

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