Psychology of Attitudes and Attitude Change 4th edition Maio Test Bank

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Instructor exam multiple choice questions

Chapter 1: What are attitudes and how are they measured?

1. Who proposed that attitudes are mental associations between an attitude object and evaluations of the object?

a. Alice Eagly

b. Richard Petty

c. Shelley Chaiken

d. Russell Fazio

e. Mark Zanna

Ans: D

2. In the 1960s, attitude research was stimulated by the rise of which perspective in social psychology?

a. Gestaltism

b. Social cognition

c. Social attribution

d. Interactionism

e. Situational motivation

Ans: B

3. In theory, how does evaluative priming work as a measure of attitude?

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a. Presentation of an attitude object automatically activates an evaluation of it, making people slower to identify congruent adjectives over incongruent ones.

b. Presentation of the attitude object automatically activates extrapersonal associations with the object, improving attention to relevant words.

c. Presentation of the attitude object across trials improves memory performance for words that share the same connotation.

d. Presentation of the attitude object across trials improves attention to words that share the same connotation.

e. Presentation of an attitude object automatically activates an evaluation of it, making people faster to identify congruent adjectives over incongruent ones.

Ans: E

4. Greenwald et al.'s (1998) 'IAT' is an acronym for the

a. Indirect Attitude Test

b. Implicit Association Test

c. Implicit Attitude Test

d. Indirect Association Test

e. None of the above

Ans: B

5. Why are explicit measures of attitude useful?

a. They are the only reliable measures of attitude.

b. They often predict judgements and behaviour.

c. They allow for effects of cognitive development.

d. They are uncorrelated with implicit measures.

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e. They are correlated with implicit measures.

Ans: B

6. Why are implicit measures of attitude useful?

a. They are affected by context.

b. They can account for variance in behaviour that is not explained by explicit measures.

c. They are invulnerable to impression management biases.

d. They require less effort to complete than explicit measures of attitude.

e. They are more reliable than explicit measures.

Ans: B

7. Samantha wants to look at attitudes towards pornography using an implicit measure. She believes that people will have negative associations based on the stigma associated with pornography, but may have positive attitudes themselves because of its erotic nature. Which implicit measure should she use to tap these positive attitudes?

a. The IAT

b. The AMP

c. The Single Category IAT

d. The Detection IAT

e. The Personalised IAT

Ans: E

8. Which of the following are physiological techniques that have been used to study attitudes?

a. Facial Electromyography (Facial EMG)

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b. Galvanic Skin Response

c. Event-related Potentials

d. Functional Magnetic Resonance Imaging (fMRI)

e. All of the above

Ans: E

9. Why is pupillary dilation in the eye NOT a useful measure of attitude?

a. Pupils react too slowly to stimuli.

b. Pupils react too quickly to stimuli.

c. Pupils dilate for liked and disliked objects.

d. Pupils constrict for liked objects.

e. Pupils constrict for disliked objects.

Ans: C

10. The reliability of measures of attitude is high when

a. they predict measures of behaviour.

b. they reveal differences between people that are stable over time.

c. the components of the measure (e.g. different items) are significantly correlated.

d. they include multiple items.

e. b and c.

Ans: E

11. The validity of measures of attitude is high when

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a. they are related to other measures of the same construct.

b. they are unrelated to measures of ideology.

c. they are unrelated to measures of personality.

d. they include multiple items.

e. a and c.

Ans: A

12. What are the primary and secondary characteristics of an attitude?

a. Primary: valence; secondary: strength

b. Primary: strength; secondary: emotionality

c. Primary: valence; secondary: emotionality

d. Primary: strength; secondary: valence

e. Primary: cognition; secondary: emotionality

Ans: A

13. The Elaboration Likelihood Model and the Heuristic-Systematic Model are both so-called dual-process models of persuasion. What does this mean?

a. They specify two phases that may lead to persuasion.

b. They specify successful versus unsuccessful persuasion.

c. They specify two different routes to persuasion.

d. They specify which type of individuals are more persuaded by arguments versus message cues that are not relevant to the content of the message.

e. They specify two sets of effects for message recipients and message content.

Ans: C

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14. Which type of attitude measure is most vulnerable to impression management bias?

a. One-item measures

b. Evaluative priming

c. Implicit measures

d. Direct measures

e. Physiological measures

Ans: D

15. Evaluative conditioning describes

a. the conditions under which evaluations influence behaviours.

b. how pairing an object with an affective sensation elicits an attitude.

c. research on how people learn to organise their attitudes.

d. how brain regions learn to recognise attitude objects that we like.

e. how brain regions learn to recognise attitude objects that we dislike.

Ans: B

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Psychology of Attitudes and Attitude Change (4th)

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Total Questions: 15

Multiple Choice (15)

Q1. *[Multiple Choice]*

Who proposed that attitudes are mental associations between an attitude object and evaluations of the object?

a) Alice Eagly
b) Richard Petty
c) Shelley Chaiken
d) Russell Fazio ✓ correct
e) Mark Zanna

Q2. *[Multiple Choice]*

In the 1960s, attitude research was stimulated by the rise of which perspective in social psychology?

a) Gestaltism
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Q3. *[Multiple Choice]*

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e) Presentation of an attitude object automatically activates an evaluation of it, making people faster to identify congruent adjectives over incongruent ones. ✓ correct

Q4. *[Multiple Choice]*

Greenwald et al.'s (1998) 'IAT' is an acronym for the

a) Indirect Attitude Test
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Q5. *[Multiple Choice]*

Why are explicit measures of attitude useful?

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Q6. *[Multiple Choice]*

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Q7. *[Multiple Choice]*

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The validity of measures of attitude is high when

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c) they are unrelated to measures of personality.
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Q12. *[Multiple Choice]*

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