

Exam Questions

1. Which of the following is a reason why the study of different cultural conceptions of illness is important?
 - a. Our society is becoming more culturally diverse
 - b. Misunderstandings can occur when people have different conceptions of illness
 - c. Patient–caregiver communication may suffer if cultural conceptions of illness are not considered
 - d. All of these***

2. Advertising on television may impact which of the following health issues?
 - a. Nutrition
 - b. Activity levels
 - c. Perceptions of ideal body type
 - d. All of these***

3. According to Weick’s Organizational Information Theory, the series of communication behaviors (consisting of an act, response, and adjustment) used by health organizations to deal with equivocal information is known as which of the following?
 - a. Act
 - b. Cycle***
 - c. Equivocality
 - d. Retention

4. Which of the following is an advantage of having a traditional hierarchy in health organizations?
 - a. Clearer division of labor than in other types of organizational patterns***
 - b. Uncentralized power
 - c. Ability of people at lower parts of the hierarchy to easily access people at the top
 - d. People at the top of the hierarchy have clear knowledge of the day-to-day concerns of people at the bottom of the hierarchy

5. According to the reading on culture and health, the notion that illness should be addressed by methods based on scientific principles, including laboratory tests, patient record-keeping, and the presence or absence of physical indicators of disease is most closely associated with which of the following?
 - a. Culture
 - b. Harmony perspective
 - c. Organic perspective***
 - d. Ethnodiversity

6. Which of the following statements about health risk communication is true?
 - a. People often assess risks in terms of cultural and personal contexts.
 - b. Trust of authorities is a factor when assessing risks
 - c. Community involvement is important in terms of changing perceptions of health risks.
 - d. All of these statements are true.***

7. According to the reading on new technologies and health communication, which of the following statements is true?

- a. Tailored messages (via computer) are less likely to be personally relevant to members of the target audience
- b. Health messages cannot be created based upon demographic, psychological, and communication characteristics for specific individuals within the target audience cannot be easily created using computers.
- c. Multimedia programs cannot be used to help with literacy problems in campaigns
- d. None of these statements are true***

8. Health problems, such as deaths related to tobacco usage and exposure to industrial waste tend to be _____ in the news media.

- a. Under-represented***
- b. Over-represented
- c. Accurate
- d. Over-sensationalized

9. Which of the following statements about direct-to-consumer advertising is true?

- a. Direct-to-consumer advertising has had little effect on prescribing patterns of physicians.
- b. Direct-to-consumer advertising has had little effect on consumer behavior.
- c. *Prozac*, *Viagra*, and *Claritin* are household names as a result of direct-to-consumer advertising.***
- d. None of these statements are true.

10. The mass communication theory that says the influence of media messages is moderated by audience motives for using the media, such as information-seeking, passing time, and social reasons is known as which of the following?

- a. Agenda setting theory
- b. Uses and gratifications theory***
- c. Cultivation theory
- d. None of These

11. The theory that members of media organizations make conscious decisions as to what health issues they will cover and that the media tell us what health issues are important to think about is known as which of the following?

- a. Agenda setting theory***
- b. Uses and gratifications theory
- c. Accuracy theory
- d. Dialectics theory

12. According to our discussion of elderly patient–physician interaction, which of the following is true about the impact of a companion who is with an older person during a medical interview?

- a. Companions have little effect on the nature of the interaction
- b. Companions may take time away from the older patient
- c. Companions don't answer questions that are directed to the patient
- d. None of these are true***

13. According to the reading on provider–older patient interaction, which of the following statements is true?

- a. Physicians spend less time with older patients than other patients
- b. Older men are stereotyped most negatively by doctors
- c. Doctors are less likely to patronize older patients***
- d. None of these statements are true

14. Which of the following are outcomes that have been found to be associated with interdisciplinary teams?

- a. Lower patient satisfaction
- b. Better coordination of patient care***
- c. More readmissions following hospitalization
- d. All of these

15. Which of the following statements about the Internet and health communication is true?

- a. Women use the Internet less frequently than men for obtaining health information
- b. Current search engines make it very easy for people to find health information tailored to their educational level or interests
- c. A large percentage of health information on the Internet has been found to be false or incomplete***
- d. Providers and patients rarely talk about information that patients obtain from the Internet

16. Which of the following changes in the health industry may benefit from new communication technologies?

- a. The increase in patient mobility and relocation in our society
- b. The shift to the prevention model of healthcare
- c. The need of health organizations to send and receive information cheaply and efficiently
- d. All of these are changes that may benefit from new communication technologies***

17. According to the readings, which of the following statements about diversity in healthcare organizations is true?

- a. Healthcare organizations did not include much racial diversity until relatively recent history
- b. Women were once considered too emotionally unstable to practice medicine
- c. Until the 1960s, African-American doctors were not allowed to practice alongside white doctors
- d. All of these are true***

18. Which of the following statements is true about how provider–patient communication has been affected by the growth of the Internet?

