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SKU: 9781337406703-TEST-BANK

Name:_____ Class:_____ Date:_____

02. Perception of Self and Others

1. We choose to pay attention to information that is relevant to us.
   a. True
   b. False

ANSWER:	True
RATIONALE:	Correct We choose to pay attention to information that meets our biological and psychological needs. When you go to class, how well you pay attention usually depends on whether you believe the information is relevant. See 2-1: The Perception Process The Perception Process
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	Describe the perception process.
QUESTION TYPE:	True / False
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.01
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Selection Process Processes of communication
KEYWORDS:	Understand
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2. In the process of interpretation, the brain assigns meaning to information.
   a. True
   b. False

ANSWER:	True
RATIONALE:	Correct As the brain selects and organizes information, it also assigns meaning to it. See 2-1: The Perception Process The Perception Process
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	Describe the perception process.
QUESTION TYPE:	True / False
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.01
ACCREDITING STANDARDS:	22785890 - Communication
TOPICS:	Organization of stimuli Perception process in communication
KEYWORDS:	Understand
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3. A person's culture has very little influence on his or her self-perception.
   a. True

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b. False

ANSWER: False

RATIONALE: Correct
Cultural norms play a critical role in both self-concept and self-esteem. Two important ways they do so are in terms of independence and masculinity/femininity. See 2-2: Perception of Self Perception of Self

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: Explain how self-perception is formed and maintained.

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: COMM.VERD.18.02.02

ACCREDITING STANDARDS: 22785889 - Analytic

TOPICS: Cultural and gender influences

KEYWORDS: Understand

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4. We are more likely to self-monitor when we are familiar with a situation.

a. True

b. False

ANSWER: False

RATIONALE: Correct
Even low self-monitors are likely to self-monitor if they are in a new situation or relationship, not a familiar one. See 2-3: Self-perception and Communication Self-perception and Communication

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: Employ communication strategies to improve self-perceptions.

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: COMM.VERD.18.02.03

ACCREDITING STANDARDS: 22785889 - Analytic

TOPICS: Intrapersonal Communication
Communication skills

KEYWORDS: Understand

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5. Accuracy of perception is usually high in automatic processing.

a. True

b. False

ANSWER: False

RATIONALE: Correct

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	You can improve your perceptions by questioning their accuracy. By accepting the possibility that you have overlooked something, you will stop automatic processing and begin to consciously search for information to increase your accuracy. See 2-5: Communication and Perceptions of Others Communication and Perceptions of Others
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	Employ communication strategies to improve your perceptions of others.
QUESTION TYPE:	True / False
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.05
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Perception checking Perception of others
KEYWORDS:	Understand
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6. In the perception process, we are likely to miss the stimuli that:

a. meet our biological needs.

b. focus on automatic processing of information.

c. piques our interest.

d. relate to what we do not expect to see.

ANSWER:	d
RATIONALE:	Correct. We cannot focus on everything we see and hear all the time. Hence, we choose what stimuli to concentrate on based on our needs, interests, and expectations. We are likely to see what we expect to see and miss what violates our expectations. See 2-1: The Perception Process The Perception Process
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	Describe the perception process.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.01
ACCREDITING STANDARDS:	22785890 - Communication
TOPICS:	Selection process Perception process in communication
KEYWORDS:	Understand
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7. Before interviewing one of the candidates for a position in his company, Ben was informed that the candidate had performed exceptionally well in her aptitude test for the job. During the interview, Ben saw the candidate in a very positive light. Although the candidate made a few mistakes, Ben passed them off. In this scenario, Ben's perception of the candidate was based on his _____.

