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TA (circle): Brooke Friley Kurtis Miller Megan Peter

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

**Form A**

**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 A. 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. 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
2. 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
3. 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
4. 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.
5. The Jimmy John’s radio ad that was described 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
6. 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.
7. \*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
8. According to lecture and Gass and Seiter, the effectiveness of subliminal messages began to be carefully investigated 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.
9. Based on what you’ve learned through your readings and lecture in COM 318, 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
10. \*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**
11. The following is true about **visual** subliminal messages:
    1. There is little evidence that subliminal messages are effective.
    2. It works, but only when priming is included in a real world environment.
    3. It works, but only when the latency effect is engaged in a controlled laboratory environment.
    4. It works but only when the subject is told they are going to see or hear a subliminal message.
    5. Actually, none of the above responses are true about visual subliminal messages. No one really knows if they work or not.
12. 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
13. \*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
14. 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 to a position they already hold.**
    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.
15. 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.
16. Persuading the audience that “the flu shot will effectively reduce one’s likelihood of getting the flu” corresponds to 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 of the following is a function of nonverbal communication?
    1. Repeat, substitute for, and complement verbal messages.
    2. Contradict verbal messages.
    3. Regulate the flow of conversations.
    4. Express attitudes and emotions.
    5. **All of the above.**
19. \*(Is CAT covered in the reading?) 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
20. Which component of nonverbal communication involves using touch to exert persuasive influence?
    1. **Haptics**
    2. Kinesics
    3. Chronemics
    4. Proxemics
    5. Calisthenics
21. In class we saw several advertisements using different types of emotional appeals for persuasive purposes. Which of the ads we watched was an example of using warmth to persuade?
    1. **The Cheerios cereal commercial in which a grandmother talked to her granddaughter about extended family living across the country.**
    2. The Christian Children’s Fund commercial that asked us to donate money to help disadvantaged children in other countries.
    3. The Just a Little Heart Attack commercial, which featured Elizabeth Banks in support of the Go Red for Women campaign.
    4. The PSA about discouraging cell phone use while driving by featuring a man holding a phone with blood squirting out over his face.
    5. None of the above.

In class we saw several advertisements using different types of emotional appeals for persuasive purposes. Which of the ads we watched was an example of using guilt to persuade?

