

Chapter 7 Understanding and Influencing Attitudes and Behaviors

7.1 Multiple-Choice Questions

- 1) What is a predisposition to respond to people, ideas, or objects in an evaluative way?
A) judgment B) attitude C) belief D) perception

Answer: B

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- 2) Which of the following statements is not correct about attitudes?
A) attitudes are hypothetical constructs
B) attitudes are only presumed to exist in people's minds
C) attitudes involve judgments of good or bad
D) attitudes involve our perceptions of reality

Answer: D

Diff: 2 Page Ref: 142

- 3) Our perception of reality about whether something is true or false is referred to as a:
A) judgment B) attitude C) belief D) perception

Answer: C

Diff: 1 Page Ref: 143

- 4) Which of the following is a belief statement?
A) going to the fair is a great idea B) I favor gay marriage
C) there is no God D) I think school is good for you

Answer: C

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- 5) Which of the following is an attitude?
A) religion is the opiate of the masses
B) guns don't kill people--people kill people
C) the space program is very valuable
D) I favor tougher immigration laws

Answer: C

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- 6) Daryl is trying to get Darlene to change her opinion on universal healthcare. Darlene already has insurance and really doesn't see what the big fuss is about, so she doesn't think it is an important issue. What attitude factor is Daryl having a problem with?

- A) selective exposure B) salience
C) lack of caring D) principle of consistency

Answer: B

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7) What are presumed ideas that cannot be sensed using the five senses, but instead exist only in people's minds?

- A) simplistic origins
- B) hypothesized thought
- C) attitudes
- D) hypothetical construct

Answer: D

Diff: 3 Page Ref: 143

8) Which of the following concern our "perceptions of reality?"

- A) attitudes
- B) beliefs
- C) values
- D) desires

Answer: A

Diff: 2 Page Ref: 144

9) What are our enduring conceptions of the nature of right and wrong; good and bad?

- A) attitudes
- B) beliefs
- C) values
- D) desires

Answer: C

Diff: 1 Page Ref: 145

10) The idea that values can range from good to bad is an example of which aspect of the multidimensionality of values?

- A) direction
- B) salience
- C) intensity
- D) bearing

Answer: A

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11) Darla very strongly believes that "guns don't kill people, people kill people." The strength of her belief is an example of which aspect of the multidimensionality of values?

- A) direction
- B) salience
- C) intensity
- D) bearing

Answer: C

Diff: 2 Page Ref: 147

12) Which theory maintains that we respond to various stimuli according to whether these responses lead to rewarding or non-rewarding results for us?

- A) expectancy violation theory
- B) maintenance theory
- C) dramatist theory
- D) reinforcement theory

Answer: D

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13) Tika has a group of close friends who shape her individual orientations. These close friends are referred to as what?

- A) reference group
- B) friendship circle
- C) belief group
- D) attitude circle

Answer: A

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14) What do researchers call when two attitudes (or perceptions, or beliefs, or values) are inconsistent with each other, change in one or both occurs because of the mind's efforts to establish and maintain evenness?

- A) principle of consistency
- B) principle of equilibrium
- C) principle of reliability
- D) principle of dependability

Answer: A

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- 15) Which of the following is NOT a way to restore consistency?
- A) alter her or his attitude to that of the message source
 - B) change her or his orientation toward the message source
 - C) withdraw from the field
 - D) become argumentative

Answer: D

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7.2 True/False Questions

- 1) Attitudes are hypothetical constructs.

Answer: TRUE

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- 2) Attitudes concern our perceptions of reality, while beliefs concern our evaluation of something.

Answer: FALSE

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- 3) "Pickles taste horrible" is an example of a value.

Answer: FALSE

Diff: 2 Page Ref: 144

- 4) "I oppose the death penalty" is an example of an attitude.

Answer: TRUE

Diff: 2 Page Ref: 144

- 5) "Everyone deserves basic civil rights" is an example of a belief.

