In a small group, \_\_\_\_\_\_\_ influence increases as more individuals are added to the group.

Normative

Initiation

Preferential

Qualitative

Coordinating

According to lecture, minority influence is the most successful when members of the minority are (or appear to be):

Unbiased

Equivocal

Inconsistent

Normative

Hedonistic

People often use social proof as a persuasive strategy. Which of the following is an example of social proof as persuasion?

Hiring audience members to clap enthusiastically during a show/opera

Bing’s new ad that shows people on the street preferring Bing over Google in a blind test

Betting on the favorite racehorse just because it is the favorite

People laughing more during a TV show with a laughter soundtrack than one without

All of the above are examples of social proof

According to your reading and lecture, why did Kitty Genovese’s murder go unreported?

a. Genovese lived in a city where people are heartless.

b. Bystanders thought she was pretending.

c. Bystanders thought other people would call the police so they wouldn’t have to.

d. Genovese was homeless in an affluent neighborhood.

Nora is working on a group project for class. No one in her group is working very hard, and Nora doesn’t want to be the one stuck with all of the responsibility, so she slacks to match the effort of the rest of her group. Nora’s situation most likely resembles the \_\_\_\_\_\_\_\_\_\_\_.

a. Sucker effect

b. Free ride model

c. Collective effort model

Popularity principle

e. Social identity paradigm

Corporate headquarters has introduced a new policy regarding sick leave and vacation time. All of your co-workers are angry about it and complain intensely about it. However, you think the policy change is a pretty good idea. You are more likely to say that you disagree with your co-workers if:

You really want to be accepted by the people in the group. After all, being an independent thinker is valued in American society.

There are a large number of people in the group. One person’s opinion just doesn’t stand out in a large group.

There is one other person who also verbally disagrees. Having just one other person who agrees with your stance will help you have the courage to speak up.

You are already popular with the rest of the group. If they like you a lot, they won’t mind if you disagree with them.

All of the above are correct.

Which industry was highly influential in the manufacturing of social proof for diamonds?

a. Travel

b. War

c. Film

d. Medical

e. All of the above.

Sandra is serving on a jury where they have to decide how much to award the plaintiff for damages done to the plaintiff’s house. She feels lucky to be serving on a jury with people who are older but who come from a similar background as she does. They also seem smart and nice. However, Sandra has never owned a house and does not have any idea of how much repairs would cost, so she agrees with the amount suggested by the other jury members because they are homeowners. Sandra conformed because of:

Group locomotion

Consistency

Epistemological weighting

Hedonistic principle

Authoritarianism

\*\*\*

Which of the following do we gain by resisting conformity?

* 1. Social support
  2. Less conflict
  3. **Innovation**
  4. Validation of our own existing views

1. Avoiding critical discussion and disagreement in order to gain consensus is referred to as:
   1. Conformity
   2. Identification
   3. Ethnocentrism
   4. **Groupthink**
2. When people replace their own desires in order to benefit the goal of the group, they are demonstrating which reason for conformity?
   1. Consistency
   2. Epistemological weighting
   3. Hedonistic principle
   4. **Group locomotion**
3. In class we watched a video explaining the phenomenon of waiting in line. In this example, what were people waiting in line to buy?
   1. **iPhone**
   2. Microsoft computer
   3. Samsung Television
   4. DOS operating System
4. When we are in groups, we may become less concerned with how others evaluate us and less aware of ourselves, this process is called…
   1. Misappropriation
   2. **Deindividuation**
   3. Reciprocity
   4. Asocialization
   5. Transformation
5. The Sucker Effect contributes to social loafing because…
   1. One person (the sucker) sucks the energy out of a group by sharing negative thoughts.
   2. The group starts to refuse to contribute unless they have been provided with a reward (the sucker, also known as a lollipop).
   3. One idea (the sucker) takes up all of the group’s time, preventing them from working on other ideas.
   4. **We don’t want to be the one person (the sucker) working harder than everyone else.**
6. When situations are ambiguous, we look to other people around us to help us decide how to react. This can result in tragedy, such as when people are willing to walk past an apparently distressed person, even when that person is actively calling for help. This effect is termed the…
   1. **Bystander effect**
   2. Bronx effect
   3. Train Station effect
   4. Samaritan effect
   5. Butterfly effect
7. In order to enhance the social proof of diamonds, DeBeers…
   1. Sponsored a series of documentaries on the commercial importance of diamond mines.
   2. Staged a number of high-profile jewelry thefts.
   3. Published dozens of press-releases detailing the importance of engagement rings on social media.
   4. Started a home shopping television network for jewelry.
   5. **Gave diamonds to producers and movie stars.**

