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(Last Names A-G) (Last Names H-O) (Last Names P-Z)

**Form B**

**Instructions:** Please put your name and Purdue ID number on BOTH this exam and your scantron sheet. Use a pencil to fill out the scantron. Make sure that you mark your test form on the scantron, or it will be graded incorrectly. This test is Form B. When taking the exam, please choose the *best* answer out of the possible options. If you have a question, raise your hand. At the end of the exam, bring this exam, your scantron, and your Purdue ID (or another picture ID) down to your TA. Good luck!

1. Bill wants to join a fraternity. He decided that he wants to join the fraternity that is the most difficult to get into, lets in the fewest new members each year, and has the most selective criteria for joining. Bill’s desire to join this particular fraternity can be explained through:
   1. The four-factor model
   2. **Scarcity as exclusivity**
   3. Membership theory
   4. Motivational appeals
   5. None of the above explains why Bill wants to join this fraternity
2. According to lecture and Gass and Seiter, the effectiveness of subliminal messages was brought to attention after a researcher claimed he did what?
   1. **Got movie goers to buy more soda and popcorn by embedding subliminal messaging in the movie.**
   2. Got sports viewers to purchase more hotdogs by embedding subliminal messaging in the sportscast.
   3. Got movie goers to leave the theater during intermission to have a smoke.
   4. Got an audience at a presentation to smile by including a laugh track in the presentation.
   5. Got supermarket shoppers to buy more marshmallows through the use of a recording played subliminally over the sound system.
3. According to lecture, when there is no new information about a topic and people are tired of hearing about the topic what kind of appeal might work?
   1. Guilt appeal
   2. Warmth appeal
   3. Fear appeal
   4. Anger appeal
   5. **Humor appeal**
4. The following is true about subliminal messaging:
   1. There is no evidence that it ever works under any circumstance.
   2. **It works, but only when priming is included in a controlled laboratory environment.**
   3. It works, but only when priming is included in a real world environment.
   4. It works, but only when the latency effect is engaged in a controlled laboratory environment.
   5. It works but only when the subject is told they are going to see or hear a subliminal message.
5. The goal of fear appeals is to get your audience to engage in \_\_\_\_\_\_\_\_.
   1. Fear control
   2. **Danger control**
   3. No response
   4. Self-monitoring behaviors
   5. Persuasive control
6. Matt texted Stacey on Wednesday afternoon to see if she was interested in going to the movies with him on Saturday. By Thursday evening Matt hadn’t heard from Stacey, so he figured she probably didn’t want to go. Matt’s conclusion was likely reached based on which of the following?
   1. **Chronemics**
   2. Proxemics
   3. Syntactics
   4. Isomorphics
   5. Time distortion
7. What is the best way to persuade your professor to give you a better grade on an exam?
   1. Providing a large number of reasons that you deserve a better grade such as your attendance in lecture, evidence that you took notes in class, and the highlighting in your book.
   2. Provide the professor with a list of the hours you studied for the exam.
   3. **Provide evidence justifying why your answers to the questions were correct.**
   4. Explain to your professor all of the reasons the low grade will impact your life.
   5. All of the above
8. Alex is a terrible liar. Alex’s friends (who were all in COM 318), tell him that liars act differently when they lie compared to when they tell the truth. All of the following statements are true except for one. Indicate which of the following is **NOT** one of the reasons why Alex will behave differently when lying, according to the four-factor model?
   1. Alex tries to control some of his behaviors, thus ignoring other behaviors
   2. Alex has a physical reaction to lying, which he can’t control
   3. Alex feels negative emotions when lying, such as guilt
   4. **Alex might have to make up information on the spot, which requires much less cognitive energy than memorizing the true story**
   5. People are more aroused or anxious when telling lies than when telling the truth
9. What perspective explains why people’s faces are more attractive and likeable after repeated viewing?
   1. Interpersonal viewership effect
   2. Recurrent divulgence
   3. Memory revisionism
   4. **Mere exposure effect**
   5. Vacillating alteration effect
10. From Mike Reddington’s lecture on deception, which single behavior is the most indicative of whether someone is lying?
    1. Fidgeting in the lower body (e.g., foot tapping)
    2. Averting eye contact
    3. Tension or shaking in muscles
    4. Vague responses to questions
    5. **None of the above**
11. Bethany is putting together a sales pitch and wants to incorporate humor because she thinks it will go over with her audience better, especially because she is pretty new at her job and knows she may lack some credibility. Which two things should Bethany keep in mind as she puts together her presentation?
