COM 318 exam questions

Thursday, August 22 (Megan)

1. Which of the following is true of persuasion?
   1. Persuasion is an attempt to influence someone, even if it is unsuccessful
   2. **Persuasion requires freedom on the part of the receiver**
   3. Persuasion often involves manipulation, coercion, or deception
   4. Persuasion can occur without a specific goal or intention
2. Our ideas about whether or not something exists are:
   1. **Beliefs**
   2. Opinions
   3. Attitudes
   4. Values
3. Fundamental, enduring principles that guide our behaviors are:
   1. Beliefs
   2. Opinions
   3. Attitudes
   4. **Values**
4. A person-centered approach to persuasion involves:
   1. Demanding someone else to do what you want
   2. Politely explaining your needs to someone so they will do what you want
   3. **Framing your message to the receiver’s perspective**
   4. All of the above can be a person-centered approach to persuasion
5. The “Used Car, Test Drive for Tobey” video clip demonstrated an example of:
   1. Persuasion
   2. **Manipulation**
   3. Coercion
   4. Reciprocity
6. The ability to use persuasion to achieve a goal is which function of persuasion?
   1. **Instrumental**
   2. Knowledge
   3. Defensive
   4. Debunking
7. The ability to understand how persuasion works and tailor it to a situation is which function of persuasion?
   1. Instrumental
   2. **Knowledge**
   3. Defensive
   4. Debunking
8. The ability to guard yourself against other people trying to persuade you is which function of persuasion?
   1. Instrumental
   2. Knowledge
   3. **Defensive**
   4. Debunking

Tuesday, August 27

1. Appealing to someone’s commitments or debts to others uses which compliance-gaining strategy?
   1. **Activation of personal commitments**
   2. Activation of impersonal commitments
   3. Punishing activity
   4. Expertise
2. If you persuade someone by attempting to make the person think you have special knowledge or credibility, you are using which compliance-gaining strategy?
   1. **Expertise**
   2. Rewarding activity
   3. Activation of personal commitments
   4. Activation of impersonal commitments
3. Sally wants her husband to clean the kitchen, so she surprises him by buying him his favorite candy bar and then asks him if he could do the dishes. Which of Marwell and Schmitt’s compliance-gaining tactics is Sally using?
   1. Positive altercasting
   2. Promoting liking
   3. Promising a reward
   4. **Reciprocity**
4. A friend tries to convince you to do his math homework for him. You would never cheat, but you feel bad saying no. Instead, you offer to study with your friend before the final exam. Which strategy would you be using, according to McLaughlin, Cody & Robey (1980)?
   1. Non-negotiation
   2. Identity management
   3. Justifying
   4. Negotiation
5. (BROOKE) In class we watched a video, *Roots in Conflict*. This video highlighted Bernays’ influence on mass-scale PR efforts. In what way was Bernays’ smoking women campaign unique?
   1. He used pictures of women in the advertisements.
   2. **He made PR messages appear as though they were news stories.**
   3. He showed images of people smoking cigarettes.
   4. He used propaganda to influence public opinion.
6. (BROOKE) In class we watched a Donald Duck propaganda cartoon. What was the purpose of the cartoon?
   1. To encourage women to work in ammunition factories.
   2. To urge Americans to reduce their use of electricity during wartime.
   3. **To encourage Americans to pay their income taxes on time.**
   4. To discourage women from wearing stockings during wartime.

Thursday, 2013-08-29 – Kurtis

1. One way to measure attitudes is to use a scale where you indicate where you fall between two adjectives, such as:

Exciting \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ Dull

This is called…

* 1. **Semantic Differential**
  2. Likert-type Scale
  3. Tropical Diffusion
  4. Linguistic Determinism

1. We watched a video in class which discussed Jeremy Clarkson’s (from *Top Gear*) attitudes toward a car. The car was a…
   1. Satun Ion
   2. Chevrolet Silverado
   3. Ford Focus
   4. **Toyota Prius**
2. Which of the following is NOT a component of attitudes?
   1. **Temporal**
   2. Behavior
   3. Affective
   4. Cognitive
3. An attitude based on your Aunt Shirley’s statement that Honda’s would be less likely to predict your car-purchasing behavior because…
   1. It confuses multiple attitudes for single attitudes
   2. **It is not based on personal experience**
   3. It does not minimize social desirability
   4. She is a low self-monitor.

Tuesday, September 3 (Megan)

1. Which of the following is an impact of attitude accessibility?
   1. Accessible attitudes reduce bias in message processing
   2. **Accessible attitudes are strong predictors of behavior**
   3. Accessible attitudes are independent of other attitudes
   4. All of the above are true regarding accessible attitudes
2. According to the Theory of Reasoned Action, which is the strongest predictor of one’s actual behavior?
   1. Belief about the behavioral outcome
   2. Attitude toward the behavior
   3. Subjective norms
   4. **Behavioral intention**
3. Which of the following would increase the magnitude of cognitive dissonance most?
   1. Less effort, fewer choices, and less exposure to contradictory views
   2. Less effort, more choices, and more exposure to contradictory views
   3. More effort, fewer choices, and less exposure to contradictory views
   4. **More effort, more choices, and more exposure to contradictory views**

