

Chapter 10 - Cognitive Processing of Attitudes:

1. a. Sequential
2. d. Automaticity
3. c. Exposure > Yielding > Retrieval
4. c. Both A & B
5. b. Theory of reasoned action
6. d. All of the above
7. b. People are motivated to hold correct attitudes
8. b. Examining the audience's counterarguments as the message is received
9. b. Extent
10. a. Elaboration
11. c. Both A & B
12. d. None of the above
13. a. The stimulus is initially unfamiliar
14. d. Peoples' understanding and persuasion first increase with repetition, but then the tedium leads to counter argumentation
15. b. Medium outcome involvement
16. c. Response involvement
17. d. Value involvement
18. d. All of the above
19. b. Opportunity
20. c. Forgetting inconsistent behavior
21. Both A & B
22. d. The ventral striatum
23. Attitude change
24. If the argument is complicated
25. c. Both A & B
26. a. Implicit attitudes comprise propositions subjectively judged as true, whereas explicit attitudes primarily stem from affective experiences and cultural beliefs