the nervous system.
- D) the lies an individual tells.

Answer: B

49) A study discussed in the text showed that childhood temper tantrums predicted divorce. This is an example of \_\_\_\_\_ predicting \_\_\_\_\_.

- A) T-data; S-data
- B) L-data; T-data
- C) O-data; L-data
- D) S-data; T-data

Answer: C

- 50) A study discussed in the text showed that children who had more temper tantrums also had
- A) more temper tantrums as adults.
  - B) more positive life outcomes.
  - C) life outcomes similar to children with fewer temper tantrums.
  - D) more negative life outcomes.

Answer: D

- 51) I conduct a study of drivers convicted of speeding for a major insurance company and collect a sample of data from 500 drivers and examine their driving records over a 10-year period. This study is using
- A) observer-report data.
  - B) life-report data.
  - C) self-report data.
  - D) test data.

Answer: B

- 52) Benjamin is trying to buy a new car. He finds that he can only get a loan at a very unfavourable interest rate due to the financial trouble he created for himself with a credit card he got while in university. Benjamin's poor credit rating is an example of \_\_\_\_\_ at work.
- A) commercial-report data
  - B) life-report data
  - C) observer-report data
  - D) investment-report data

Answer: B

- 53) S-data will agree more with O-data when
- A) T-data is not available.
  - B) the trait being assessed is unconscious.
  - C) the trait being assessed is not easily observable.
  - D) the trait being assessed requires few inferences.

Answer: D

- 54) New measures of personality are often designed in ways that minimize participants' efforts to
- A) appear in socially desirable ways.
  - B) fake their responses.
  - C) Both "fake their responses" and "appear in socially desirable ways."
  - D) None of the choices are correct.

Answer: C

- 55) The Self-Deceptive Enhancement subscale of the Balanced Inventory of Desirable Responding (BIDR) measures
- A) respondents' tendency to be dishonest with themselves in their daily lives.
  - B) respondents' self-presentation motives.
  - C) respondents' tendency to exaggerate or inflate their social and intellectual status.
  - D) more conscious motivations to respond in a socially desirable way.

Answer: C



- 56) Impression management is most highly correlated with which 2 'Big Five' traits?
- A) Agreeableness, Openness to Experience
  - B) Agreeableness, Conscientiousness
  - C) Conscientiousness, Extraversion
  - D) Agreeableness, Extraversion

Answer: B

- 57) Canadian research suggests that positive illusions about oneself are maladaptive in which kind of circumstances?
- A) Interpersonal
  - B) Emotional
  - C) Financial
  - D) Health

Answer: A

- 58) The best reason to use multiple sources of data in personality research is to
- A) increase the validity of each of the data sources under investigation.
  - B) increase the resultant split half reliability coefficients.
  - C) average out any idiosyncrasies of any particular single source of data.
  - D) establish cross-data source consistency across all of the sources of data.

Answer: C

- 59) "Triangulation" refers to
- A) a method for plotting personality profiles.
  - B) a statistical technique that compares three traits.
  - C) assessing personality with various types of data.
  - D) assessing personality traits in geometric space.

Answer: C

- 60) I measure dominance in male business executives in a variety of ways. The executives complete a dominance questionnaire and their employees complete observer reports of their boss' dominance. I examine the executives' employment histories and measure their serum testosterone. Collecting all this data about one specific personality characteristic is called
- A) data manipulation.
  - B) cross-fertilization.
  - C) cross-validation.
  - D) triangulation.

Answer: D

- 61) "Reliability" refers to the ability
- A) to measure what the personality test purports to measure.
  - B) of a personality test to measure other personality traits.
  - C) of the personality test to produce the same test score for an individual at other testings.
  - D) to assign a personality test score to a person.

Answer: C

- 62) \_\_\_\_\_ is NOT a form of reliability.
- A) Inter-rater reliability
  - B) Construct reliability
  - C) Split-half reliability
  - D) Test-retest reliability

Answer: B

- 63) If a personality measure is given to a person four times, and each time the person receives the same score, we know the measure is
- A) repetitive.
  - B) valid.
  - C) statistically significant.
  - D) reliable.

Answer: D

- 64) If a person receives similar scores when taking a personality test many times, that test has high
- A) alternative-form reliability.
  - B) internal consistency.
  - C) test-retest reliability.
  - D) generalization.

Answer: C

- 65) "Validity" refers to the ability
- A) to measure what the personality test purports to measure.
  - B) of the personality test to produce the same test score for an individual at other testings.
  - C) of a personality test to measure other personality traits.
  - D) to assign a personality test score to a person.

