The Psychology of Attitudes and Attitude Change 3rd edition Maio Test Bank

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Instructor Exam Multiple Choice Questions

Chapter 2: The three witches of attitudes

Correct answers are in bold.

1. According to your text, the "three witches of attitude" are _____.

a. cognition, affect, and behavior

b. content, affect, and behavior

c. content, structure, and function

d. cognition, affect, and function

2. A measure of the cognitive component of attitudes toward nuclear power might ask people to rate the extent to which it is _____.

a. harmful versus beneficial

b. acceptable versus disgusting

c. bad versus good

d. awful versus nice

3. Measures of the components of attitude have focused more on _____.

a. cognition and behavior than emotion

b. emotion than behavior than cognition

c. cognition and emotion than behavior

d. none of these

4. A measure of the emotional component of attitudes toward globalization might ask people to rate the extent to which it is _____.

a. unimportant versus important

b. sad versus delightful

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c. useless versus useful

d. foolish versus wise

5. Open-ended measures of attitude components possess which of the following limitations most strongly, compared to other measures of attitude components?

a. They rely on participants' ability to free recall and articulate their responses.

b. They rely on participants' ability to guess their overall attitude.

c. They rely on participants' motivation to contemplate their behavior.

d. They require a large amount of time to complete.

6. The bidimensional perspective on attitudes is most INCONSISTENT with which of these findings?

a. a null correlation between ratings of positivity and ratings of negativity

b. a weak positive correlation between ratings of positivity and ratings of negativity

c. a weak negative correlation between ratings of positivity and ratings of negativity

d. a strong negative correlation between ratings of positivity and ratings of negativity

7. Which of the following would be the WORST formula for the calculation of potential ambivalence, where P is the amount of positive valence and N is the amount of negative valence?

a. P + N

b. P – N

c. P + N – 32

d. P × N

8. Ralph admires feminists but feels threatened by them at the same time. According to research described in your text, how might this combination affect Ralph's judgments and behavior?

a. The feelings of threat will dominate, causing negative evaluations of feminists he encounters.

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b. The admiration of feminists will dominate, causing positive evaluations of feminists he encounters.

c. The admiration and feelings of threat will cancel each other out, causing neutral evaluations of feminists he encounters.

d. He will show polarized reactions to the feminists he encounters, depending on whether their behavior taps his admiration or feelings of threat.

9. Snyder and DeBono (1985) found that high self-monitors are more _____.

a. persuaded by messages that appeal to image than are low self-monitors

b. persuaded by messages that appeal to quality than are low self-monitors

c. persuaded by messages that appeal to both image and quality than are low self-monitors

d. likely to hold value-expressive attitudes than are low self-monitors.

10. Which of the following is the most general and pervasive function of attitudes?

a. the ego-defensive function

b. the object-appraisal function

c. the value-expressive function

d. the social-adjustive function

11. Strong attitudes are more likely to _____.

a. be unstable over time

b. elicit strong feelings about a topic

c. resist change from persuasive messages

d. be unstable over time and resist change from persuasive messages

12. Attitude strength is an important variable in which of the following debates?

a. the superiority of implicit vs explicit measures of attitude

b. attitudes as spontaneous feelings vs attitudes as deliberative cognitions

c. attitudes as temporary constructions vs attitudes as evaluations from memory

d. the superiority of open-ended vs closed-ended measures of attitude

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13. The need for cognition refers to _____.

a. the tendency to ruminate over past mistakes

b. the desire to form attitudes serving a value-expressive and utilitarian function

c. a proclivity toward forming cognitive attitudes

d. **the tendency to engage in and enjoy complex activities requiring cognitive effort**

14. Sarah thinks that ice cream tastes great and contains calcium, but is fatty and guilt inducing. Nonetheless, she feels comfortably positive about ice cream. An attitude researcher might say that her attitude is characterized by _____.

a. high objective and low subjective ambivalence

b. high cognitive-affective ambivalence

c. high intracomponent ambivalence

d. low integrative complexity

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