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a. patterns
b. interests
c. needs
d. expectations

ANSWER: d
RATIONALE: Correct. In this scenario, Ben's perception of the candidate was based on his expectations. We cannot focus on everything we see and hear all the time. Hence, we choose what stimuli to concentrate on based on our needs, interests, and expectations. We are likely to see what we expect to see and miss what violates our expectations. See 2-1: The Perception Process The Perception Process
POINTS: 1
DIFFICULTY: Challenging
REFERENCES: Describe the perception process.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.01
ACCREDITING STANDARDS: 22785893 - Reflective Thinking
TOPICS: Processes of communication
Selection process
KEYWORDS: Apply
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8. In the perception process, through attention and selection, _____.
a. our brain organizes and assigns meaning to information
b. we reduce the number of stimuli our brains must process
c. we simplify complex stimuli into some commonly recognized form
d. our brain makes sense of complex stimuli by relating them to things it already recognizes

ANSWER: b
RATIONALE: Correct. Through the process of attention and selection, we reduce the number of stimuli our brains must process. Still, the number of stimuli we attend to at any moment is substantial. See 2-1: The Perception Process The Perception Process
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: Describe the perception process.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.01
ACCREDITING STANDARDS: 22785890 - Communication
TOPICS: Perception process in communication
Selection process
KEYWORDS: Understand
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9. When stimuli are organized by simplicity, _____.

a. the stimuli we attend to are interpreted as familiar patterns
b. the brain is involved in conscious processing
c. the brain is involved in filtering the messages
d. the stimuli we attend to are organized into a commonly recognized form

ANSWER: d
RATIONALE: Correct. If the stimuli we attend to are complex, the brain simplifies them into some commonly recognized form. Based on a quick look at what someone is wearing, how she is standing, and the expression on her face, we may perceive her as a business executive, a doctor, or a soccer mom. See 2-1: The Perception Process The Perception Process
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: Describe the perception process.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.01
ACCREDITING STANDARDS: 22785890 - Communication
TOPICS: Organization of stimuli
Interpretation of stimuli
KEYWORDS: Understand
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10. A karate instructor looked at his new batch of students and automatically recognized that there were three girls and six boys. In this case, the karate instructor is involved in the act of:

a. organizing the stimuli by simplicity.
b. organizing the stimuli by pattern.
c. interpreting the stimuli.
d. conscious processing.

ANSWER: b
RATIONALE: Correct. In this case, the karate instructor is involved in the act of organizing the stimuli by pattern. The brain makes sense of complex stimuli by relating them to things it already recognizes. For example, when we see a crowd of people, instead of perceiving each individual, we may focus on sex and "see" men and women or on age and "see" children, teens, and adults. See 2-1: The Perception Process The Perception Process
POINTS: 1
DIFFICULTY: Challenging
REFERENCES: Describe the perception process.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False

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LEARNING OBJECTIVES: COMM.VERD.18.02.01
ACCREDITING STANDARDS: 22785893 - Reflective Thinking
TOPICS: Organization of stimuli
Interpretation of stimuli
KEYWORDS: Apply
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11. Niku was waiting on the sidewalk to cross a busy road. When she heard a siren indicating that pedestrians could cross the road, she started walking on the pedestrian crossing. In this scenario, Niku's action was based on _____.

a. stereotypes
b. prejudices
c. heuristics
d. prophecies

ANSWER: c
RATIONALE: Correct. In this scenario, Niku's action was based on heuristics. Heuristics are short-cut rules of thumb for understanding how to perceive something based on past experience with similar stimuli. See 2-1: The Perception Process The Perception Process
POINTS: 1
DIFFICULTY: Challenging
REFERENCES: Describe the perception process.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.01
ACCREDITING STANDARDS: 22785893 - Reflective Thinking
TOPICS: Processes of communication
Interpretation of stimuli
KEYWORDS: Apply
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12. While still learning to drive, Jane accidentally drove into another car. Although she survived the accident, Jane still considers herself to be a poor driver. As a result, she has not driven since. In this scenario, it can be said that Jane's experience has affected her _____.

a. self-perception
b. self-monitoring
c. situational attribution
d. impression formation