* 1. The Cheerios cereal commercial in which a grandmother talked to her granddaughter about extended family living across the country.
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1. In class we saw several advertisements using different types of emotional appeals for persuasive purposes. Which of the ads we watched was an example of using humor to persuade?
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   4. The PSA about discouraging cell phone use while driving by featuring a man holding a phone with blood squirting out over his face.
   5. None of the above.
2. Dr. NotVerySmart and a team of researchers want to design a health campaign that will lead more students at their university to get meningitis vaccinations (meningitis is an illness that involves infection of the fluid around the brain – it can be fatal and is prevalent among college students who live in close quarters, such as dorms). They decide to develop campaign messages that will raise students’ awareness about meningitis by providing some facts about the causes and symptoms of the illness, as well as some statistics that describe college students’ risk of contracting meningitis. Unfortunately, after evaluating the campaign, the researchers found that the number of meningitis vaccinations being administered to their students did not increase. Why did their campaign fail?
   1. **The campaign messages did not include components of efficacy.**
   2. The campaign messages led students to engage in too much danger control.
   3. Meningitis was not a relevant issue for the researchers’ target population.
   4. Reading facts about meningitis was too scary for the students.
   5. None of the above.
3. According to Gass and Seiter, which of the following are reasons humor may enhance persuasive efforts?
   1. Humor can capture attention.
   2. Humor can increase liking for the source of the persuasion.
   3. Humor can serve as a distraction that can inhibit counterarguing.
   4. Humor can serve as a form of social proof.
   5. **All of the above.**
4. According to Nonverbal Expectancy Violations Theory, when our expectations for people’s nonverbal communication are violated, what happens?
   1. Receivers are more focused on the message being communicated.
   2. Receivers become bored by the message being communicated.
   3. **Receivers’ attention shifts to the person, their relationship, and meaning of the violation.**
   4. Receivers become verbally aggressive.
   5. The meaning of the message becomes clearer as receivers try harder to pay attention to it.
5. Jackie wants to get a job at a new clothing boutique, ZaZa, that sells very trendy, very fancy, and very expensive fashions. Luckily, they are interviewing candidates for a new sales position! Jackie is trying to decide what to wear to the interview that will give her the best chance of getting the job. According to what we know about how appearance can communicate nonverbally, what type of outfit should she wear?
   1. A suit, because it is the only appropriate attire for a job interview.
   2. A casual outfit, because the interviewer should not base her decision to offer Jackie the job on what she is wearing.
   3. The exact outfit she saw on a mannequin in the window of another clothing boutique that happens to be the direct competitor of Zaza.
   4. **An outfit similar to one she saw ZaZa’s manager wearing when she was there shopping last week.**
   5. The uniform she wears to her current fast-food job, because she has no time to pick out a new outfit.
6. Which of the following topics is related to how we use territory and/or space to communicate?
   1. Haptics
   2. **Proxemics**
   3. Chronemics
   4. Vocalics
   5. Kinesics
7. In which cultures will you encounter people who are high in sensory involvement?
   1. East Asians
   2. North Americans
   3. Northern Europeans
   4. **South Americans**
   5. None of the above
8. In what type of culture are people less likely to cede space to people with power?
   1. **Low power distance**
   2. High power distance
   3. Low materialism
   4. Low sensory involvement
   5. High self awareness
9. According to Gass and Seiter, what term describes actions that communicate warmth, closeness, friendliness, and involvement with other people?
   1. Accomodation
   2. **Immediacy**
   3. Divergence
   4. Imitation
   5. Assimilation
10. Cady, a student who is typically very good at math, pretends that she is failing calculus because a cute guy, Aaron, hates math. She even joins his remedial study group. Cady wants to date Aaron, and she believes that by spending time with him during these study sessions, he will begin to feel the same way about her. According to Gass and Seiter, this is a lie to…?
    1. Benefit other
    2. **Affiliate**
    3. Avoid invasion of privacy
    4. Avoid conflict
    5. Appear better
11. Janet owns a very nice designer messenger bag that she uses to carry her books and computer to class. The bag was fairly expensive, but Janet doesn’t believe in sharing with others how much she pays for personal items. One day before class starts, a classmate, Camille, loudly asks Janet how much her messenger bag cost. Because Janet believes this information is no one else’s business, Janet says she doesn’t remember, even though she does. According to Gass and Seiter, this is a lie to…?
    1. Harm other
    2. Benefit self
    3. Appear better
    4. Avoid conflict
    5. **Avoid invasion of privacy**
    6. Evidence must be new
    7. **Evidence must follow the ‘claims-to-conclusion formula’**
    8. Source must be credible
    9. Evidence must be relevant to claim
    10. Evidence must be good
12. When you’re trying to persuade someone to purchase a product when a relevant competitor exists, what is generally the most effect message to use?
    1. **Refutational two-sided message**
    2. Refutational one-sided message
    3. Refutational omni-sided message
    4. One sided message
    5. A counter message
13. What is inoculation theory?
    1. The belief that once an audience hears a message, it continues to grow until it is persuasive
    2. The belief that every person hears a message the same way
    3. That people often reject a message due to a moral stance, similar to what is seen in vaccine rejection
    4. The belief that people who believe in one facet of an opinion will believe in most other related opinions
    5. **Giving an audience a weakened form of an argument to help them build resistance to a stronger one**
14. “We are more motivated by losing something than gaining something” is a principle of the:
    1. Unfair Loss Effect
    2. Subtraction Effect
    3. **Scarcity Effect**
    4. Dull Gains Effect
    5. Reactance Effect
15. Infomercials often limit the time that a special is available. The reason for this is best described by
    1. The Unfair Loss Effect
    2. Psychological Reactance Theory
    3. The Elaboration Likelihood Model
    4. **The Scarcity Effect**
    5. Hubert’s Law
16. When free behaviors are threatened, we have a greater desire to engage in those behaviors. This is an example of:
    1. Threat reactions
    2. **Psychological reactance**
    3. The Scarcity Effect
    4. Implicit subliminal influence
    5. Explicit subliminal influence
17. Which of the following is an assumption of Psychological Reactance?
    1. **Reactance causes individuals to develop feelings of hostility.**
    2. People do not mind being told how think, as long as the source is highly credible.
    3. When a person’s freedom of thought/action are threatened, people simply choose to think or act is a completely different way.
    4. Reactance rarely results in a behavioral reaction.
    5. None of the above accurately describes an assumption of psychological reactance.