Answer: A

- 66) I develop a Bleemness scale. It consists of one item, "How Bleem are you?" The most likely form of validity represented by this scale is
- A) criterion.
  - B) internal.
  - C) face.
  - D) construct.

Answer: C

- 67) Which of the following terms describes the extent to which a test actually measures what it claims to measure?
- A) Correlation coefficient
  - B) Validity
  - C) Internal consistency
  - D) Reliability

Answer: B

- 68) If a questionnaire test of sociability correlates with the number of conversations people have, the sociability test has high
- A) generalizability.
  - B) face validity.
  - C) discriminant validity.
  - D) predictive validity.

Answer: D

- 69) Observer ratings of narcissism correlate with the number of times individuals refer to themselves during subsequent interviews. This relationship demonstrates
- A) inter-rater reliability.
  - B) predictive validity.
  - C) discriminant validity.
  - D) split-half reliability.

Answer: B

70) When alternative measures of the same construct correlate highly with a test, the test can be described as having high

- A) face validity.
- B) convergent validity.
- C) predictive validity.
- D) discriminant validity.

Answer: B

71) When three measures of extraversion correlate highly with each other they can be described as having

- A) triangulated validity.
- B) convergent validity.
- C) inter-test validity.
- D) discriminant validity.

Answer: B

72) Establishing that a test does not correlate with measures of unrelated constructs indicates high

- A) convergent validity.
- B) face validity.
- C) dysfunctional validity.
- D) discriminant validity.

Answer: D

73) Shoe size is positively correlated with height and hand size, but not correlated with intelligence. Shoe size has \_\_\_\_\_ validity with height and hand size and \_\_\_\_\_ validity with intelligence.

- A) predictive; face
- B) face; predictive
- C) discriminant; convergent
- D) convergent; discriminant

Answer: D

74) The type of validity that subsumes all other types of validity is

- A) discriminant validity.
- B) construct validity.
- C) face validity.
- D) predictive validity.

Answer: B

75) If a test of suggestibility measures suggestibility the test has

- A) predictive validity.
- B) construct validity.
- C) face validity.
- D) test validity.

Answer: B

76) All personality variables are

- A) easily assessed with questionnaires.
- B) unconscious.
- C) theoretical constructs.
- D) highly heritable.

Answer: C

77) If a measure is equally valid in persons of different ages, genders, and cultures, it can be described as having high

- A) statistical significance.
- B) construct validity.
- C) generalizability.
- D) face validity.

Answer: C

78) A test needs to be \_\_\_\_\_ to be a(n) \_\_\_\_\_ test, but every \_\_\_\_\_ test is NOT NECESSARILY a(n) \_\_\_\_\_ test.

A) easy; good; easy; good

B) reliable; valid; reliable; valid

C) valid; reliable; valid; reliable

D) good; easy; good; easy

Answer: B

79) Which of the following is NOT important in evaluating a personality measure?

A) Manipulation

B) Validity

C) Generalizability

D) Reliability

Answer: A

80) If a measure predicts behaviours in many contexts, it has high

A) reliability.

B) coherence.

C) generalizability.

D) discriminant validity.

Answer: C

81) A measure of extraversion that has construct validity in samples in Canada also has construct validity with university samples of participants assessed for extraversion in Japan. This demonstrates

A) convergent validity.

B) generalizability.

C) cross-cultural validity.

D) test-retest reliability.

Answer: B

82) Which of the following is NOT one of the major types of research design?

A) Case study

B) Physiological

C) Experimental

D) Correlational

Answer: B

83) Which of the following research methods is best suited to establishing causality?

A) Correlational

B) Case study

C) Experimental

D) Historical

Answer: C

84) In order to show that variable A causes variable B, you need to \_\_\_\_\_ variable A.

A) randomly assign

B) manipulate

C) control

D) counter balance

Answer: B

85) In order to establish causality, participants in all conditions should be

A) counter balanced.

B) undergraduate students.

C) equivalent.

D) manipulated.

Answer: C

86) The process of random assignment helps to ensure

A) statistical significance.

B) equivalence.

C) good counter balancing.

D) fairness.

Answer: B

- 87) In an experimental design, the manipulated variable is called the \_\_\_\_\_ variable.  
A) independent                      B) dependent                      C) controlled                      D) causal

Answer: A

- 88) The reason experimental designs are counterbalanced is to control  
A) random assignment.                      B) personality effects.  
C) manipulations.                      D) order effects.