ANSWER: a
RATIONALE: Correct. In this scenario, Jane's experience has affected her self-perception. Self-perception is the overall view we have of ourselves, including our self-concept and self-esteem. See 2-2: Perception of Self Perception of Self
POINTS: 1

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02. Perception of Self and Others

DIFFICULTY:	Challenging
REFERENCES:	Explain how self-perception is formed and maintained.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.02
ACCREDITING STANDARDS:	22785893 - Reflective Thinking
TOPICS:	Self-concept Self-perception
KEYWORDS:	Apply
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13. _____ is defined as the evaluation we make about our personal worthiness based on our self-concept.
    a. Self-esteem
    b. Self-monitoring
    c. Self-advocacy
    d. Self-effacing

ANSWER:	a
RATIONALE:	Correct. Self-esteem is the evaluation we make about our personal worthiness based on our self-concept. See 2-2: Perception of Self Perception of Self
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	Explain how self-perception is formed and maintained.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.02
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Self-esteem
KEYWORDS:	Remember
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14. Which of the following statements is true of our self-concept?
    a. Any reaction or response we receive has a positive effect on our self-concept.
    b. Our negative self-concept turns positive with each successful experience.
    c. Feedback changes the manner in which we think about ourselves.
    d. Our self-concept is shaped only by our personal experiences rather than the reactions from others.

ANSWER:	c
RATIONALE:	Correct. Feedback changes the manner in which we think about ourselves. Feedback from others may reveal abilities and personal characteristics we had never before associated with ourselves. See 2-2: Perception of Self Perception of Self
POINTS:	1
DIFFICULTY:	Moderate

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02. Perception of Self and Others

REFERENCES: Explain how self-perception is formed and maintained.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.02
ACCREDITING STANDARDS: 22785889 - Analytic
TOPICS: Self-concept
KEYWORDS: Understand
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15. A(n) _____ refers to what we would like to be.
    a. interdependent self-perception
    b. ideal self-concept
    c. social construction of self
    d. self-fulfilling prophecy

ANSWER: b
RATIONALE: Correct. As we interact with others, we form an ideal self-concept, which is what we would like to be. For example, although Jim may know he is not naturally athletic, in his ideal self-concept he wants to be. See 2-2: Perception of Self Perception of Self
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Explain how self-perception is formed and maintained.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.02
ACCREDITING STANDARDS: 22785889 - Analytic
TOPICS: Self-concept
Self-perception
KEYWORDS: Remember
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16. Which of the following statements is true of self-esteem?
    a. Negative self-esteem cannot be overcome even through hard work and practice.
    b. Once self-concept is developed, self-esteem cannot be damaged.
    c. Individuals with low self-esteem tend to form relationships with people who reinforce positive self-perception.
    d. Families are central to the development of positive self-esteem in an individual.

ANSWER: d
RATIONALE: Correct. Families are critically important to developing one's self-concept, but they are even more central to developing positive self-esteem. Unfortunately, in some families, negative messages repeatedly sent can create an inaccurate self-concept and damage self-esteem. See 2-2: Perception of Self Perception of Self
POINTS: 1

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DIFFICULTY:	Moderate
REFERENCES:	Explain how self-perception is formed and maintained.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.02
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Self-concept Self-esteem
KEYWORDS:	Understand
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17. Which of the following statements is true of bullying and cyberbullying?
    a. They do not have long-lasting effects on a person's self-esteem.
    b. They often lead to more accurate self-perceptions.
    c. They are aggressive behaviors that damage self-esteem.
    d. They rarely affect individuals who are just forming self-concept.

