Still need:

Nov 7 – Nonverbal (G&S 8)

Nov 19- Visual and subliminal (G&S 14, 15)

10/31/12 (G&S Chapter 9) -- Megan

1. 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
2. Two-sided messages are more effective than one-sided message when:
   1. Audience members have not yet been exposed to opposing arguments
   2. Audience members are unlikely to encounter opposing arguments in the future
   3. **Audience members have more formal education**
   4. All of the above
3. Imagine you are scheduling a job interview with a company that will be conducting interviews with many job candidates all day on Friday. According to the primacy effect, when would you want to be the *FIRST* person interviewed on Friday morning?
   1. **When the interviewer will be exposed to back-to-back messages (i.e. interviews all day with little to no break in between)**
   2. When the decision is made immediately after the final interview
   3. When the interviewer is low in involvement (i.e. he/she is not the person you would report to if you got the job)
   4. All of the above are situations in which the primacy effect would be most persuasive
4. Imagine you are scheduling a job interview with a company that will be conducting interviews with many job candidates all day on Friday. According to the *recency effect*, when would you want to be the *LAST* person interviewed on Friday morning?
   1. When the interviewer will be exposed to back-to-back messages (i.e. interviews all day with little to no break in between)
   2. **When the decision is made immediately after your interview**
   3. When the interviewer is high in involvement (i.e. he/she is the person you would report to if you got the job)
   4. All of the above are situations in which the recency effect would be most persuasive

11/5/13 (Scarcity and Reactance) – Megan

1. 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?
   1. Pat willingly told you the secret, without needing to be persuaded or coerced into telling you
   2. 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
   3. Your partner’s roommates and friends also know the secret, so Pat was only one of many people who could have told you
   4. **Your partner would not forgive Pat for telling you the secret, so it could end their friendship**
   5. 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
2. 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
3. In class, we watched a video demonstrating reactance in response to which of the following items?
   1. Laundry detergent
   2. **Dishwasher soap**
   3. Nail polish remover
   4. Cold medicine
   5. Air freshener
4. Which of the following situations would cause the greatest magnitude of reactance?
   1. There are similar alternatives to the eliminated behavior
   2. The eliminated behavior is not very important to you
   3. The elimination of the behavior seems justified
   4. **The elimination of the behavior seems illegitimate**
   5. Authority figures do not care about enforcing the eliminated behavior

11/12/13 (Michael Reddington)- Megan

1. Which single behavior is the most indicative of whether someone is lying?
   1. Fidgeting
   2. Averting eye contact
   3. Tension or shaking in muscles
   4. Vague responses to questions
   5. **None of the above**
2. In investigative interrogations, which step of rationalizations involves providing a succinct, 3-minute excuse that the person can use to explain their illegal behavior?
   1. State it
   2. **Story it**
   3. Moral it
   4. Link it

11/14/13 (Megan)

1. According to EPPM, when individuals ignore or counter-argue a message in order to reduce the fear, they are engaging in which process?
   1. **Fear control**
   2. Danger control
   3. Threat control
   4. Vulnerability control
2. According to EPPM, if an individual responds to a fear appeal by engaging in the recommended action, he or she would be engaging in which type of processing?
   1. Fear control
   2. **Danger control**
   3. Threat control
   4. Vulnerability control
3. Persuading the audience that they have the skills and ability required to perform the recommended action involves which component of EPPM?
   1. Response efficacy
   2. **Self-efficacy**
   3. Threat severity
   4. Threat susceptibility
4. 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
5. Most fear appeals fail because they do not address:
   1. Severity
   2. Susceptibility
   3. **Efficacy**
   4. Threat
6. The “Go Red for Women” video was an example of which type of emotional appeal?
   1. Warmth
   2. **Humor**
   3. Fear
   4. Guilt

2013-11-19 – Kurtis D. Miller

1. 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).**
2. What **internal state** do behavior cues such as shifting in your seat, avoiding eye contact, sweating, and excessive pausing indicate?
   1. **Stress**
   2. Sadness
   3. Surprise
   4. Happiness
   5. Lying
3. 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
4. While campaigning for national office, the news broadcasts video of a politician attending a local apple festival. Which of these questions would be raised by syntactic indeterminacy?
   1. Did she have to pay for a ticket like everyone else, or did she get let in because of her status?
   2. Was it ethical for her to attend the event without giving notice, because of the potential security concerns?
   3. Was she dressed appropriately for her audience, in order to maintain her credibility as a politician?
   4. **Did the camera capture her attending the festival, or did she go to the festival to get the image publicized?**
   5. Does she even like apples?

11/7 – Nonverbal – Brooke

1. 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.**
2. Heather wants to join a sorority at Purdue. Heather knows that the sorority she really wants to join requires their members to dress according to certain themes for each rush event. Heather finds out what the themes will be for the upcoming rush from a current sorority member and matches all her outfits to those themes for the rush events. Which component of nonverbal communication is Heather using to her advantage?
   1. Haptics
   2. Chronemics
   3. **Physical Appearance**
   4. Paralanguage
3. Which component of nonverbal communication involves using touch to exert persuasive influence?
   1. **Haptics**
   2. Kinesics
   3. Chronemics
   4. Proxemics
   5. Calisthenics
4. What happens when nonverbal communication expectations are violated?
   1. Receivers focus more on the information being communicated.
   2. **Receivers experience both arousal and distraction.**
   3. Receivers’ attention shifts immediately to the message.
   4. Receivers spend more time thinking about the message.
5. 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 Accomodation Theory**
   5. Uses and Gratifications Theory