Lesson Quiz 20-1

networks

Attitudes and Social Influence

DIRECTIONS: True/False In the blank, indicate whether the statement is true (T) or false (F).

_____ **1.** Classical conditioning establishes attitudes by pairing a conditioned stimulus with an already existing unconditioned stimulus.

_____ **2.** Establishing attitudes helps us define our self-concept.

_____ **3.** Attitudes rarely affect how we interpret people and events.

_____ **4.** As children grow older, their parents begin to influence their attitudes more than when they were younger.

_____ **5.** Jillian is a vegetarian because eating meat once made her sick; Dave is a vegetarian for strictly moral reasons. It is more likely that Dave will "cheat" and eat a hamburger occasionally than Jillian.

DIRECTIONS: Multiple Choice Indicate the answer choice that best completes the statement or answers the question.

_____ **6.** Which of these statements about Theodore Newcomb's study is true?

    A. Twenty-five years after graduation, most of the participants still had the same political views they had acquired in college.

    B. Soon after graduation, most of the participants returned to their parents' political views.

    C. Few students were influenced by their professors' political views.

    D. Most of the students rejected their parents' political views while still in high school.

_____ **7.** Which of the following statements about attitudes is true?

    A. Attitudes are always based on personal knowledge.

    B. Attitudes are rarely determined by a person's culture.

    C. People acquire most of their basic attitudes from their peers.

    D. We tend to adopt the attitudes of groups whose acceptance we seek.

_____ **8.** At first, Justin did not want to have anything to do with his cousin, but as time went on, he learned to enjoy being around him. What is this an example of?

    A. cognitive evaluation   **C.** classical conditioning

    B. the mere-exposure effect   **D.** adopting cultural attitudes

_____ **9.** Matt has been offered two part-time jobs. He carefully weighs the pros and cons of each position before making a decision. Which of these best describes what he is engaged in?

    A. cognitive evaluation   **C.** classical conditioning

    B. the mere-exposure effect   **D.** adopting cultural attitudes

_____ **10.** Karyn has formed the attitude that animals should be treated with kindness from watching her father care for their horses. Which of these describes how this attitude was formed?

    A. cognitive evaluation   **C.** observational learning

    B. classical conditioning   **D.** self-justification

Understanding Psychology

Lesson Quiz 20-2

Attitudes and Social Influence

DIRECTIONS: True/False In the blank, indicate whether the statement is true (T) or false (F).

_____ **1.** One of the best ways to determine a person's attitudes is to observe his or her behavior.

_____ **2.** Compliance can occur even when a person's attitudes conflict with what he or she is doing.

_____ **3.** In both identification and compliance, the individual truly believes in his or her new attitude.

_____ **4.** People tend to read online news articles that uphold their own political attitudes out of a need to evade cognitive dissonance.

_____ **5.** Failing to revise a stereotype after interacting with a specific group of people will never result in prejudice.

DIRECTIONS: Multiple Choice Indicate the answer choice that best completes the statement or answers the question.

_____ **6.** Jeff does not like opera, but he goes to performances to please his girlfriend. This is an example of

    A. cognitive consistency.

    B. cognitive dissonance.

    C. counterattitudinal behavior.

    D. self-justification.

_____ **7.** A pacifist who has been drafted into the army opposes killing yet believes in obeying the law. He is probably experiencing

    A. the sleeper effect.

    B. social cognition.

    C. the boomerang effect.

    D. cognitive dissonance.

_____ **8.** What did Patricia Devine say separated prejudiced from nonprejudiced individuals?

    A. Nonprejudiced individuals developed stronger stereotypes.

    B. Nonprejudiced people were able to keep from developing negative attitudes about others.

    C. Nonprejudiced individuals were less flexible than prejudiced individuals.

    D. There were no significant differences between the two groups.

_____ **9.** George behaves rudely to Hannah. He tells his friends he does this because she refuses to help him with his homework. Why does George feel the need to justify his behavior?

    A. to reduce cognitive dissonance

    B. to engage in compliance

    C. to internalize his attitude toward Hannah

    D. to avoid counterattitudinal behavior

_____ **10.** Gina expects 4-year-old Eric to behave badly when she takes him to the mall, and sure enough, he refuses to obey her the entire time they are there. This behavior illustrates

    A. cognitive dissonance.

    B. self-justification.

    C. stereotyping.

    D. a self-fulfilling prophecy.

Understanding Psychology

Lesson Quiz 20-3

Attitudes and Social Influence

DIRECTIONS: True/False In the blank, indicate whether the statement is true (T) or false (F).

_____ **1.** When parents try to convince their teen that he would be better off buying an inexpensive four-door sedan rather than an SUV, they are attempting to use persuasion.

_____ **2.** A television program features a famous actor who claims that vaccines are dangerous and offers a researcher with 25 years of experience in immunology who quotes published studies about the safety of vaccines but no scientific proof. In this case, most viewers will trust the researcher.

_____ **3.** The boomerang effect typically comes into play when the person being persuaded likes the person doing the persuading.

_____ **4.** The sleeper effect provides a way of protecting a person against attacks on his or her beliefs.

_____ **5.** Brainwashing is a combination of psychological manipulation and physical torture.

DIRECTIONS: Multiple Choice Indicate the answer choice that best completes the statement or answers the question.

_____ **6.** Why do you think the peripheral route for persuasion is effective?

    A. It relies on mere exposure.   **C.** It tries to affect people's emotions.

    B. It focuses on people's sense of logic.   **D.** It is a form of brainwashing.

_____ **7.** A politician explains to television viewers all the reasons they should vote for her. This is an example of

    A. compliance.   **C.** the sleeper effect.

    B. the boomerang effect.   **D.** persuasion.

_____ **8.** A company has decided to create a Facebook page on the Internet for its new energy drink. In this instance, the internet is an example of a(n)

    A. channel.   **C.** message.

    B. source.   **D.** audience.

_____ **9.** When is a person most likely to use heuristics in making a decision?

    A. when a persuasive message is delivered over a channel the person does not trust

    B. when a persuasive message comes from a source the person does not trust

    C. when the decision is of relatively little importance and must be made quickly

    D. when the decision is of great importance and the person has time to explore different options

_____ **10.** The most extreme form of attitude change is

    A. the inoculation effect.   **C.** the sleeper effect.

    B. brainwashing.   **D.** heuristics.