**9/26/13 (Megan)**

1. 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
2. Avoiding critical discussion and disagreement in order to gain consensus is referred to as:
   1. Conformity
   2. Identification
   3. Ethnocentrism
   4. **Groupthink**
3. 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**
4. Personal knowledge and social knowledge are factors that influence which reason for conformity?
5. Consistency
6. **Epistemological weighting**
7. Hedonistic principle
8. Group locomotion
9. 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. **Phone**
   2. Computer
   3. Television
   4. Operating System
10. Suppose a group of 2 people gains three more members, becoming a group of 5 people. How do the groups differ in their Informational and Normative Influence?
    1. The group of 5 has *more* Informational Influence and *more* Normative Influence.
    2. The group of 5 has *more* Informational Influence and *less* Normative Influence.
    3. The group of 5 has *less* Informational Influence and *more* Normative Influence.
    4. The group of 5 has *less* Informational Influence and *less* Normative Influence.
11. In the Asch line experiment, what did participants do when the rest of the group gave the wrong answer?
    1. The majority of individuals still gave the correct answer
    2. The majority of individuals were unsure of the correct answer
    3. **The majority of individuals gave the wrong answer**
    4. None of the above

2013-10-01 - Kurtis

1. 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
2. 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).
   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.**
3. 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
4. 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.**

**10/3/12- Megan**

1. Which of the following is an example of the halo effect?
   1. An ugly woman is assumed to be intelligent
   2. **A handsome man is assumed to also be intelligent**
   3. An ugly man is assumed to be intelligent
   4. A person is attractive, but others don’t let that influence their impression
   5. Playing violent video games increases aggression
2. According to Cialdini, what is the relationship between liking and similarity?
   1. How similar someone is to us have nothing to do with how much we like them
   2. **We like people who are similar to us more than people who are dissimilar**
   3. We like people who are dissimilar to us more than people who are similar
   4. We like people who are similar to us, but only if they flatter us
   5. We like people who are similar to us, but only if they are highly credible
3. When is giving compliments an effective way to increase liking?
   1. Only when the compliment is sincere
   2. Only if the receiver of the compliment is unaware of flattery
   3. Only if the receiver of the compliment is similar to the person giving the compliment
   4. **Giving compliments increases liking in all situations**
4. According to the Excitation Transfer Theory, what should happen if you take someone on an exciting date, such as an amusement park or scary movie?
   1. **Your date will perceive you as more attractive**
   2. Your date will perceive you as less attractive
   3. Your date will perceive you as more extraverted
   4. Your date will perceive you as more unpredictable
5. What is the most important factor in persuasion?
   1. Liking of the source
   2. Attractiveness of the source
   3. **Credibility of the source**
   4. Similarity with the source
6. Honesty, fairness, and justness are factors of which trait?
   1. **Trustworthiness**
   2. Competence
   3. Goodwill
   4. Expertise
7. According to the video clip shown in class, what is the most effective strategy to increase liking?
   1. Give a firm, powerful handshake
   2. **Look someone in the eyes and smile**
   3. Stand up straight and keep your shoulders back
   4. Introduce yourself and remember the other person’s name
8. Which of the following is true regarding credibility?
   1. Credibility is innate
   2. Credibility is a single personality trait
   3. Credibility is dynamic (it changes based on the situation)
   4. Credibility is constant and stable (once you lose it, you can’t get it back)

**2013-10-10 – Kurtis**

1. Authority can be symbolized through the objects around us. Fancy cars, nice watches, letterhead, jewelry, and other similar objects associated with power are called…
   1. Titles
   2. **Trappings**
   3. Clothing
   4. Symbols
   5. Accoutrements
2. Stanley Milgram conducted experiments where an experimenter asked the subject to keep giving another person dangerous electric shocks, even though the other person protested. Most people stopped at what voltage?
   1. 45 volts
   2. 105 volts
   3. 220 volts
   4. 390 volts
   5. **Most people did not stop.**
3. Authority is derived from…
   1. **Social position**
   2. Any physical attribute, like strength
   3. The ELM
   4. Clothing, such as uniforms
   5. Proximity

10/15 (Brooke)

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.
2. Which of the following is a dimension of attractiveness?
   1. **Task Attractiveness**
   2. Experience Attractiveness
   3. Knowledge Attractiveness
   4. Expert Attractiveness
   5. Face Attractiveness
3. 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.
4. 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.
5. 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.**
6. 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.

10/17 (Megan)

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