

Instructor Exam Multiple Choice Questions

Chapter 2

1. The “three witches of attitude” are:
 - (a) cognition, affect, and behaviour
 - (b) content, affect, and behaviour
 - (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 behaviour than emotion
 - (b) emotion than behaviour than cognition
 - (c) * cognition and emotion than behaviour
 - (d) none of the above

4. A measure of the emotional component of attitudes toward nuclear power might ask people to rate the extent to which it is:
 - (a) unimportant versus important
 - (b) * sad versus delightful
 - (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 behaviour
 - (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 behaviour?
- (a) The feelings of threat will dominate, causing negative evaluations of feminists he encounters
 - (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 behaviour taps his admiration or feelings of threat
9. Snyder and DeBono (1985) found that:
- (a) * high self-monitors are more persuaded by messages that appeal to image than are low self-monitors
 - (b) high self-monitors are more persuaded by messages that appeal to quality than are low self-monitors
 - (c) high self-monitors are more persuaded by messages that appeal to both image and quality than are low self-monitors
 - (d) high self-monitors are more 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) a and c
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