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TA (circle): Brooke Friley Kurtis Miller Megan Peter

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

**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. 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. 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
2. 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
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. According to lecture, minority influence is the most successful when members of the minority are (or appear to be):
   1. Unbiased
   2. Equivocal
   3. Inconsistent
   4. Normative
   5. Hedonistic
5. People often use social proof as a persuasive strategy. Which of the following is an example of social proof as persuasion?
   1. Hiring audience members to clap enthusiastically during a show/opera
   2. Bing’s new ad that shows people on the street preferring Bing over Google in a blind test
   3. Betting on the favorite racehorse just because it is the favorite
   4. People laughing more during a TV show with a laughter soundtrack than one without
   5. All of the above are examples of social proof
6. 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:
   1. Group locomotion
   2. Consistency
   3. Epistemological weighting
   4. Hedonistic principle
   5. Authoritarianism
7. A great example of a LOW message sensation value anti-drug public service announcement (PSA) is:
   1. The PSA that showed a lab rat
   2. The PSA that showed former President Bush
   3. The PSA that showed a woman’s teeth falling out
   4. The PSA that showed a bus driver who uses cocaine
   5. All of the above were examples of low message sensation value PSAs
8. 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:
   1. You really want to be accepted by the people in the group. After all, being an independent thinker is valued in American society.
   2. There are a large number of people in the group. One person’s opinion just doesn’t stand out in a large group.
   3. 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.
   4. 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.
   5. All of the above are correct.
9. 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. The Jennifer Aniston Conundrum
   2. The Sleeper Effect
   3. The Halo Effect
   4. Derivative credibility
   5. None of the above
10. According to lecture, the number one factor in persuasion is:
    1. The sleeper effect
    2. Image
    3. Celebrity status
    4. Derivative capability
    5. Credibility
11. 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, as Kitty Genovese did when she was stabbed to death. This effect is termed the…
    1. Bystander effect
    2. Bronx effect
    3. Train Station effect
    4. Samaritan effect
    5. Butterfly effect
12. 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 have greatest task attractiveness for Miranda if she wants to get an A?
    1. A funny student who Miranda had COM 114 with a few semesters ago who got average grades on their speeches.
    2. A humorless student who comes to class every day and works on calculus homework during class lecture.
    3. A nice student who has a job as an after-school science tutor for elementary school children.
    4. A physically attractive student who Miranda is really hoping to take to her sorority’s formal event.
    5. A serious student who got an A on a group project in another communication class last semester.
13. 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. We need to prepare young children for the realities of marketing messages.
    5. Young children cannot make reasonable decisions regarding their own wellbeing.
14. 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.
15. 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
16. John is trying to persuade an audience of professors at Purdue 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?
    1. He should hire a good-looking speaker to deliver the message
    2. He should construct strong arguments
    3. He should hire a celebrity to deliver the message
    4. He should use a large number of weaker arguments
    5. He shouldn’t bother trying; his audience is too diverse
17. The degree to which language deviates from neutrality refers to which aspect of message content?
    1. Intensity
    2. Profanity
    3. Powerlessness
    4. Vividness
18. 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 losses resulting from not yielding to the message.
    5. An appeal to harmony resulting from acting in accordance to the message.
19. 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?
    1. Social proof
    2. Door-in-the-face
    3. Physical/social attractiveness
    4. High quality arguments
    5. None of the above is likely to work with someone who is a low self-monitor
20. 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”?
    1. “I promise to reduce taxes for everyone.”
    2. “I promise to support policies that crack down on terrorists.”
    3. “My opponent is a socialist.”
    4. “Family values are important to me.”
21. 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. The symbols of authority can be internalized, affecting both those who use them and those who are 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. Social scientists with mustaches cannot be trusted to conduct an experiment in an ethical manner.
22. 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 couldn’t 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?
    1. No, it is not likely because their values are too different.
    2. Yes, because one or both of them has probably has very low self-esteem.
    3. Yes, because one or both of them is probably a high self-monitor.
    4. Yes, because Barbara’s type A personality will convert Eli.
    5. No, because Eli is likely to change over the course of their relationship which will hurt their attraction.
23. 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:
    1. Audience segmentation
    2. Narrowcasting
    3. Audience targeting
    4. Persuasion theory
    5. None of the above is correct
24. Avoiding critical discussion and disagreement in order to gain consensus is referred to as:
    1. Conformity
    2. Identification
    3. Ethnocentrism
    4. Groupthink
25. 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 \_\_\_\_\_\_\_\_\_\_\_\_.
    1. Verbal aggressiveness
    2. Argumentativeness
    3. Verbal assertiveness
    4. Political correctness
    5. Peripheral language
26. 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
27. 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
28. Which of the following is TRUE about using flattery in persuasion?
    1. Most people don’t like to be flattered so it doesn’t work.
    2. Flattery only works if the target has never heard the compliment before.
    3. Flattery must be insincere for it to work.
    4. Even when used sincerely, flattery is a form of manipulation.
    5. Even when people know they are being flattered, it is still effective.
29. 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?
    1. God terms
    2. Charismatic terms
    3. Polite forms
    4. Doublespeak
30. What would an expert in persuasive language say about the statement, “Um, smoking’s bad, don’t you think?”
    1. The tag question makes it more persuasive.
    2. The use of powerless language makes it less persuasive.
    3. It is not persuasive because it uses a Devil term.
    4. It will only be persuasive if it is targeted towards people who are middle-aged.
    5. It will only be persuasive if it is targeted towards collective cultures.
31. 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?
    1. The principle of liking
    2. The friendly neighbor effect
    3. The closet cookie lover conundrum
    4. The desirability bias
    5. The selfless pleaser dilemma
32. 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.
33. 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 most persuasive person to convince John to vote YES for legalizing medical marijuana in the next election?
    1. John’s second cousin who is a third grade teacher who thinks there is nothing wrong with the use of marijuana for any reason.
    2. John’s nephew who studies Literature in college, who uses marijuana for recreational purposes.
    3. The Director of Parks and Recreation in John’s town, who grows marijuana for his own use but believes it ought to stay illegal.
    4. A long-time friend of John’s who is a medical doctor and who quietly tells his cancer patients to use marijuana to reduce the nausea resulting from chemotherapy.
    5. All of the above are likely to be equally influential with John.