

## Chapter 9 – Cognitive Structures of Attitudes

1. b. Hypothetical mediating variable
2. b. Evaluation
3. c. It allowed traditional variables to be explored in new ways
4. c. Both A & B
5. a. Festinger
6. b. Allport
7. d. All of the above
8. c. Communicator
9. d. All of the above
10. b. De facto selective exposure
11. d. None of the above
12. a. Spreading of alternatives
13. c. It concerns relationships between people
14. c. As single units
15. a. Discrete versus distributed representations
16. c. Both A & B
17. a. Attitudes in groups polarize toward relatively extreme alternatives when people are exposed to new information
18. c. Agent-based modeling
19. b. Self-perception theory
20. c. Both A & B
21. a. Value-expression
22. c. Cognitive knowledge
23. b. Value-expression
24. b. Self-monitoring
25. b. Ideology
26. b. Implicit theory
27. c. The method of expression
28. a. motivational, cognitive
29. a. Ego preoccupation