Answer: D

- 89) In an experimental design, it is important to know if observed differences between experimental groups are  
A) inferential.                      B) statistically significant.  
C) directional.                      D) correlational.

Answer: B

- 90) Which of the following pieces of information is NOT needed to establish statistical significance in an experimental design?  
A) Alpha coefficient                      B) Sample size  
C) The standard deviation                      D) The mean

Answer: A

- 91) If a researcher wants to know whether or not people who score high on extraversion also score high on activity level, the researcher should use the \_\_\_\_\_ method.  
A) experimental                      B) ANOVA                      C) correlational                      D) case study

Answer: C

- 92) If people who score high on extraversion also score high on measures of happiness, extraversion and happiness are  
A) positively correlated.  
B) negatively correlated.  
C) not correlated.  
D) possibly correlated, but there is not enough information here to know.

Answer: A

- 93) Self-esteem and depression are probably \_\_\_\_\_ correlated.  
A) irregularly                      B) positively                      C) negatively                      D) not

Answer: C

- 94) If dominance correlates positively with ego-strength, we know that  
A) people who score high on dominance also tend to score high on ego-strength.  
B) ego-strength causes dominance.  
C) dominance causes ego-strength.  
D) people who score high on dominance tend to score low on ego-strength.

Answer: A

- 95) Correlation cannot provide any information about  
A) significance.                      B) causality.                      C) generalizability.                      D) directionality.  
Answer: B

- 96) Statistically significant correlations may be observed between two variables that are actually unrelated. This is an example of  
A) the third variable problem.                      B) the directionality problem.  
C) correlations inferring causality.                      D) the restriction of range problem.  
Answer: A

- 97) The case study method can be useful for  
A) proving a hypothesis to the scientific community.  
B) establishing causality.  
C) generating new hypotheses.  
D) knowing how two variables are related in a given population.  
Answer: C

- 98) In using the case study method, a researcher  
A) can gather any kind of data he or she finds useful.  
B) must collect all four types of data.  
C) must try to generalize findings to other people.  
D) must follow rigorous guidelines.  
Answer: A

- 99) Howard wants to study the relationship between income and dominance. Which personality research method would he be most likely to use?  
A) Experimental design                      B) Correlational design  
C) Naturalistic observation                      D) Case study  
Answer: B

- 100) Jacques is interested in finding out if caffeine affects levels of task performance for introverts and extraverts. From which research method would Jacques benefit the most?  
A) Experimental design                      B) Case study  
C) Correlational design                      D) Naturalistic observation  
Answer: A

- 101) Jeanne is interested in developing a scale to measure entrepreneurial personality types. As an initial step in this research program, what should she do?  
A) Conduct a correlational study of the relationship between social status and social dominance.  
B) Have two groups of business people play Monopoly with different amounts of start-up money.  
C) Conduct a case study of famous entrepreneurs like Mary Kay, Estée Lauder, and Donald Trump.  
D) Have several business people observed in their natural environments.  
Answer: C

## Answer Key

Testname: UNTITLED14

- 1) A
- 2) C
- 3) B
- 4) B
- 5) C
- 6) C
- 7) C
- 8) B
- 9) A
- 10) C
- 11) B
- 12) A
- 13) C
- 14) D
- 15) B
- 16) C
- 17) C
- 18) B
- 19) A
- 20) C
- 21) B
- 22) D
- 23) D
- 24) C
- 25) C
- 26) C
- 27) D
- 28) D
- 29) C
- 30) B
- 31) A
- 32) C
- 33) B
- 34) D
- 35) A
- 36) D
- 37) C
- 38) C
- 39) A
- 40) D
- 41) D
- 42) D
- 43) D
- 44) B
- 45) A
- 46) A
- 47) A
- 48) B
- 49) C
- 50) D

## Answer Key

Testname: UNTITLED14

- 51) B
- 52) B
- 53) D
- 54) C
- 55) C
- 56) B
- 57) A
- 58) C
- 59) C
- 60) D
- 61) C
- 62) B
- 63) D
- 64) C
- 65) A
- 66) C
- 67) B
- 68) D
- 69) B
- 70) B
- 71) B
- 72) D
- 73) D
- 74) B
- 75) B
- 76) C
- 77) C
- 78) B
- 79) A
- 80) C
- 81) B
- 82) B
- 83) C
- 84) B
- 85) C
- 86) B
- 87) A
- 88) D
- 89) B
- 90) A
- 91) C
- 92) A
- 93) C
- 94) A
- 95) B
- 96) A
- 97) C
- 98) A
- 99) B
- 100) A



## Answer Key

Testname: UNTITLED14

101) C