- a. There is less talk about information acquired from the Internet during medical interviews
- b. Patients and providers do not differ in terms of what they perceive to be credible information about health
- c. Many health web sites conform to standards set by professional medical associations
- d. The advent of email has not significantly increased physician–patient communication***

19. When people in the same healthcare organization share common assumptions, a common language, and a similar philosophy about work, this is an example of which of the following according to our text?

- a. Diversity
- b. Integration
- c. Organizational culture***
- d. Hegemony

20. Which of the following is an advantage to diversity in a healthcare organization?

- a. The organization may become stagnant and unimaginative
- b. Diversity may enhance creative problem solving in the organization***
- c. Greater stereotyping of minority workers
- d. None of these are an advantage

21. Which of the following new technologies are currently being used in health organizations?

- a. Personal Data Assistants (PDAs)
- b. Telemedicine
- c. Electronic Patient Records
- d. All of these***

22. Which of the following statements about healthcare teams is true?

- a. A transdisciplinary team is the same thing as an interdisciplinary team
- b. Physicians rarely dominate the discussion in interdisciplinary teams
- c. Interdisciplinary teams are helpful when dealing with patients who have multiple health concerns***
- d. All of these statements are true

23. Which of the following is a negative aspect of the traditional biomedical approach to medicine?

- a. Physical evidence does not explain all aspects of illness
- b. Conditions that are not verifiable by scientific tests are often discounted by physicians
- c. Psychological and social implications of disease are often downplayed
- d. All of these***

24. Which of the following statements about electronic records is true according to the chapter on new technologies and health?

- a. Nearly 75% of all business activities in healthcare are related to the capture and manipulation of information***
- b. There is a single, universally accepted standard for formatting electronic health records
- c. Electronic records have eliminated concerns about patient privacy
- d. None of these statements are true

25. Which of the following statements about the stigma of disease is true?

- a. Public reaction to disease is often based on fears or cultural assumptions rather than fact***
- b. Social taboos are only associated with mental illness
- c. Perceptions of behaviors surrounding disease (such as using IV drugs) do not influence the social stigma related to disease
- d. All of these

26. Which of the following is a disadvantage of telemedicine?

- a. Telemedicine technology offers no more advantages than email
- b. The ability to bring specialists and rural physicians together
- c. There are currently no clear rules about how to reimburse providers using telemedicine in most states***
- d. Rural providers don't trust specialists when using telemedicine

27. Which of the following statements about alternative and complementary care is true according to our text?

- a. Complementary care methods typically cost less than traditional healthcare
- b. Complementary methods are more focused on health maintenance than curing and treating
- c. Alternative practitioners often spend more time with patients than traditional practitioners
- d. All of these statements are true***

28. According to the chapter on risk communication, which of the following statements is true?

- a. It is often difficult to translate information based within scientific language to the layperson
- b. Perceptual biases when target audience members process information can create problems for health risk campaigns
- c. Health campaign directors and researchers are typically in privileged positions and approach campaigns from a top down or paternalistic perspective
- d. All of the statements are true***

29. According to the lecture on risk communication, which of the following is a way that we can improve risk communication campaigns?

- a. Researchers should not try to work within the worldview of the at-risk community
- b. Community advisory boards are not helpful to risk communication campaigns
- c. A forum where concerned citizens can interact with experts can facilitate trust within the community***
- d. Researchers should rely heavily on presenting statistics about health problems to the community

30. According to the chapter on teamwork, which of the following is an advantage to using interdisciplinary teams for healthcare decision-making within healthcare organizations?

- a. Multiple perspectives of the problem
- b. Reduction of costly oversights that can occur when one person is focused on a highly specialized task
- c. Teamwork can better address a variety of issues related to patients' psychosocial issues
- d. All of these are advantages***

31. Which of the following statements about health communication and aging is true?

- a. Geriatrics is only a sub-specialty in medicine
- b. Age is not necessarily related to health problems
- c. Stereotypes of older patients tend to be negative
- d. All of these statements are true***

32. According to the chapter on health images in the media, which of the following statements about how advertising affects our perceptions of body image is true?

- a. Natural body functions are often depicted as weird or unnatural in advertisements
- b. We might compare our own body image to unrealistic expectations (e.g. models used in advertisements)
- c. Eating disorders among women may be associated with unrealistic expectations about body images depicted in advertisements
- d. All of these statements are true***