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## Quiz 4

Below you will find 15 quiz questions.

Ten (10) of these questions are drawn randomly from a pool of questions on this current topic.

The remaining five (5) questions are drawn randomly from a pool of questions on the previous topic.

### Multiple Choice

1/1 point (graded)

A bank robber is holding hostages. The negotiator tells the robber that he should think about his future and ensure that no one gets hurt. He is told that if someone does get hurt, he is looking at a much longer jail sentence. The negotiator is making use of the \_\_\_\_\_ route of the elaboration likelihood model of persuasion.

☐ peripheral

☐ direct

☒ central ✓

☐ indirect

Submit

You have used 1 of 1 attempt

### Multiple Choice

1/1 point (graded)

Researchers have identified two routes through which people can be persuaded, one of which involves inducing the recipient of a message to think carefully and weigh the arguments. This is the:

☐ Cognitive route☐ Peripheral route☐ Affective route☒ Central route ✓

Submit

You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

An attractive presenter appears in a television advertisement telling us about the benefits of using a particular brand of toothbrush. Assuming that we score high on the construct of self-monitoring, which of the following most accurately describes our likely reaction to the presenter's attempt at persuasion?

☒ You will be more persuaded by the message as long as it is a strong argument. ✓☐ You will be persuaded by the message regardless of whether the message is strong or weak.☐ You will be persuaded by the message only if the presenter is the same gender as you.☐ You will be more persuaded by the message as long as the presenter talks only about the superficial benefits of the toothbrush (i.e., it is comfortable to use).

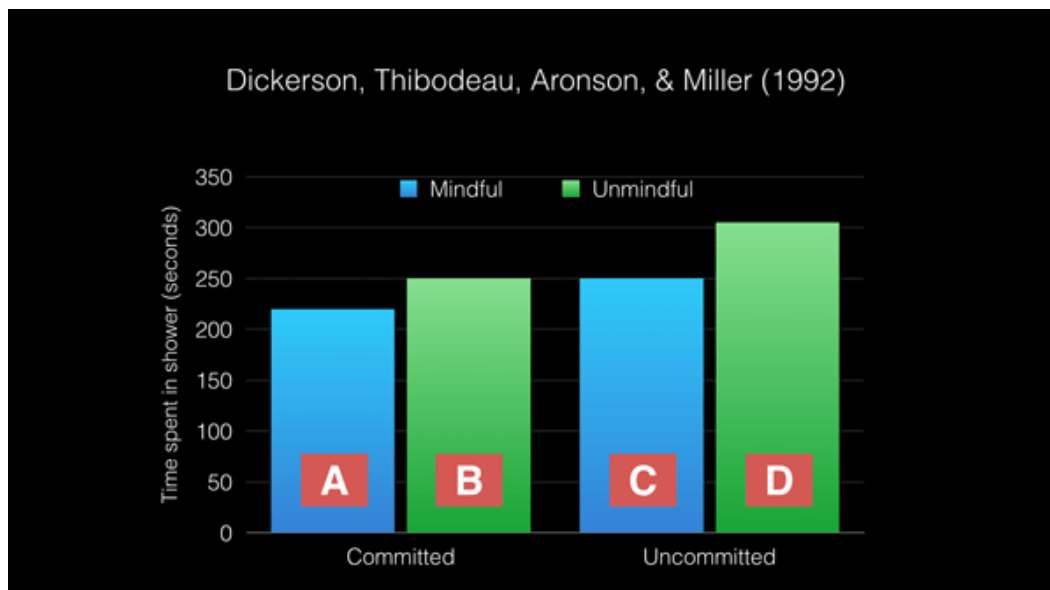
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You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

In Dickerson, Thibodeau, Aronson and Miller's (1992) study of hypocrisy and dissonance in people who took showers after swimming at a public pool, which bar in the graph of their results shows evidence for the hypocrisy effect?



☒ Bar A ✓

☐ Bar B

☐ Bar C

☐ Bar D

Submit

You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

Which of the following does NOT define attitudes?