Stacey doesn’t normally buy cookies or sweets, but when Stacey’s good friend and her daughter come to Stacey’s door and ask Stacey to buy cookies to raise money for the Girl Scouts of America, Stacey is happy to buy several boxes of cookies. Stacey’s decision to buy cookies from her good friend may be an example of what as described in Cialdini?

The principle of liking

The friendly neighbor effect

The closet cookie lover conundrum

The desirability bias

The selfless pleaser dilemma

Barbara is a straight-A student who is highly involved in extracurricular activities at school as well as her church. However, she has recently started dating Eli, a tough guy who could care less about school or church and would prefer to spend time stirring up trouble. According to the principle of liking, will Barbara and Eli end up in a successful long-term relationship?

No, their values are too different.

Yes, because one or both of them has low self-esteem.

No, because one or both of them is a low self-monitor.

Yes, because Barbara’s type A personality will convert Eli.

No, because Eli is likely to change over the course of their relationship which will hurt their attraction.

Which of the follow is TRUE about using flattery in persuasion?

Most people don’t like to be flattered so it doesn’t work.

Flattery only works if the target has never heard the compliment before.

Flattery must be insincere for it to work.

Even when used sincerely, flattery is a form of manipulation.

Even when people know they are being flattered, it is still effective.

According to the principle of liking, if a civic organization wants to get Purdue students to register to vote, what should organizational representatives do?

Wear formal suits because students will obey those that are above them in status.

Wear Boiler Up! T-shirts to show they are just like the students.

Wear expensive jewelry so the students will think that voting means they will get wealthy as a result of being good citizens.

Wear shabby clothes so students will take pity on them.

Wear Halloween costumes because it will intrigue students.

According to lecture, the number one factor in persuasion is:

* 1. The sleeper effect
  2. Image
  3. Celebrity status
  4. Derivative capability
  5. Credibility

Which of the following is true about credibility?

Credibility is not something that a source inherently has.

* 1. Credibility is multi-dimensional.
  2. Only the audience can determine if a source is credible.
  3. Primary dimensions of credibility include competence/expertise, character/trustworthiness, and goodwill.
  4. All of the above are true.
  5. Steve will be able to earn credibility as he delivers his presentation.

The quote, “I’m not a doctor, but I play one on TV” is an example of a person who has credibility as a result of:

* 1. Celebrity status
  2. The Jennifer Aniston Conundrum
  3. The Sleeper Effect
  4. The Halo Effect
  5. Derivative credibility

The reason why the prisoner/guard experiment (like the one done at Standford by Zimbardo) is no longer allowed in United States is because:

Power/obedience impacts the participants profoundly and the experiment can be taken to psychologically damaging levels.

It went horribly wrong one time and was banned based on one mistake.

It does not accurately test the principals of experiment and is a waste of money.

Participants are not willing to take the experiment seriously and act in their assigned roles.

Because social scientists with mustaches cannot be trusted to conduct the experiment in an ethical manner.

Subjects who participated in Dr. Stanley Milgram’s studies of obedience thought they were actually participating in experiments designed to explore \_\_\_\_\_\_\_\_\_\_\_.

Physical effects of shock on learning

Authoritarianism

Compliance gaining

Social empathy’s impact on obedience

Verbal aggressiveness

1. The Stanford Prison Experiment demonstrated which of the following concepts about authority?
   1. People will do what they think is right, even when people with authority demand otherwise.
   2. **Power can be internalized such that symbols of authority affect the person who uses them, not just those who are being targeted.**
   3. Good people can maintain their goodness even when they are put in an evil place.
   4. People do not respond to uniforms as a symbol of power.
   5. Authority can only be used to influence the behavior of weak-minded people.