Tuesday, September 10

1. (BROOKE) Which of the following **is not** one of the sources toward tendency for consistency that Cialdini discussed?
   1. Consistency is highly valued by society.
   2. Consistency provides a beneficial approach to daily life.
   3. A consistent orientation affords valuable shortcuts through the complexities of modern life.
   4. **Consistency increases susceptibility to making irrational decisions.**
2. (BROOKE) Which of the following are characteristics of an effective commitment, according to Cialdini?
   1. Active.
   2. Public.
   3. Effortful.
   4. **All of the above.**
3. (BROOKE) According to Cialdini, which of the following phrases describes a signal of undue influence?
   1. **Heart of heart sign.**
   2. Grow their own legs.
   3. Throwing the low ball.
   4. Sending mixed signals.
4. (BROOKE) What “equation” describes determinants of social norms?
   1. **What we think people who are important to us want us to do X motivation to comply with those people’s wishes.**
   2. What we think is most important to us personally X what we think society is telling us to do.
   3. How we want to behave X what we have to change to behave in that way.
   4. What we think we need to do to fit in with society X what we are motivated to do to fit in with society.
5. (BROOKE) On what type of group do commitment and consistency tactics of persuasion work best?
   1. Males.
   2. **Individualistic societies.**
   3. Young adults.
   4. Collectivistic societies.

Thursday, September 12

1. (BROOKE) In the Elaboration Likelihood Model, engaging in issue-relevant thinking and providing cognitive attention is termed:
   1. **Elaboration**
   2. Likelihood
   3. Central Route
   4. Peripheral Route
2. (BROOKE) In the Elaboration Likelihood Model, the probability that you will spend time thinking about the object of the persuasive attempt is termed:
   1. Elaboration
   2. **Likelihood**
   3. Central Route
   4. Peripheral Route
3. (BROOKE) The Elaboration Likelihood Model posits two routes of persuasion. Which of the following are characteristics of the central route of persuasion?
   1. Few rational thoughts.
   2. Low levels of elaboration.
   3. **A great deal of issue-relevant thinking.**
   4. Low levels of cognitive attention.
4. (BROOKE) According to Elaboration Likelihood Model theory, when a persuasive issue is highly relevant to the receiver, and/or is perceived by the receiver to have a high impact on them, we have a high degree of what?
   1. Elaboration
   2. **Involvement**
   3. Likelihood
   4. Egocentrism
5. (BROOKE) According to Elaboration Likelihood Model theory, to maximize positive feelings toward your message you should:
   1. **Include proattitudinal arguments.**
   2. Use complex language.
   3. Use fewer arguments.
   4. Lower the receiver’s cognitive capacity.

2013-09-12 – Kurtis

1. The Elaboration Likelihood Model suggests that we process information through two routes…
   1. Individual vs. Corporate
   2. **Central vs. Peripheral**
   3. Organized vs. Ad Hoc
   4. Trusting vs. Suspicious
2. Which of the following would not be used as a heuristic when processing messages peripherally?
   1. **Logical arguments**
   2. Attractiveness
   3. Emotional reactions
   4. Consensus among other receivers
3. Attitudes are more persistent and durable when they are formed through…
   1. Contracts
   2. Charm
   3. Peripheral-route processing
   4. **Central-route processing**

9-17 (Megan)—Cognitive Dissonance Theory

1. Resolving behavioral inconsistency by rationalizing or making excuses for behavior uses which of the following routes?
   1. Bargaining
   2. **Bolstering**
   3. Denial
   4. Differentiation
2. Which of the following situations would cause the most post-decision regret?
   1. **Having free choice in making the decision**
   2. Being forced to decide something against your will
   3. Exerting little effort in making the decision
   4. Being exposed to distorted or biased information when making the decision
3. According to Cognitive Dissonance Theory, which of the following causes psychological discomfort?
   1. Dissonance between your own beliefs and your peers’ beliefs
   2. **Inconsistency between your attitudes and behavior**
   3. Similarity between your values and behavior
   4. Harmony between your words and your action

Power (Megan)

1. According to French and Raven (1960), someone with a higher rank or position would have which type of power?
   1. Coercive
   2. Expert
   3. **Legitimate**
   4. Referent

Foot-in-the-door (BROOKE)

1. If you are asked to sign a petition from an animal rights organization that will help save the lives of thousand of puppies and then later receive emails from that animal rights organization asking you for monetary donations to save even more puppies’ lives, you have been subject to what type of sequential message strategy?
   1. Door in Face
   2. **Foot-in-the-door**
   3. Lowballing
   4. Bait and Switch
2. Which of the following criteria must be met for a foot-in-the-door strategy to be effective?
   1. **The receiver should be labeled as pro-social when they comply with the first request.**
   2. The receiver should be compensated for complying with the first request.
   3. The first and second requests should be made at the same time.
   4. The same person should make both the first and second requests.
3. Which sequential message strategy involves the process of making an initial, small request followed by a larger, more involved request?
   1. Lowballing
   2. Bait and Switch
   3. **Foot-in-the-Door**
   4. Door in Face

Persuasion/Manipulation (Megan)

1. Which of the following involves the use of deception to change someone’s behavior?
   1. Compliance gaining
   2. **Manipulation**
   3. Persuasion
   4. Coercion

Power/Cognitive Dissonance/Definition of Persuasion - Kurtis

1. According to French and Raven (1960), which kind of power does a celebrity or famous athlete wield?
   1. **Referent**
   2. Legitimate
   3. Reward
   4. Coercive
2. Researchers investigated Cognitive Dissonance by paying people to lie and say that a really boring experiment was actually a lot of fun. They found that the liar’s own attitudes about how exciting the experiment was…
   1. Were highest after they had a chance to eat.
   2. Were highest after they had told the lie many times.
   3. **Were highest after they were paid $1 to lie.**
   4. Were highest after they were paid $20 to lie.
3. The primary difference between persuasion and manipulation is that…
   1. Manipulation makes people unhappy
   2. Persuasion requires central-route processing
   3. Persuasion is always ethical
   4. **Manipulation involves the use of deception**