

## 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 criticism and one advantage of measuring implicit attitudes over explicit attitudes.
  - a. Criticisms: measures cultural knowledge, is malleable
  - b. Predictive validity, especially for topics that can be affected by social desirability
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.
  - a. Participants must quickly associate concepts (usually positive and negative) with two groups (usually blacks and whites), by striking keys on a keyboard. People are generally quicker to associate an ingroup with positive/outgroup with negative than ingroup with negative/outgroup with positive.
  - b. Criticisms: measures associations, not necessarily endorsement of them (can be knowledgeable about a stereotype but not necessarily agree with it); is it really implicit if its scores can be contextually manipulated?
  - c. Predictive validity for behaviors, physiological measures, judgments.
6. Describe what is necessary for a message to generate favorable cognitive responses and to be maximally persuasive.
  - a. Quality: should have good arguments.
  - b. Repetition: message should be repeated multiple times.
  - c. Difficulty: should be comprehensible.
  - d. Environment: should be delivered in an atmosphere free of distraction.