All of the following are symbols of authority, EXCEPT:

Wearing a white laboratory coat

Driving a BMW

Listening to country music

Wearing an expensive suit

Using the title Doctor (Dr.) before your name

According to the video clips you watched in lecture about Third Party Advocacy and Disease Mongering, what would a PR strategist do in order to increase the believability of their message?

Get a doctor to present information if the story is about medical issues.

Make sure the news anchor is well dressed to convey authority.

Create long arguments to increase the cognitive complexity of the story.

Use celebrities to increase audience liking of their message.

According to the video, PR strategists manipulate all of the above factors.

John is trying to persuade an audience of professors at Stanford University about the importance of using local goods and services. Based on what he learned in COM 318, he thinks it is likely that the audience will be cognitively complex. What kinds of strategies can John use to persuade the professors?

He should hire a good-looking speaker to deliver the message

He should construct strong arguments

He should hire a celebrity to deliver the message

He should use a large number of weaker arguments

He shouldn’t bother trying; his audience is too diverse

Dave is a low self-monitor. According to what we learned about how best to persuade someone who is a low self-monitor, which is the best persuasive technique to use with Dave?

Social proof

Door-in-the-face

Physical/social attractiveness

High quality arguments

None of the above is likely to work with someone who is a low self-monitor

In order to persuade collectivistic cultures to stop engaging in a destructive behavior, you should appeal to

a. the consequences to the people you are trying to persuade

b. the consequences to the group (i.e., their family, community)

c. the threat to their independence

d. the lack of personal benefit

e. all of the above will be effective

If you are high in need for cognition, you are most likely to be persuaded by which of the following?

a. The source’s credibility

b. The source’s looks

c. The source’s strong arguments

d. The source’s verbal aggressiveness

e. None of the above – need for cognition is irrelevant to persuasion

1. Which of the following is a dimension of attractiveness?
   1. **Task Attractiveness**
   2. Experience Attractiveness
   3. Knowledge Attractiveness
   4. Expert Attractiveness
   5. Face Attractiveness
2. Why are there specific regulations about the kinds of information that can be included in advertisements targeted at young children?
   1. Young children cannot understand multisyllabic words.
   2. Young children cannot read very well and need information presented in a simple format.
   3. **Young children are highly susceptible to persuasive efforts.**
   4. Young children need to have limited exposure to potentially harmful messages.
   5. Young children cannot make reasonable decisions regarding their own wellbeing.
3. John is a 60 year old man who has been voting in every election since he was 18 years old. He always votes for candidates from the same political party. Recently, the issue of legalizing medical marijuana has begun to appear on voting ballots in his state. John always votes NO to legalizing medical marijuana, because he says he prides himself on being a moral person and believes using marijuana for any reason is immoral. Who would be the best candidate for persuading John to vote YES for legalizing medical marijuana in the next election?
   1. John’s wife who is a third grade teacher.
   2. John’s nephew who studies Literature in college.
   3. The Director of Parks and Recreation in John’s town.
   4. **A long-time friend of John’s who is a medical doctor.**
   5. A guy John went to high school with who has terminal cancer.
4. Miranda is taking a communication class this semester that requires the completion of a group project. The professor is allowing the students to choose their own group members for this assignment. Which student is likely to be most attractive to Miranda to work with on the project?
   1. A student who Miranda had COM 114 with a few semesters ago and got average grades on their speeches.
   2. A student who comes to class every day and works on their calculus homework during lecture.
   3. A student who has a job as an after-school science tutor for elementary school children.
   4. A student who Miranda is really hoping to take to her sorority’s formal event.
   5. **A student who Miranda knows got an A on a group project in another communication class last semester.**
5. What type of persuasive appeal would be most effective for someone from an individualistic culture?
   1. **An appeal to personal benefits.**
   2. An appeal to group goals.
   3. An appeal to concern for others.
   4. An appeal to the consequences of loss.
   5. An appeal to harmony.