ANSWER:	c
RATIONALE:	Correct. Bullying and cyberbullying are aggressive behaviors that damage self-esteem. They have long-lasting negative effects. See 2-2: Perception of Self Perception of Self
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	Explain how self-perception is formed and maintained.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.02
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Self-esteem
KEYWORDS:	Understand
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18. _____ are based on the belief that traits and abilities are specific to a particular context or relationship.
    a. Attributions
    b. Interdependent self-perceptions
    c. Independent self-perceptions
    d. Uncertainty reductions

ANSWER:	b
RATIONALE:	Correct. Interdependent self-perceptions are based on the belief that traits and abilities are specific to a particular context or relationship. The goal of people with interdependent self-perceptions is to maintain or enhance the relationship by demonstrating the appropriate abilities and personality characteristics for the situation. See 2-2: Perception of Self Perception of Self

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POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	Explain how self-perception is formed and maintained.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.02
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Perception process in communication Cultural and gender influences
KEYWORDS:	Remember
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19. Which of the following statements is true of people with interdependent self-perceptions?
    a. People from individualist cultures tend to form interdependent self-perceptions.
    b. They believe that their traits and abilities are universally applicable to all situations.
    c. People with interdependent self-perceptions feel they are highly talented during interactions with others.
    d. They demonstrate appropriate abilities and personality characteristics based on the situation.

ANSWER:	d
RATIONALE:	Correct. Interdependent self-perceptions are based on the belief that traits and abilities are specific to a particular context or relationship. The goal of people with interdependent self-perceptions is to maintain or enhance the relationship by demonstrating the appropriate abilities and personality characteristics for the situation. See 2-2: Perception of Self Perception of Self
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	Explain how self-perception is formed and maintained.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.02
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Self-esteem Cultural and gender influences
KEYWORDS:	Understand
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20. _____ refers to a gap between self-perception and reality.
    a. Interdependence
    b. Attribution
    c. Incongruence
    d. Disposition

ANSWER:	c

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RATIONALE:	Correct. Incongruence is a gap between reality and self-perception. Unfortunately, individuals tend to reinforce incongruent self-perceptions by behaving in ways that conform to them rather than attempting to break free from them. See 2-2: Perception of Self Perception of Self
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	Explain how self-perception is formed and maintained.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.02
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Self-perception Perception of others
KEYWORDS:	Remember
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21. Harry often sees his friend James practicing basketball. Impressed by his shots, Harry asks him if he would like to play for the school team with him. However, James is less certain of his own talent. He tells Harry that he doesn't think of himself as a great player and that his lack of experience will probably weigh the team down. In this scenario, James's perception about himself can be attributed to _____.

a. prejudice
b. incongruence
c. scripted differences
d. discrimination

ANSWER:	b
RATIONALE:	Correct. In this scenario, James's perception about himself can be attributed to incongruence. Incongruence is a gap between reality and self-perception. Unfortunately, individuals tend to reinforce incongruent self-perceptions by behaving in ways that conform to them rather than attempting to break free from them. See 2-2: Perception of Self Perception of Self
POINTS:	1
DIFFICULTY:	Challenging
REFERENCES:	Explain how self-perception is formed and maintained.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.02
ACCREDITING STANDARDS:	22785893 - Reflective Thinking
TOPICS:	Self-perception Perception of others
KEYWORDS:	Apply
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22. A _____ is an inaccurate perception of a skill, characteristic, or situation that leads to behaviors that perpetuate that

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false perception as true.

a. dispositional attribution
b. self-fulfilling prophecy
c. negative self-concept
d. situational attribution

ANSWER: b
RATIONALE: Correct. A self-fulfilling prophecy is an inaccurate perception of a skill, characteristic, or situation that leads to behaviors that perpetuate that false perception as true.They may be self-created or other-imposed. See 2-2: Perception of Self Perception of Self
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Explain how self-perception is formed and maintained.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.02
ACCREDITING STANDARDS: 22785889 - Analytic
TOPICS: Self-perception
KEYWORDS: Remember
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23. Which of the following statements is true of self-perception?

a. It has a limited influence on how we communicate with others.
b. It focuses on forming impressions of ourselves based on others' opinions.
c. It helps us to see others favorably when we have negative opinions of ourselves.
d. It influences how we have conversations about others to ourselves.

