**Chapter 10: Cognitive Processing of Attitudes**

1. List all the stages of the chain of cognitive responses and provide examples from a real-life situation for each stage. (see page 258 for example).
2. For each of the two modes of the Heuristic-systematic model by chaiken list two processes and two moderators. (see page 259)
3. Draw a diagram of a cognitive response analysis from the elaboration likelihood model, listing all three stages and their corresponding elements. (see page 261)
4. List one criticisms and one advantages of measuring implicit attitudes over explicit attitudes.
5. Briefly describe the IAT. What is the basic task? What does it measure? What are the implications? Mention some criticisms of the task, and also some responses to those criticisms.
6. Describe what is necessary for a message generate favorable cognitive responses and to be maximally persuasive.