Heidi works for a company where she is evaluated based on the decisions that her work group comes up with. She knows that it is important that the team comes up with the best ideas possible to present to her supervisor. During meetings, she listens and considers what her colleagues say, but she is not persuaded by unreasonable requests that they make. She also speaks up consistently about her beliefs and stands behind them. However, she does not unnecessarily pick on her colleagues, demean their ideas, or speak over them in meetings. According to our lecture and readings on lecture and persuasion, Heidi is high in \_\_\_\_\_\_\_\_\_\_\_\_.

Verbal aggressiveness

Argumentativeness

Verbal assertiveness

Political correctness

Peripheral language

What would an expert in persuasive language say about the statement, “Um, smoking’s bad, don’t you think?”

a. The tag question makes it more persuasive.

b. The use of powerless language makes it less persuasive.

c. It is not persuasive because it uses a Devil term.

d. It will only be persuasive if it is targeted towards people who are middle-aged.

e. It will only be persuasive if it is targeted towards collective cultures.

Joe is running for political office and is using a lot of persuasive language. Which of the following is an example of Joe using a “God term”?

a. “I promise to reduce taxes for everyone.”

b. “I promise to support policies that crack down on terrorists.”

c. “My opponent is a socialist.”

d. “Family values are important to me.”

Which of the following did Frank Luntz say was a poor example of reframing (i.e., that was unsuccessful)?

a. Changing global warming to climate change

b. Rebranding ValuJet to AirTran

c. Rebranding Coca-Cola to New Coke

d. Changing the estate tax to the death tax

e. Changing carbonated beverage to sparkling beverage

What do scholars say about the effects of using profanity on persuasion?

Profanity builds credibility because it demonstrates fearlessness.

Profanity automatically discredits the persuader.

Profanity is only persuasive when used by old people because of their status.

Profanity can be persuasive under specific conditions.

Profanity is always persuasive EXCEPT when used by parents.

According to the video clips you saw from “The Persuaders,” Republicans in Georgia used the issue of the confederate flag to appeal to a certain set of voters to motivate them to vote. On the other hand, Democrats use the same process to tell some voters about their stance on gun control. The process both parties have used to get their message out to these specific voters is called:

Audience segmentation

Narrowcasting

Audience targeting

Persuasion theory

None of the above is correct

Clive, a manager in a company, never uses the word “firing.” Instead he uses words like “downsizing,” “restructuring,” and “rightsizing.” What kind of persuasive language is he using?

God terms

Charismatic terms

Polite forms

Doublespeak

A great example of a LOW message sensation value anti-drug public service announcement (PSA) is:

The PSA that showed a lab rat

The PSA that showed former President Bush

The PSA that showed a woman’s teeth falling out

The PSA that showed a bus driver who uses cocaine

All of the above were examples of low message sensation value PSAs

1. The degree to which language deviates from neutrality refers to which aspect of message content?
   1. Intensity
   2. Profanity
   3. Powerlessness
   4. **Vividness**
2. The statement “I kind of think that this person might be a good person to hire for our company” demonstrates which type of powerless language?
   1. Disclaimers
   2. **Hedges**
   3. Hesitations
   4. Tag questions
3. “I’m not an expert, so I don’t know if I’m right, but I think this is a good proposal” demonstrates which type of powerless language?
   1. **Disclaimers**
   2. Hedges
   3. Hesitations
   4. Tag questions
4. The *benefit* of using powerless language, such as a disclaimer or tag question, is that others may perceive you as:
   1. More confident
   2. More independent
   3. **More inclusive**
   4. More opinionated
5. Using powerless language increases the speaker’s ratings of:
   1. Credibility
   2. Dominance
   3. Attractiveness
   4. Persuasiveness
   5. **Perceptions of guilt**
6. The video shown in class of Frank Luntz discussed the rebranding of which topic?
   1. **Global warming**
   2. Family values
   3. Terrorism
   4. Post-Traumatic Stress Disorder
7. The “Housewife” PSA shown in class demonstrated which aspect of Message Sensation Value?
   1. High number of cuts
   2. **Surprise ending**
   3. Special visual effects
   4. Sound saturation
   5. Slow motion
8. The “Taking Chances” PSA shown in class was a message that included high Message Sensation Value as well as high:
   1. Message Psychological Value
   2. Message Framing Value
   3. Message Enactment Value
   4. **Message Cognition Value**
   5. Message Credibility Value