ANSWER: d
RATIONALE: Correct. Self-perception influences how we talk to ourselves, how we talk about ourselves with others, how we talk about others to ourselves, the self we present to others, and our ability to communicate with others. See 2-3: Self-Perception and Communication Self-Perception and Communication
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: Employ communication strategies to improve self-perceptions.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.03
ACCREDITING STANDARDS: 22785890 - Communication
TOPICS: Intrapersonal communication
Communication skills
KEYWORDS: Understand
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24. _____ is the internal conversation we have with ourselves in our thoughts.
    a. Self-talk
    b. Self-esteem
    c. Self-attribution
    d. Self-disposition

ANSWER:	a
RATIONALE:	Correct. Self-talk (or intrapersonal communication) is the internal conversation we have with ourselves in our thoughts. People who have positive self-perception are more likely to engage in positive self-talk, such as "I know I can do it" or "I did a really good job." See 2-3: Self-Perception and Communication Self-Perception and Communication
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	Employ communication strategies to improve self-perceptions.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.03
ACCREDITING STANDARDS:	22785890 - Communication
TOPICS:	Intrapersonal communication Communication skills
KEYWORDS:	Remember
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25. The term _____ refers to attributing behavior to a cause that is beyond someone's control.
    a. situational attribution
    b. dispositional attribution
    c. internal attribution
    d. selective attribution

ANSWER:	a
RATIONALE:	Correct. The term situational attribution refers to attributing behavior to a cause that is beyond someone's control. See 2-4: Perception of Others Perception of Others
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	Examine how we form perceptions of others.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.04
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Perception of messages
KEYWORDS:	Remember
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02. Perception of Self and Others

26. The term _____ refers to attributing behavior to a cause that is under someone's control.
    a. situational attribution
    b. dispositional attribution
    c. external attribution
    d. selective attribution

ANSWER:	b
RATIONALE:	Correct. The term dispositional attribution refers to attributing behavior to a cause that is under someone's control. See 2-4: Perception of Others Perception of Others
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	Examine how we form perceptions of others.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.04
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Perception of messages
KEYWORDS:	Remember
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27. Which of the following statements is true of making attributions?
    a. Dispositional attribution improves the understanding between individuals.
    b. Situational attribution increases animosity between individuals.
    c. Making attributions decreases uncertainty between individuals.
    d. Attributions are solely based on a person's physical appearance.

ANSWER:	c
RATIONALE:	Correct. When we see someone acting in a certain way, we try to figure out why. Your attribution reduces your uncertainty by answering your question. See 2-4: Perception of Others Perception of Others
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	Examine how we form perceptions of others.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.04
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Perceptual accuracy Perception of messages
KEYWORDS:	Understand
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28. Dawson and Emily go to the same high school. Emily is very attractive and outgoing. On seeing her, Dawson assumes

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that she is also smart and popular. In this scenario, Dawson's assumption is an example of _____.

a. self-fulfilling prophecy
b. implicit personality theory
c. dispositional attribution
d. situational attribution

ANSWER:	b
RATIONALE:	Correct. In this scenario, Dawson's assumption is an example of implicit personality theory. Implicit personality theory is the tendency to assume that two or more personality characteristics go together. So if we see someone displaying one trait, we assume he or she has the other traits we associate with it. See 2-4: Perception of Others. Perception of Others.
POINTS:	1
DIFFICULTY:	Challenging
REFERENCES:	Examine how we form perceptions of others.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.04
ACCREDITING STANDARDS:	22785893 - Reflective Thinking
TOPICS:	Perception of others Perception of messages
KEYWORDS:	Apply
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29. _____ is the inaccurate attempt to make several perceptions about another person agree with each other.

a. Forced consistency
b. Prejudice
c. Assumed similarity
d. Discrimination

ANSWER:	a
RATIONALE:	Correct. Forced consistency is the inaccurate attempt to make several perceptions about another person agree with each other. See 2-4: Perception of Others Perception of Others
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	Examine how we form perceptions of others.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.04
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Perceptual accuracy Perception of others
KEYWORDS:	Remember
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30. Which of the following statements is true of prejudices?

a. They are always negative perceptions about a person.
b. They can lead to discrimination of people.
c. They are a result of outcome bias.
d. They are actions in which people are treated differently based on certain biases.