    1. **She should be aware of the relevance of the humor to her topic and her targeted audience.**
    2. She should use self-deprecating humor.
    3. She should use humor if she has a lot of important new information for them to think about.
    4. She doesn’t have to worry because humor is easier for women to pull off than men.
    5. None of the above – humor in persuasion very rarely works.
12. Subliminal messages have been found to be effective for persuasion…
    1. When the audio is played backwards (backmasking).
    2. When an image is flashed briefly in a movie.
    3. When the audio is played while sleeping.
    4. Only when an image and audio are used together.
    5. **Subliminal messages are not effective for persuasion (no better than a placebo).**
13. If you were attempting to persuade an audience, when would it be better to use a *one-sided message* than a two-sided message?
    1. When your goal is to change the audience’s existing attitudes
    2. **When your goal is to increase the audience’s commitment**
    3. When the audience is likely to encounter future messages that contradict your position
    4. When the audience has not yet formed an opinion about whether they agree with your position
14. Which of the following can be functions of nonverbal communication?
    1. They can repeat, substitute for, and complement verbal messages.
    2. They can contradict verbal messages.
    3. They can regulate the flow of conversations.
    4. They can help express attitudes and emotions.
    5. **All of the above.**
15. Vicky and Brian are on a dinner date. Vicky has decided that she will employ some of her knowledge from taking COM 318 last semester to carefully observe Brian’s nonverbal behavior while on their date to determine if he really likes her. While they are talking and enjoying their food Vicky notices that immediately after she takes a drink of water, Brian takes a drink. She also observes that when she leans forward toward the table to listen to what Brian is saying, he also leans forward. Based on these observations, Vicky thinks Brian really likes her. What theory of nonverbal communication supports Vicky’s conclusion?
    1. Nonverbal Expectancy Violations Theory
    2. Theory of Reasoned Action
    3. Theory of Planned Behavior
    4. **Communication Accommodation Theory**
    5. Uses and Gratifications Theory
16. Persuading the audience that the flu shot will effectively reduce one’s likelihood of getting the flu is addressing which component of EPPM?
    1. **Response efficacy**
    2. Self-efficacy
    3. Threat severity
    4. Threat susceptibility
17. A road sign with a picture of a stick figure walking across the road represents which quality of persuasive images?
    1. Simplicity
    2. Iterativity
    3. **Iconicity**
    4. Extemporaneously
    5. Interactivity
18. Which component of nonverbal communication involves using touch to exert persuasive influence?
    1. **Haptics**
    2. Kinesics
    3. Chronemics
    4. Proxemics
    5. Calisthenics
19. Which of the following situations would cause the greatest magnitude of reactance?
    1. There are similar alternatives to the eliminated behavior
    2. **The elimination of the behavior seems illegitimate**
    3. The eliminated behavior is not very important to you
    4. The elimination of the behavior seems justified
    5. Authority figures do not care about enforcing the eliminated behavior
20. According to lecture, why is it important to be aware of cultural differences in nonverbal communication when you are attempting to be persuasive in an ethical way?
    1. You can use Cultural Negotiation Theory.
    2. **It will help you avoid appearing rude, and being polite by cultural standards could help you be more persuasive.**
    3. It will help you appear more powerful when you ignore the cultural norms and act American.
    4. It will help you to be more deceptive.
    5. You can adjust your micro-expressions to be culturally appropriate, and thus increase the possibility of being liked
21. According to Dr. Morgan, what component of the Extended Parallel Process Model do campaign designers often forget to include in their fear appeal message?
    1. Fear
    2. Susceptibility
    3. Severity
    4. **Self-Efficacy**
    5. Rationality
22. Which of the following was the outcome of Sharon Brehm’s 1981 study on psychological reactance involving children and toys?
    1. Older children wanted toys more when they could not have them, but younger children did not.
    2. **Boys wanted toys more when they could not have them, but girls did not.**
    3. Boys wanted a toy more after they saw other boys playing with it.
    4. Girls did not want a toy more when they could not have it, except when they saw boys playing with it.
    5. Older boys and younger girls wanted toys more when they could not have them.
23. Bob is interviewing for a job and he finds out that there is a delay between when he and his competition will talk to the decision makers, but there is NO delay after the last presentation and the decision, when should Bob try to speak?
    1. In the middle
    2. **Last**
    3. First
    4. It doesn’t matter what order he speaks in
    5. Either first or last
24. Tom really wants to make sure that his audience maintains their current opinion about the benefits of recycling, so he provides his audience with a weakened message about the negatives of recycling. Tom is using what strategy to make his audience’s opinions about recycling stronger?