Answer: TRUE

Diff: 2 Page Ref: 144

- 6) If you neither agree nor disagree with a specific issue, you are illustrating the direction aspect of the multidimensionality of values.

Answer: TRUE

Diff: 3 Page Ref: 146

- 7) Penny attends a pro-life rally, but really doesn't think her belief on abortion is that important to her. Penny is illustrating the intensity aspect of the multidimensionality of values.

Answer: FALSE

Diff: 3 Page Ref: 148

- 8) Attitudes, values, and beliefs cannot be altered by punishments and rewards.

Answer: FALSE

Diff: 1 Page Ref: 149

- 9) If two values are inconsistent with each other, people will keep the inconsistency.

Answer: FALSE

Diff: 1 Page Ref: 152

- 10) Psychological withdrawal from the communication situation occurs more often than physically leaving the field.

Answer: TRUE

Diff: 1 Page Ref: 155

7.3 Matching Questions

Match the following.

- | | |
|--|-----------------------------|
| 1) A predisposition to respond to people, ideas, or objects in an evaluative way.
<i>Diff: 1 Page Ref: 142</i> | A) Hypothetical Construct |
| 2) Our perception of reality about whether something is true or false.
<i>Diff: 1 Page Ref: 143</i> | B) Intensity |
| 3) The strength of attitudes, beliefs, or values about people, ideas, or objects.
<i>Diff: 1 Page Ref: 147</i> | C) Principle of Equilibrium |
| 4) When two attitudes (or perceptions, or beliefs, or values) are inconsistent with each other, change in one or both occurs because of the mind's efforts to establish and maintain consistency.
<i>Diff: 2 Page Ref: 152</i> | D) Value |
| 5) Perceived importance of an attitude, a belief, or a value to the individual.
<i>Diff: 1 Page Ref: 148</i> | E) Direction |
| 6) The range of possible values for a attitude, belief, or value.
<i>Diff: 1 Page Ref: 146</i> | F) Maintenance |
| 7) Group of people who serve to shape an individual's orientations.
<i>Diff: 2 Page Ref: 150</i> | G) Evaluation |
| 8) Presumed ideas that cannot be sensed using the five senses, but instead exist only in people's minds.
<i>Diff: 2 Page Ref: 142</i> | H) Salience |
| 9) Making judgments of good or bad, desirable or undesirable, or likeable or unlikable.
<i>Diff: 3 Page Ref: 142</i> | I) Belief |
| | J) Reinforcement Theory |
| | K) Attitude |
| | L) Peer Group |
| | M) Principle of Consistency |
| | N) Reference Group |

- 10) Theory that maintains we respond to various stimuli according to whether these responses lead to rewarding or non-rewarding results for us.

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- 1) K 2) I 3) B 4) M 5) H 6) E
7) N 8) A 9) G 10) J

7.4 Short Answer Questions

- 1) List five attitudes.

Answer: Pay special attention to make sure the students don't confuse attitudes, beliefs, and values.

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- 2) List five beliefs.

Answer: Pay special attention to make sure the students don't confuse attitudes, beliefs, and values.

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- 3) List five values.

Answer: Pay special attention to make sure the students don't confuse attitudes, beliefs, and values.

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- 4) Explain the three characteristics of attitudes, beliefs, and values.

Answer: The characteristics are direction, intensity, and saliency.

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- 5) Explain reinforcement theory.

Answer: Theory that maintains we respond to various stimuli according to whether these responses lead to rewarding or non-rewarding results for us.

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7.5 Essay Questions

- 1) Explain the Consistency Model.

Answer: When explaining the model, students should discuss what happens when they disagree with people they like, when they agree with people they don't like, and when there is balance.

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- 2) Explain the principle of consistency using a real-life conflict you have had.

Answer: Make sure the students correctly apply the principle of consistency.

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- 3) Explain how people go about restoring consistency during a conflict.

Answer: alter her or his attitude to that of the message source, change her or his orientation toward the message source, withdraw from the field

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