

Chapter 10: Cognitive Processing of Attitudes

1. McGuire's (1969) model of information processing can be best described as which of the following?
 - a. Sequential
 - b. Parallel
 - c. Automatic
 - d. All of the above

2. Which of the following is not an element of McGuire's chain of cognitive responses model?
 - a. Attention
 - b. Comprehension
 - c. Yielding
 - d. Automaticity

3. Which of the following sequences best exemplifies the order of some of the cognitive responses in McGuire's chain of cognitive responses model? Steps might be skipped, select the answer that shows the correct order.
 - a. Comprehension > Attention > Retention
 - b. Decision > Attention > Comprehension
 - c. Exposure > Yielding > Retrieval
 - d. Retrieval > Yielding > Behavior

4. What aspect of attitudes did the Yale persuasive communications approach emphasize?
 - a. Learning the message content
 - b. The conscious acceptance or rejection of the message
 - c. Both A & B
 - d. None of the above

5. Ajzen's (1987) theory of planned behavior evolved from which of the following?
 - a. Yale persuasive communications approach
 - b. Theory of reasoned action
 - c. Chain of cognitive responses model
 - d. Elaboration likelihood model

6. Which of the following theories suggests that people only engage in thoughtful processing of information only when they are sufficiently motivated and have the capacity to do so?
 - a. The heuristic-systemic model
 - b. The MODE model
 - c. The elaboration likelihood model
 - d. All of the above

7. Which of the following best describes one of the basic postulates of the elaboration likelihood model?
 - a. People lack motivation to hold correct attitudes
 - b. People are motivated to hold correct attitudes
 - c. People respond best to argument quality when motivation is low
 - d. None of the above

8. If you were interested in testing how likely it is that a speech will change an audience's attitudes, which of the following measures would be most effective?
 - a. Directly asking people how much effort they invested in processing the message
 - b. Examining the audience's counterarguments as the message is received
 - c. Both A & B
 - d. None of the above

9. Which of the following features of an individual's cognitive processing of information are revealed through the methods of the elaboration likelihood model?
 - a. Quality
 - b. Extent
 - c. Both A & B
 - d. Retention

10. Which of the following is NOT considered a relevant stimulus in the elaboration likelihood model?
 - a. Elaboration
 - b. Message
 - c. Audience involvement
 - d. Individual differences

11. People are more likely to use the peripheral route when the communicator possesses which of the following attributes?
 - a. Attractiveness

- b. Expertise
- c. Both A & B
- d. None of the above

12. If a nonlinguistic message (e.g., a company's logo) is often repeated to an individual they will eventually like it more. This effect is known as:

- a. Familiarity effect
- b. Desensitization effect
- c. Positivity effect
- d. None of the above

13. Which of the following is an important qualification for the occurrence of the mere exposure effect?

- a. The stimulus is initially unfamiliar
- b. The stimulus is initially negatively valenced
- c. The individual engages the central route
- d. The stimulus is presented subliminally

14. Which of the following scenarios is best supported by recent evidence on the mediating cognitive process of message repetition?

- a. People's cognitive responses follow a linear model wherein repetition leads to constant increases in understanding and persuasion
- b. People's understanding and persuasion increase linearly with repetition but then plateau.
- c. People's cognitive responses begin with resistance to the message, but once a threshold is reached, repetition rapidly increases understanding and persuasion
- d. Peoples' understanding and persuasion first increase with repetition, but then tedium leads to counter argumentation

15. When does message difficulty has the largest impact on elaboration?

- a. Low outcome involvement
- b. Medium outcome involvement
- c. High outcome involvement
- d. Impact is unrelated to the level of outcome involvement

16. Which of the following kinds of involvement is most closely related to maximizing rewards in a specific situation?

- a. Ego involvement

- b. Vested interest
- c. Response involvement
- d. Personal involvement

17. Which of the following kinds of involvement reduce persuasion?

- a. Issue involvement
- b. Task involvement
- c. Both A & B
- d. Value involvement

18. What does the individual difference variable “need for cognition” refer to?

- a. People’s chronic level of thoughtfulness in response to external stimuli
- b. People’s tendency to generate more con responses to persuasive communications
- c. People’s tendency to generate more pro responses to persuasive communications
- d. All of the above

19. What does O stands for in the acronym of the MODE model?

- a. Orientation
- b. Opportunity
- c. Outcome involvement
- d. None of the above

20. Which of the following is NOT a determinant of accessibility, according to the MODE model?

- a. Recency of activation
- b. Frequency of activation
- c. Forgetting inconsistent behavior
- d. Self-monitoring

21. Which of the following has been posited as a criticism of the IAT as a measure of attitudes?

- a. The IAT is a measure of cultural beliefs
- b. The IAT is malleable
- c. Both A & B
- d. None of the above

22. Which of the following brain areas has NOT been shown to be implicated in attitude-related cognition?

- a. The Orbitofrontal cortex
- b. The amygdala

- c. The ventral striatum
- d. The medial prefrontal cortex

23. In the process of persuasive communication, high or low argument quality might cause high or low counterarguing, which in turn could cause attitude change. What would the cognitive mediator be in this process?
- a. Argument quality
 - b. Counterarguing
 - c. Attitude change
 - d. This is not a mediated process
24. Assuming a professor is making strong arguments, which of the following is most likely to increase the degree to which students agree with the message?
- a. If the argument is easy to understand
 - b. If the argument is complicated
 - c. If the argument is conveyed in a lively tone
 - d. All of the above
25. Which of the following theories suggests that if people like themselves and link themselves with the ingroup, they will like their ingroup?
- a. Balance theory
 - b. Implicit Association Test (IAT)
 - c. Ingroup desirability theory
 - d. Both A and B
26. Which if the following is NOT suggested to be a distinction between implicit attitudes demonstrated in IAT pairings and explicit attitudes primed in the MODE model?
- a. IAT is a series of categorical judgments, whereas priming methods operate more readily on individual exemplars
 - b. Implicit attitudes may operate from simple slow-learning (but durable and resistant) memory system, whereas explicit attitudes result from more fast-learning (but flexible and context-sensitive) memory system
 - c. Implicit attitudes comprise propositions subjectively judged as true, whereas explicit attitudes primarily stem from affective experiences and cultural beliefs
 - d. Both B and C