ANSWER: b
RATIONALE: Correct. Prejudice can lead to discrimination, which is acting differently toward a person based on prejudice. Prejudice deals with perception and attitudes, while discrimination involves actions. See 2-4: Perception of Others Perception of Others
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: Examine how we form perceptions of others.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.04
ACCREDITING STANDARDS: 22785889 - Analytic
TOPICS: Perceptual accuracy
KEYWORDS: Understand
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31. A subconscious approach that draws on previous experience to make sense of what we are encountering is defined as
situational attribution
Incorrect
conscious processing
Incorrect
social perception
Incorrect
automatic processing
Correct
.

a. situational attribution
b. conscious processing
c. social perception
d. automatic processing

ANSWER: d
RATIONALE: A subconscious approach that draws on previous experience to make sense of what we are encountering is defined as automatic processing. We use heuristics, which are short-cut rules of thumb for understanding how to perceive something based on past experience with similar stimuli. See 2-1: The Perception Process The Perception Process
POINTS: 1
DIFFICULTY: Easy

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REFERENCES:	Describe the perception process.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.01
ACCREDITING STANDARDS:	22785890 - Communication
TOPICS:	Interpretation of stimuli Organization of stimuli
KEYWORDS:	Remember
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32. Selective perception
Incorrect
Self-perception
Correct
Situational attribution
Incorrect
Self-disposition
Incorrect
is the overall view we have of ourselves, which includes both self-concept and self-esteem.

a. Selective perception
b. Self-perception
c. Situational attribution
d. Self-disposition

ANSWER:	b
RATIONALE:	Self-perception is the overall view we have of ourselves, which includes both self-concept and self-esteem. Self-concept is the perception we have of our skills, abilities, knowledge, competencies, and personality traits. See 2-2: Perception of Self Perception of Self
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	Explain how self-perception is formed and maintained.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.02
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Self-perception
KEYWORDS:	Remember
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33. Attributions
Incorrect
Independent self-perceptions
Correct

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Prejudices
Incorrect
Interdependent self-perceptions
Incorrect
are based on the belief that traits and abilities are internal to the person and are universally applicable to all situations.

a. Attributions
b. Independent self-perceptions
c. Prejudices
d. Interdependent self-perceptions

ANSWER: b
RATIONALE: Independent self-perceptions are based on the belief that traits and abilities are internal to the person and are universally applicable to all situations. The goal for people with independent self-perceptions is to demonstrate their abilities, competencies, characteristics, and personalities during interactions with others. See 2-2: Perception of Self Perception of Self
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Explain how self-perception is formed and maintained.
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.02
ACCREDITING STANDARDS: 22785889 - Analytic
TOPICS: Cultural and gender influences
Self-perception
KEYWORDS: Remember
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34. Independent self-perception
Incorrect
Social construction of self
Correct
Self-fulfilling prophecy
Incorrect
Assumed similarity
Incorrect
is the phenomena of sharing different aspects of our self-concept based on the situation and people involved.

a. Independent self-perception
b. Social construction of self
c. Self-fulfilling prophecy
d. Assumed similarity

ANSWER: b
RATIONALE: Social construction of self is the phenomena of sharing different aspects of our self-concept based on the situation and people involved. For example, someone's behavior

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	and persona at work can differ drastically with their behavior with their friends. See 2-3: Self-perception and Communication Self-perception and Communication
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	Employ communication strategies to improve self-perceptions.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.03
ACCREDITING STANDARDS:	22785889 - Analytic
TOPICS:	Self-perception Communication skills
KEYWORDS:	Remember
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35. A perception check
Correct
heuristic
Incorrect
forced consistency
Incorrect
prejudicial perception
Incorrect
is a message that reflects your understanding of the meaning of another person's behavior.