☒ Values ✓

☐ Beliefs

☐ Feelings

☐ Behavioural tendencies

Submit

You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

One of the two routes through which people can be persuaded involves appeals to less rational and thoughtful processes. This is the \_\_\_\_\_ route to persuasion.

- ☐ affective
- ☐ central
- ☒ peripheral ✓
- ☐ intuitive

Submit

You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

According to research, what four things are needed to ensure that fear-based messages are persuasive?

- ☒ The message needs to tell you that the threat is severe, that it can affect you, that there is an effective behaviour to avoid the threat, and that you can perform that behaviour. ✓
- ☐ The message needs to tell you that the threat is mild, that it can affect you, that there is an effective behaviour to avoid the threat, and that you cannot perform that behaviour.
- ☐ The message needs to tell you that the threat is mild, that it cannot affect you, that there is an effective behaviour to avoid the threat, and that you can perform that behaviour.
- ☐ The message needs to tell you that the threat is severe, that it cannot affect you, that there is an effective behaviour to avoid the threat, and that you can perform that behaviour.

Submit

You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

After Blake bought his new Mac computer, he came across an ad for a Dell computer that had all the features he wanted and cost less. Blake began to collect all the information he could find on the value of buying a Mac. Blake's behaviour was motivated by:

☐ Elaboration likelihood☒ Cognitive dissonance ✓☐ Attitude inoculation☐ Self-handicapping

Submit

You have used 1 of 1 attempt

## Multiple Choice

0/1 point (graded)

According to Leon Festinger, cognitive dissonance leads directly to:

☐ attitude justification☐ psychological denial☐ psychological discomfort☒ attitude consistency ✗

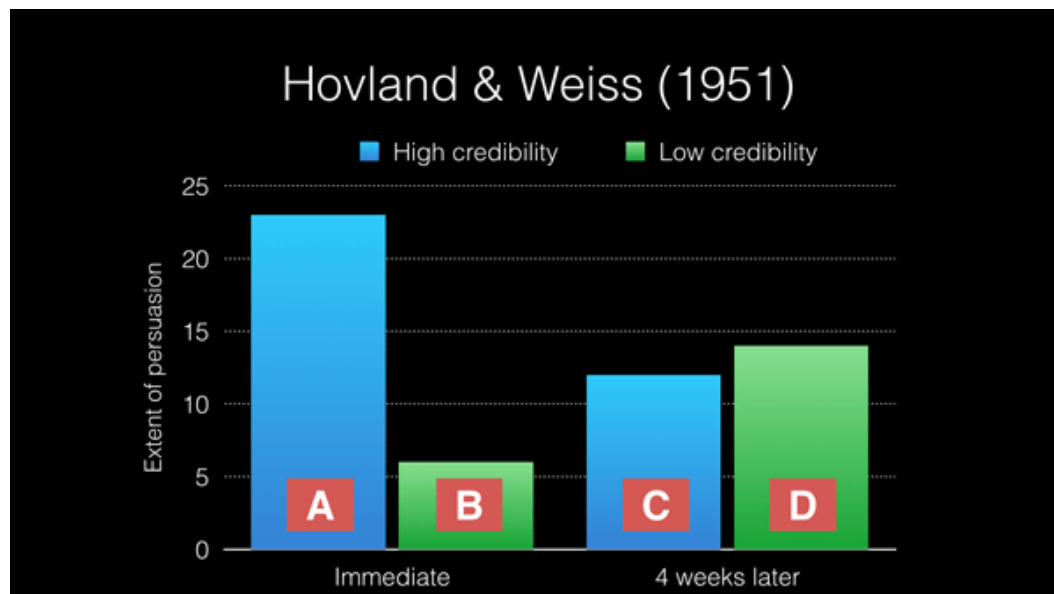
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You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

Hovland and Weiss (1951) found evidence for the delayed effectiveness of persuasive messages from sources low in credibility--the figure below represents their results, with higher numbers showing greater persuasion. They attributed this to two processes. Which pair of bars in the figure below most clearly demonstrates the process of disassociation?