    1. Resistance Theory
    2. Reactance Theory
    3. **Inoculation Theory**
    4. Deception Theory
    5. Motivational Theory
25. According to scarcity and reactance principles, which of the following people would be considered most attractive?
    1. Someone with an online dating profile who seems very similar to you, so you know they want to go on dates with people like you
    2. Someone with a mysterious online dating profile, so you know they want to go on dates but they do not provide a lot of personal information on their online profile
    3. Someone who is liked by your friends and family, so they would approve of your relationship
    4. **Someone who is already in a relationship with someone else, so they are not available to you**
    5. Someone easygoing and low-maintenance, who agreed to go on a date with you even though you did not put much effort into planning the date
26. Giving someone a ‘thumbs up’ instead of telling them ‘good job’ is an example of…
    1. An illustrator
    2. A self-touching behavior
    3. **An emblem**
    4. Paralinguistics
    5. An adaptor
27. In lecture, Dr. Morgan showed a Hallmark card commercial and spoke about a number of other advertisements which evoke warmth. Why did Dr. Morgan say that warmth appeals work?
    1. In the real world, they don’t work because they don’t talk about the product.
    2. **There is transference of positive emotions onto the product.**
    3. Warmth appeals work only when the product is for women.
    4. Warmth appeals work best around the holiday season.
    5. All of the above are true
28. Emma is going to Brazil to study abroad for a semester. She is nervous about meeting her host family and wants to make sure that they feel comfortable with each other. Based on our lecture of cultural differences in proxemics, what is the BEST response that Emma should take when interacting with her host family?
    1. Emma should give them more personal space because South Americans prefer it.
    2. **Emma should give them less personal space because South Americans prefer it.**
    3. Emma should give them the same amount of space as she would in North America.
    4. Emma should give them more personal space because she is an outsider.
    5. Emma should not worry about proxemics, because there are no differences across cultures.
29. Gass and Seiter noted that businesses use many sales tactics involving time to persuade us to buy their products. For example, some bookstores allow customers to have a cup of coffee and snack and sit and read one of the books. What was the outcome of the tactic?
    1. Customers were more likely to ruin inventory by spilling on the books.
    2. Customers were more likely to come in every day to read for a while without purchasing anything.
    3. **Customers were more likely to purchase more because they were given the opportunity to browse.**
    4. Customers were more likely to shoplift.
    5. Customers were more likely to recommend the bookstore to their friends.
30. Suppose you and your romantic partners have a mutual friend, Pat. Pat just told you that he saw your partner on a date with someone else. When would Pat’s message be the most valuable and effective?
31. **If your partner would not forgive Pat for telling you the secret, so it could end their friendship**
32. If Pat willingly told you the secret, without needing to be persuaded or coerced into telling you
33. If you are the first person Pat told, but he is also going to tell his roommates and some other friends that your partner cheated on you
34. If your partner’s roommates and friends also know the secret, so Pat was only one of many people who could have told you
35. None of the above situations would make a message more valuable, since the message would only be effective if you already suspected your partner was cheating on you
36. Recently Jill saw a billboard that said “34% of fatal car accidents involving young adults in 2012 were the result of drunk driving.” It was accompanied by a gruesome image of a mangled body in a wrecked car. According to the EPPM, what could be said about how this message will affect Jill?
    1. Jill will engage in the social monitoring process
    2. Jill will react to this message by talking with her friends about it.
    3. Jill will engage in the danger control process because the message lacks information about response-efficacy and self-efficacy.
    4. **Jill will engage in the fear control process because the message lacks information about response-efficacy and self-efficacy.**
    5. Jill is likely to be influenced by this effective message.
37. During Mike Reddington’s lecture on lying and deception, a video of which famous person was shown and discussed?
    1. Lance Armstrong denying his involvement with doping
    2. **Bill Clinton talking about his relationship with Monica Lewinski**
    3. Richard Nixon talking about the Watergate break-in
    4. Lindsay Lohan denying her drug use
    5. Barry Bonds denying steroid use
38. The Jimmy John’s radio ad that we heard in class featured fast-talking guys emphasizing the “fast, fast delivery” of sandwiches. This ad relied on the use of \_\_\_\_ to help make its point.
    1. Kinesics
    2. Chronemics
    3. Haptics
    4. **Paralinguistics**
    5. Proxemics