a. perception check
b. heuristic
c. forced consistency
d. prejudicial perception

ANSWER:	a
RATIONALE:	A perception check is a message that reflects your understanding of the meaning of another person's behavior. It helps assess the accuracy of a perception. See 2-5: Communication and Perceptions of Others Communication and Perceptions of Others
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	Employ communication strategies to improve your perceptions of others.
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.05
ACCREDITING STANDARDS:	22785890 - Communication
TOPICS:	Perception of messages Perception checking
KEYWORDS:	Remember
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36. Illustrate three different ways of improving your perception of others and their messages.

ANSWER: Answers will vary. You can improve your perceptions by questioning their accuracy. It begins by saying "I know what I think I saw, heard, tasted, smelled, or felt, but I could be wrong. What other information should I be aware of?" By accepting the possibility that you have overlooked something, you will stop automatic processing and begin to consciously search out information that should increase your accuracy.
Choosing to use conscious processing as you get to know people. When you mindfully pay attention to someone, you are more likely to understand that person's uniqueness. Doing so can increase the accuracy of your perceptions.
Seeking more information is vital to verify perceptions. If your perception is based on only one or two pieces of information, try to collect additional information. Perception is tentative, that is, subject to change. The best way to get additional information about people is to talk with them.
Realize that your perceptions of a person will change over time. People often base their opinions, assumptions, and behaviors on perceptions that are outdated. When you encounter someone you haven't seen for a while, let the person's current behavior rather than their past actions or reputation inform your perceptions.
Seeking clarification respectfully by perception checking. One way to access the accuracy of a perception is to verbalize it and see whether others agree with what you see, hear and interpret. A perception check is a message that reflects your understanding of the meaning of another person's behavior. It is a process of describing what you have seen and heard and then asking for feedback from the other person. A perception check consists of three parts. First, describe what you observe. Second, offer two possible interpretations. Third, ask for clarification.

POINTS: 1
DIFFICULTY: Moderate
REFERENCES: Employ communication strategies to improve your perceptions of others.
QUESTION TYPE: Essay
HAS VARIABLES: False
LEARNING OBJECTIVES: COMM.VERD.18.02.05
ACCREDITING STANDARDS: 22785890 - Communication
TOPICS: Perception of messages
Perception checking
KEYWORDS: Understand
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37. Define perception checking and illustrate the three parts involved.

ANSWER: Answers will vary. A perception check is a message that reflects your understanding of the meaning of another person's behavior. It is a process of describing what you have seen and heard and then asking for feedback from the other person. A perception check consists of three parts. First, describe what you have observed. Second, offer two possible interpretations. Third, ask for clarification. Do so respectfully in order to gain understanding of another person's behavior.

POINTS: 1
DIFFICULTY: Easy
REFERENCES: Employ communication strategies to improve your perceptions of others.

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QUESTION TYPE:	Essay
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.05
ACCREDITING STANDARDS:	22785890 - Communication
TOPICS:	Perception checking Perceptual accuracy
KEYWORDS:	Remember
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38. Discuss the use of conscious processing as a way to get to know people better.

ANSWER:	Answers will vary. Conscious processing is a slow, deliberative approach where we examine and reflect about the stimuli. It is used when we encounter things out of the realm of our normal experiences or expectations. Using conscious processing as a way to get to know people helps improve your perception of them and their messages. When you mindfully pay attention to someone, you are more likely to understand that person's uniqueness.
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	Employ communication strategies to improve your perceptions of others. Describe the perception process.
QUESTION TYPE:	Essay
HAS VARIABLES:	False
LEARNING OBJECTIVES:	COMM.VERD.18.02.01 COMM.VERD.18.02.05
ACCREDITING STANDARDS:	22785890 - Communication
TOPICS:	Intrapersonal communication Processes of communication
KEYWORDS:	Understand
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