

國立中正大學九十八學年度博士班招生考試試題

系所別 (組別)：心理學系

科目：社會心理學

5-1

一、單選題：請選出最適當的答案。每題一分，共三十分。

1. Social norms are
 - a. implicit rules and expectations that dictate what we ought to think and how we ought to behave.
 - b. specific standards of behavior overtly taught to children from an early age.
 - c. equivalent to the "golden rule."
 - d. statistical descriptions of behavioral characteristics of a particular society.
2. Which of the following is a false statement concerning the murder of Kitty Genovese and its aftermath?
The murder
 - a. illustrated some basic principles of social behavior.
 - b. touched off a public controversy over bystander apathy.
 - c. created a new awareness in members of the public; as a result, such events no longer occur.
 - d. took place while her neighbors heard her cries and did nothing.
3. In a study of bystander intervention conducted in the New York subway system, it was found that people
 - a. tended to come to the aid of only those of their own race.
 - b. intervened quickly to help both black and white victims.
 - c. helped the victim who appeared ill but not the one who appeared drunk, regardless of race.
 - d. tended to intervene only after someone else had done so.
4. Research suggests that after reading the sections in the chapter on bystander intervention, you should more likely to
 - a. ignore a person in trouble when others are present.
 - b. help a person in trouble when others are present.
 - c. show pluralistic ignorance.
 - d. show diffusion of responsibility.
5. Vivian is riding the bus when her group decides that a building seen through the left window is larger than one on the right. It is obvious to Vivian that the building on the right is larger. What is Vivian likely to do when asked her opinion?
 - a. express agreement with the group
 - b. insist that the buildings are the same size, hoping for a compromise
 - c. insist that the building on the right is larger
 - d. Research gives us no basis for predicting.
6. In a study of obedience in everyday life, nurses were asked to administer a drug in a way that clearly violated several hospital rules. Most of the nurses
 - a. refused the order.
 - b. said they would comply with the order, but found ways to avoid doing so.
 - c. complied with the order.
 - d. sought advice from a supervisor (or a second doctor) before complying.
7. When someone seeks internalization they are trying to
 - a. achieve generalization of attitudes.
 - b. change our private attitudes.
 - c. induce conformity.
 - d. establish obedience.

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8. Groups with whom we identify are called our _____ groups.
 - a. identification
 - b. ideal
 - c. reference
 - d. normative
9. Studies on group polarization have shown that the effect
 - a. occurs if subjects simply hear the arguments of the group, without knowing the actual position of other member of the group.
 - b. does not occur unless group members learn the position of other members of the group.
 - c. does not occur unless group members actually hear supporting arguments.
 - d. occurs only on issues involving risk.
10. Before you were introduced to Norman, you have a specific set of beliefs about his demeanor and his behavior because of your knowledge that he holds an advanced degree of blackbelt in karate. These beliefs are based upon information in your memory called
 - a. categorizations.
 - b. schemas.
 - c. explications.
 - d. processing units.
11. Based upon the research presented in the text, if you watched a movie where the attractive main characters smoked cigarettes and greatly enjoyed themselves, you would become _____ the use of cigarettes.
 - a. prohibited from
 - b. polarized toward
 - c. primed toward
 - d. castigated from
12. The primacy effect in impression formation occurs when we are most influenced by the _____ a person.
 - a. physical attractiveness of
 - b. dispositional characteristics of
 - c. first information we receive about
 - d. last information we receive about
13. The primacy effect seems to be due primarily to
 - a. short-term memory overload.
 - b. failure to detect covariation.
 - c. vividness.
 - d. schematic processing.
14. According to the _____ perspective, if you are primed with words like "strong," "powerful," "mighty," "brawny", you would be more likely to lift a heavy object than without the priming.
 - a. misattribution
 - b. ideomotor
 - c. attribution error
 - d. illusory correlation
15. Kelly just listened to a speech by a political candidate praising the work of the National Rifle Association. She assumes that he is praising the NRA only because they make substantial contributions to his campaign. She may be making
 - a. the fundamental attribution error.
 - b. a dispositional attribution.
 - c. a situational attribution.
 - d. a self-fulfilling prophecy.

