7. Although the use of _____ seems to increase people's persuasiveness, the use of _____ seems to decrease it.
a. emblems, illustrators
b. illustrators, proxemics
c. illustrators, adaptors
d. self-touching, adaptors
Answer: C
Page Reference: 165-166

8. Which of the following types of gestures is <u>least</u> related to effective persuasion?
a. emblems
b. illustrators
c. adaptors
d. haptics
Answer: C
Page Reference: 166

9. _____ is the study of how time is used to communicate.
a. Haptics
b. Proxemics
c. Chronemics
d. Scarcity
Answer: C
Page Reference: 169

11. For the principle of scarcity to be an effective persuasive strategy, it must succeed in creating _____ in the persuadee.
a. expectancy violations
b. psychological reactance
c. artifacts
d. chronemics
Answer: B
Page Reference: 170

12. Arnold Schwarzenegger is an example of a/an _____, John Goodman a/an_____, and Calista Flockhart a/an _____.
a. mesomorph, endomorph, ectomorph
b. mesomorph, saliomorph, endomorph
c. ectomorph, mesomorph, powermorph
d. endomorph, ectomorph, mesomorph
Answer: A
Page Reference: 175

13. In contrast to football players, long-distance runners tend to be _____, that is, is thin and frail-looking.
a. ectomorphs
b. endomorphs
c. mesomorphs
d. paramorphs
Answer: A
Page Reference: 175

14. In contrast to long-distance runners, football players tend to be _____, that is, muscular and brawny.
a. ectomorphs
b. endomorphs
c. mesomorphs
d. paramorphs
Answer: C
Page Reference: 175

15. _____ people are cast in commercials that seek to emphasize trustworthiness, whereas _____ people are cast into commercials that seek to portray expertise.
a. Ectomorphic, mesomorphic
b. Mesomorphic, endomorphic
c. Mature-faced, baby-faced
d. Baby-faced, mature-faced
Answer: D
Page Reference: 175

16. Paralinguistics refers to the study of
a. pitch, rate, volume, and tone of voice.
b. nonverbal communication.
c. haptics and adaptors.
d. persuasive talk.
Answer: A
Page Reference: 176

17. We are more likely to comply with a request by a person who violates our space if that person has "reward value." The theory associated with this perspective is
a. psychological reactance.
b. communication accommodation theory.
c. expectancy violations theory.
d. information processing theory.
Answer: C
Page Reference: 169

18. This theory or model states that warm, friendly, involving behaviors are persuasive in and of themselves.
a. Communication Accommodation Theory
b. Reinforcement Theory
c. Language Expectancy Theory
d. Directs Effects Model of Immediacy
Answer: D
Page Reference: 161

19. An effective means of persuasion in retail sales is
a. using profanity.
b. using powerless language.
c. mirroring nonverbal behavior.
d. emphasizing adaptors.
Answer: C
Page Reference: 163

20. The use of _____ tends to facilitate both attention to, and retention of, a persuasive message.
a. powerless language
b. pallid language
c. adaptors
d. emblems
Answer: D
Page Reference: 164-165

21. An example of one's own nonverbal behavior causing self-persuasion is
a. persuaders who matched or mirrored another's nonverbal cues were more likely to gain compliance from the other person.
b. receivers who nodded their heads "Yes" (up and down) while listening to a persuasive message were more persuaded than receivers who nodded their heads "No" (side to side).
c. food servers who touched restaurant patrons lightly on the shoulder received higher tips than foods servers who did not.
d. a study of panhandling techniques revealed that the key to getting donations was to get passers-by to establish eye contact.
Answer: B
Page Reference: 165

22. Which of the following generalizations about smiling and nodding is <u>inaccurate</u>?
a. Smiling and/or nodding tends to be more effective when it involves persons of unequal status.
b. Smiling and/or nodding by food servers tends to increase tips.
c. Smiling and/or nodding tends to make therapists seem more warm and friendly.
d. Smiling and/or nodding by teachers tends to increase students' attention.
Answer: A
Page Reference: 163

23. The use of "scarcity" as a sales technique (e.g. "limited time offer!" "hurry while supplies last!") is most closely associated with which of the following theories or concepts?
a. psychological reactance
b. Elaboration Likelihood Model (ELM)
c. expectancy violations theory
d. inoculation theory
Answer: A
Page Reference: 170

24. A politician continued to shake her head and roll her eyes while her opponent spoke. Impression management theory suggests that this will
a. make the politician's opponent appear undesirable and dishonest.
b. make both the politician and her opponent appear deceptive.
c. increase the politician's credibility.
d. increase the speaker's credibility.
Answer: D
Page Reference: 160

25. Angela told her mother that she would be moving out of the house. Her mother's teary-eyed stare changed into a cold, furrow-browed stare as she crossed her arms. Angela knew her mother was not going to let her move out. This example best illustrates
a. that each nonverbal code is an isolated message.
b. that nonverbal codes are easily detected.
c. that each nonverbal code rarely operates alone.
d. that a nonverbal code is rarely reliable.
Answer: C
Page Reference: 161

26. According to the textbook, if an individual would like to enhance her/his trustworthiness, she/he should
a. smile frequently.
b. limit smiling to rare occasions.
c. smile quickly.
d. begin to smile slowly and then let the smile linger.
Answer: D
Page Reference: 163

27. Annie is meeting her fiancé's sister for dinner. She would like to establish a friendly bond with her future sister-in-law. Which of the following is the best advice one can give Annie?
a. Annie should mimic her future sister in-law's nonverbal behavior.
b. Annie should reduce eye contact with her future sister-in-law.
c. Annie should use adaptors to help her establish a friendship.
d. Annie should meet her future sister-in-law's smile with a frown.
Answer: A
Page Reference: 164

28. Touch behavior generally increases compliance for all of the following reasons except
a. individuals augment their power through touch.
b. touching may make people feel good.
c. individuals can create more favorable impressions through touch.
d. touching is seen as a secret-cue for persuaders.
Answer: D
Page Reference: 167

29. _____ Need For Touch (NFTs) individuals use touch to evaluate products, whereas _____ Need for Touch (NFTs) individuals touch things because they find the touch of items pleasurable.
a. Haptic, resilient
b. Malleable, inclination
c. Instrumental, autotelic
d. Autotelic, instrumental
Answer: C
Page Reference: 167

30. A bookstore encourages customers to take their time browsing, offers them free muffins and coffee, and encourages them to sit down and read a book. Which statement best illustrates this tactic?
a. By limiting a customer's time, the bookstore aims to increase purchases.
b. Geographical proximity leads to persuasion.
c. Sometimes coming across like time is not an issue is persuasive.
d. Do not judge a book by its cover.
Answer: C
Page Reference: 170

Essay Questions

1. The text discusses three types of gestures. List and describe each type. How are they different? How does each affect the process of persuasion?

2. When and how does proxemics help someone be more persuasive? As you answer, be sure to include what you know about Nonverbal Expectancy Violations Theory. What does the theory say about when you should and should not invade someone's personal space?

3. If you were advising someone in retail sales how to use nonverbal cues to his or her advantage, what are two "do's" and two "don'ts" you would offer in the way of advice? Why?