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Quiz 5

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)

You are more likely to get agreement to a request if, before making the request, you do a small, unsolicited act of kindness to the person you are trying to win compliance from. Which statement below best captures why this is the case?

☐ We like people who do nice things for us so we want to repay them

☐ We trust people who do nice things for us and so feel ready to say yes

☐ When someone does nice things for us our defenses are weakened

☒ There is a strong reciprocation norm in society ✓

Submit

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

Which of the following best summarizes the lessons learnt from Milgram's studies on obedience?

☐ At heart, most people in society have a sadistic streak that comes out if legitimized by society

☐ Many people have habituated to violence and find it difficult to empathise with the victims of violence

☒ If the situation allows it, most people in society have the capacity to act in cruel and abusive ways ✓

☐ People are less likely to give electric shocks to members of the same race than to members of other races

Submit

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

Asch (1955) conducted a study where participants were asked to identify, aloud, which of several vertical lines matched the length of another particular line. Participants who heard confederates give incorrect answers also provided the same incorrect answers about a third of the time. This study demonstrates the power of:

☒ Conformity ✓

☐ Reciprocity

☐ Obedience

☐ The foot-in-the-door technique

Submit

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

According to the door-in-the face technique, which sales strategy should be most successful when selling stereos?

- ☐ Starting with the cheapest items and then working up
- ☒ Starting with the most expensive items and working down ✓
- ☐ Making false promises about the cost of the product and then increasing the sale price once a verbal agreement has been made
- ☐ Stating that the price of stereos was going to go up in the near future and that the client has only a short amount of time to make up their mind

Submit

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

Cialdini proposed six principles of compliance. What are they?

- ☒ Reciprocity, consistency, social validation, liking, scarcity, and authority ✓
- ☐ Reciprocity, inconsistency, social validation, liking, scarcity, and authority
- ☐ Reciprocity, consistency, elaboration, liking, scarcity, and authority
- ☐ Reciprocity, consistency, social validation, dissonance, scarcity, and authority

Submit

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

Milgram's studies on obedience show us what?

- ☐ The power of context to create extreme behavior
- ☐ That ordinary people can do cruel and abusive things
- ☐ The power of commitment
- ☒ All the above are possible take-home messages from the Milgram experiments ✓

Submit

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

Following a small, reasonable request with a larger, burdensome request is the key feature of the _____ technique.

- ☐ door-in-the-face
- ☐ low-balling
- ☒ foot-in-the-door ✓
- ☐ norm of reciprocity

Submit

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

Imagine that you step into an elevator with 4 other people. Usually people in crowded elevators stand facing the front, where the doors open and close. When would you be most likely to face the wrong way (looking at the back wall, away from the doors?)

- ☐ When no one else in the elevator faces the wrong way
- ☐ When one other person in the elevator faces the wrong way
- ☐ When two other people in the elevator face the wrong way
- ☒ When three other people in the elevator face the wrong way ✓

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

After making what you thought was a great deal on a new car, the salesperson tells you that there has been a mistake in his addition and that the car is really going to cost you considerably more than you had originally agreed to. The salesperson is using a technique that is called:

- ☒ low-balling ✓

☐ door-in-the-face☐ foot-in-the-door☐ norm of reciprocity

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

Suppose that you are asked by a charity to donate a small amount of money to its cause (and you do). Suppose also that afterwards the charity approaches you again and asks you to donate a much larger

Suppose also, that afterwards, the charity approaches you again and asks you to donate a much larger sum of money. The technique that this charity is using to get you to comply with their request is called the _____ technique.

☐ door-in-the-face

☒ foot-in-the-door ✓

☐ low-balling

☐ norm of reciprocity

Submit

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

Imagine that you are trying to encourage people to reduce pollution. Using a cognitive dissonance approach, which of the following would you be most effective?

☐ Create a fear-based advert that illustrates the negative impact of pollution on humans and animals.

☐ Recruit an attractive person to deliver information brochures about pollution.

☐ Ask people to write convincing speech arguing that pollution is not that big a problem.

☒ Ask people to complete a checklist of all the behaviours they engage in to reduce pollution, wording the items so that they are difficult to answer yes to, and ask them to make a public commitment to reduce pollution. ✓

Submit

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

According to Leon Festinger's theory of cognitive dissonance, a person might be motivated to change

their attitude:

☐ To gain a large reward

☐ To fit in with other people

☒ To reduce inconsistency ✓

☐ To create a positive impression

Submit

You have used 1 of 1 attempt

Multiple Choice

1/1 point (graded)

What two processes explain the delayed effectiveness of persuasive messages that come from communicators who are LOW in credibility?

☐ Downplaying and delaying

☐ Discounting and disconnection

☐ Delaying and disassociation

☒ Discounting and disassociation ✓

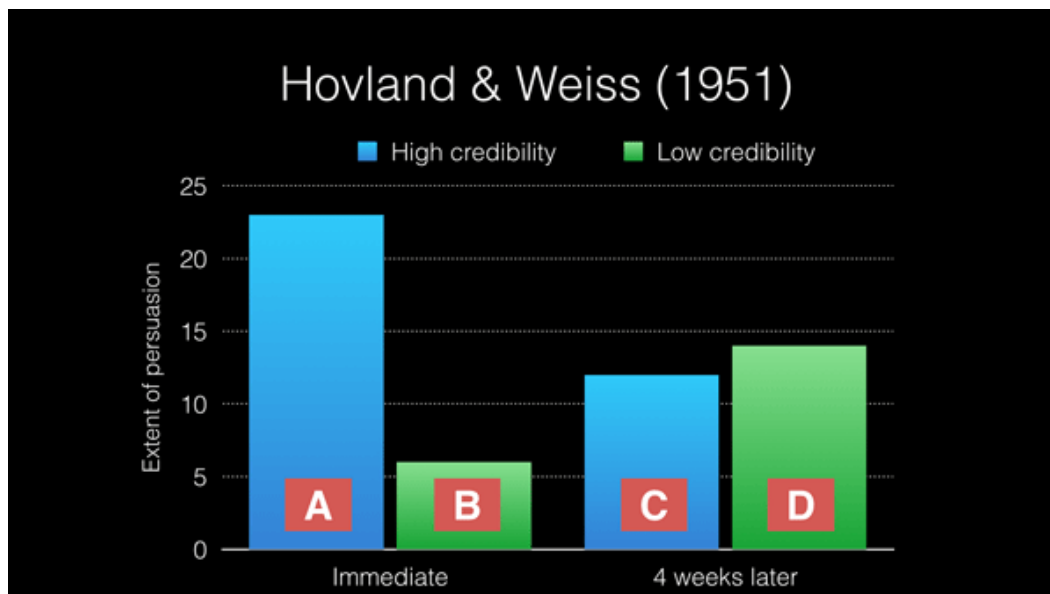
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You have used 1 of 1 attempt

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)

Which of the following is not a component of an attitude?

☒ Non-specific evaluation ✓

☐ Cognitive beliefs

☐ Emotional responses

☐ Behavioural tendencies

Submit

You have used 1 of 1 attempt

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