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16. Kelly just listened to a speech by a political candidate praising the work of the National Rifle Association. She assumes that he is praising the NRA because he truly believes in their policies and beliefs. She may be making
 - a. the fundamental attribution error.
 - b. a dispositional attribution.
 - c. a situational attribution.
 - d. a self-fulfilling prophecy.
17. Most Western cultures have a(n) _____ orientation while most non-Western cultures have a(n) _____ orientation.
 - a. interdependent; dependent
 - b. independent; cultural
 - c. individualist; collectivist
 - d. rational; emotional
18. In order to produce belief or attitude change, arguments can take what routes?
 - a. peripheral or central
 - b. real or imaginary
 - c. direct or indirect
 - d. local or foreign
19. When the person is able and willing to think about the message communication will take the _____ route.
 - a. persuasive
 - b. argumentative
 - c. peripheral
 - d. central
20. When persuasive communication follows the central route, the thoughts that you generate about the communication are _____ the communication itself.
 - a. independent from
 - b. less influential than
 - c. more influential than
 - d. just as important as
21. If you have a personal involvement in an issue, persuasive communication is more likely to follow the
 - a. central route.
 - b. peripheral route.
 - c. real route.
 - d. local route.
22. In a complex study of persuasion, students read an essay arguing that beginning the following school year, all students would have to pass an examination in order to graduate. Some students read essays containing nine arguments; others read essays containing only three arguments only three arguments. Some read strong arguments some read weak arguments. What was found?
 - a. Nine arguments produced more agreement than three arguments whether they were strong or weak.
 - b. Nine strong arguments produced more agreements than three strong arguments but nine weak arguments produced less agreement than three weak arguments.
 - c. Because the students had high involvement in the issue, they did not agree with the essay no matter how many arguments were presented or how strong those arguments were.
 - d. Students with higher Grade Point Averages were more persuaded by the essays than were students with low Grade Point Averages, but only when strong arguments were used.

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23. If you wanted to decrease the numbers of new cigarette smokers on your campus, you might use a process suggested by the elaboration likelihood model called
 - a. repression.
 - b. obedience.
 - c. inoculation.
 - d. social appraisal.
24. If you live in a dormitory where people are assigned to rooms randomly, at the end of the year, you are most likely to be friends with
 - a. a person from your dorm who lives on a different floor but shares many of your interests.
 - b. your roommate.
 - c. another person who lives on your floor, but not your roommate.
 - d. a person who lives in another dorm who is from your home town.
25. What kind of music do rats prefer?
 - a. music composed by Mozart
 - b. music composed by Schoenberg
 - c. music composed by composers whose compositions they have heard before
 - d. female rats prefer Mozart; male rats prefer Schoenberg
26. If you encounter someone new who reminds us of someone we disliked in our past, this sense of recognition will decrease our liking of the individual through a process called
 - a. personification.
 - b. transference.
 - c. similarity.
 - d. obviation.
27. The affection we feel for those with whom our lives are deeply intertwined is the definition of
 - a. liking.
 - b. romantic love.
 - c. companionate love.
 - d. platonic love.
28. It has been proposed that the experience of _____ combines physiological arousal with the perception that the arousal is evoked by the person whom one is attracted to.
 - a. jealousy
 - b. infatuation
 - c. passionate love
 - d. anxiety
29. The several classification systems of love have
 - a. now been successfully integrated into a single system based on the concept of attachment styles.
 - b. now been successfully integrated into a single system based on the distinction between passionate and companionate love.
 - c. now been successfully integrated into a single system based on three components (the so-called triangular theory of love).
 - d. produced inconsistent results when attempts have been made to integrate them into a single system.
30. From an evolutionary perspective, men and women mate in order to
 - a. ensure that they can care for each other in old age.
 - b. ensure that their reproductive and safety needs are met.
 - c. produce offspring.
 - d. avoid promiscuity in the males.

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- 二、當代社會心理學有許多社會訊息處理的二元歷程 (dual-process) 理論，許多研究者應用此觀點探討態度、刻板印象及判斷與決策等課題。請說明：(20 分)
- 1.二元歷程的本質與內涵，
 - 2.請以具體的二元歷程理論為例說明採用那些方法來驗證二元歷程，
 - 3.有那些實徵研究結果支持或反駁這樣的看法？
- 三、何謂內隱測量 (implicit measures)？Greenwald、McGhee 及 Schwartz (1998) 的內隱聯結測驗 (implicit association test, IAT) 有何特殊之處？IAT 有何理論與實務的重要性？(20 分)
- 四、請說明相關分析、因素分析 (factor analysis) 及結構方程模型分析 (structural equation modeling)，並說明此三種分析方法的異同。(15 分)
- 五、請說明社會認定理論 (social identity theory)，並請說明社會認定理論與自我概念 (self-concept) 之間的關聯性。(15 分)