☒ C and D ✓

☐ A and B

☐ A and D

☐ B and C

Submit

You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

What is a heuristic?

☐ A self-serving bias.

☐ The part of a schema that describes emotions.

☐ A rational model of inference.

☒ A mental shortcut. ✓

Submit

You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

What is a schema?

☒ A cognitive representation of a person's knowledge about a concept or event ✓

☐ A person's plan to achieve a goal

☐ An algebraic method of impression formation

☐ A configurational method of impression formation

Submit

You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

Imagine that you are lost in a new city and ask a stranger for directions. The stranger gives you a rather curt and unfriendly response. According to the fundamental attribution error, how would you explain this person's behaviour?

☐ That they must be having a very bad day.

☒ That they are a rude and horrible person. ✓

- ☐ You would not try to explain their behaviour.
- ☐ That they did not hear your question properly.

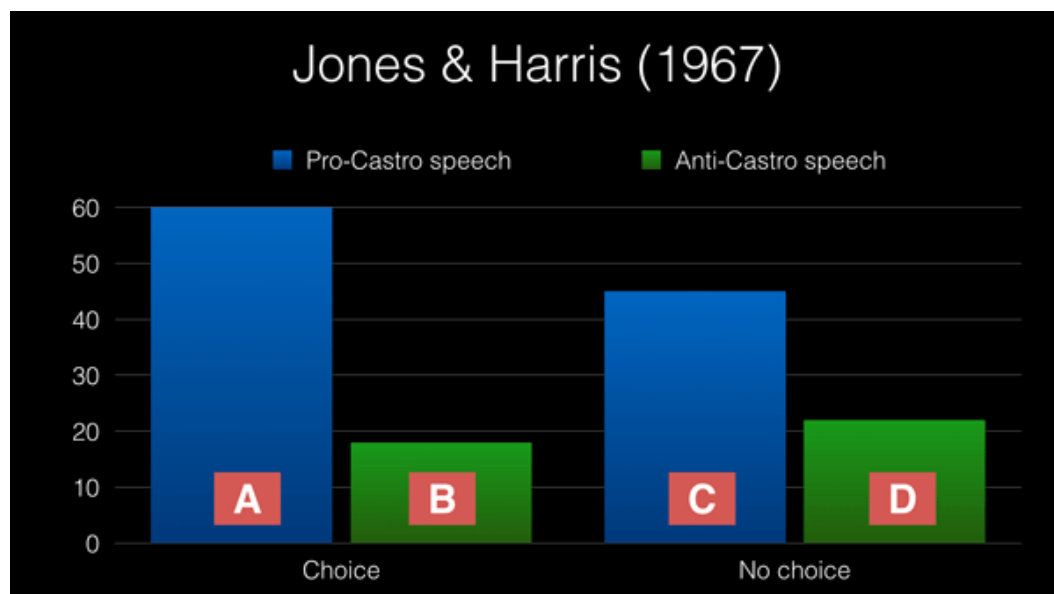
You have used 1 of 1 attempt

## Multiple Choice

1/1 point (graded)

The following figure shows the findings of Jones and Harris' (1967) study of the fundamental attribution error. The y-axis represents participants' ratings of speech writers' attitudes towards Fidel Castro. The blue bars are those speech writers who wrote pro-Castro speeches. The green bars are those speech writers who wrote anti-Castro speeches.

Which pair of bars would you expect to be exactly the same height if people DID NOT make the fundamental attribution error in this study?

☒ C & D ✓☐ A & B☐ A & C☐ B & D



[Submit](#)

You have used 1 of 1 attempt


## Multiple Choice

0/1 point (graded)

If an impression of a person fundamentally changes when we change a single attribute of that person, this is evidence to support which model of impression formation?

☐ The configurational model☐ The summative model☐ The averaging model☒ The weighted averaging model ✖[Submit](#)

You have used 1 of 1 attempt

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