

Try It Yourself (page 483)

If a researcher were to do a survey of people's favourite television programmes by randomly dialling listings from the telephone book, would this be a representative sample of the population of television viewers? Why or why not?

No, it would not be. Not all television viewers have telephones, and those who do may not have their telephone numbers listed in the telephone book. In addition, many people called might not be home to answer the call, or they might be unavailable for the survey (e.g., night shift workers may be sleeping when the researcher calls). It is likely as well that, as discussed in the text, many people contacted will not be willing to take part in the survey.

Try It Yourself (page 487)

Have you ever created a self-fulfilling prophecy? What was the result? In what ways are self-fulfilling prophecies related to our cognitive schemata?

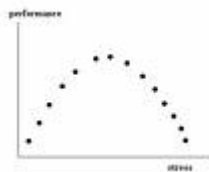
Most of us have created self-fulfilling prophecies at one time or another, even if we have not realized it. For example, some shy people think "No one at this party is going to like meeting me or want to talk to me. This is terrible." They then stay in the corner, not interacting with anyone and looking uncomfortable. The other guests often interpret this as indicating that the shy person doesn't want to interact with them, and they avoid this person. Note that in this example, the assumption that the shy person has made about

other guests at the party indicates their cognitive schema about themselves and their cognitive schema about what other party guests reactions will be. Self-fulfilling prophecies are based on our expectations of what will occur, and these expectations are important parts of our cognitive schemata.

Try It Yourself (page 499)

Make a hypothetical graph of the motivation-performance relationship by drawing an inverted U-curve and placing data points on it. Would either a positive or negative correlation fit these points very well? What would happen if you considered only the points on the left (or right) half of the curve? Does the type of relationship observed depend on the range of the observations?

Your graph should look something like this:



Neither a positive nor a negative correlation would fit this graph very well, but if we look at only the left side, the ascending curve, we see that this indicates a positive correlation. This means that at lower levels, as motivation increases, so does performance. At the top of the inverted U, there is an almost flat area, indicating no correlation. That is, at this level of motivation, maximum performance is achieved. On the right side of the graph, the descending curve indicates a negative correlation. This mean that now, as motivation levels get higher, performance decreases. So the inverted U graph actually indicates all

three kinds of correlations (positive, negative and none), depending on the range of observations that we are examining.

Try It Yourself (page 503)

Suppose that your doctor proposed doing a new test as a means of diagnosing why you don't feel well. What would you want to know about the accuracy and interpretation of the test?

You would be well-advised to ask what the rate of false positives and false negatives are in the administration and interpretation of the test. That is, how many times will the test indicate that a particular problem is present when in fact it isn't (false positive) and how many times the test will indicate that a particular problem is not present when it in fact is (false negative). This is important to you! If a false positive result occurs, you may be treated for a disorder you don't have, and your real disorder will remain untreated. Similarly, if a false negative result occurs, you may not be treated for a disorder that you really have.