

This link from the Centers for Disease Control and Prevention provides an overview of health communication and outlines some characteristics of effective health communication messages. (<https://npin.cdc.gov/pages/health-communication-strategies>).

## **Test Questions**

### **Multiple Choice Questions**

1. According to Gass & Seiter, persuasion is best thought of as
- A science
  - An art
  - A science and an art
  - A social science

Answer: C

Page 3

2. Which of the following statements best reflects the view of persuasion offered by Gass & Seiter?
- On balance, persuasion probably does more harm than good
  - Persuasion is an essential, desirable feature of human interaction
  - Persuasion emphasizes manipulation; communication emphasizes cooperation
  - Persuasion is a necessary, but unfortunate, fact of life

Answer: B

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3. To say that persuasion is “pervasive” means
- Influence attempts are found everywhere you find people communicating
  - It is difficult to define what is and isn’t persuasion
  - Persuasion plays a major role in the “people” professions, but a minor or negligible role in the natural sciences
  - Influence attempts are usually explicit or overt, rather than subtle or implicit

Answer: A

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4. The arena in which persuasive attempts enjoy the greatest likelihood of success is:
- Print media
  - Television
  - Cinema
  - Interpersonal
  - Online

Answer: D

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5. One reason for studying persuasion is to learn more about how and why people respond to persuasive messages. This is called the:
- Attentiveness function
  - Knowledge function
  - Defensive function
  - Debunking function

Answer: B

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6. An example of habitual persuasion is:
- Arguing with a friend about an editorial in the newspaper
  - Negotiating with your parents over how much of your tuition they should pay
  - Claiming “the dog ate it” whenever you turn in a late assignment

- d. Asking a professor to explain why you got the grade you did on an essay

Answer: C

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7. The debunking function:

- a. Helps us defend ourselves against unscrupulous influence attempts
- b. Serves to correct erroneous perceptions about how persuasion works
- c. Assists in making us more discriminating consumers of persuasive messages
- d. Helps us avoid habitual or mindless persuasion

Answer: B

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8. When politicians are shown drinking a beer, shopping at Walmart, eating at McDonald's, or going bowling, they are employing which propaganda technique?

- a. Testimonials
- b. Bandwagon effect
- c. Transfer
- d. Card-stacking
- e. Plain folks appeal

Answer: E

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9. The debunking function of persuasion helps one to:

- a. Arm him/herself against influence attempts by unethical persuaders
- b. Gain greater awareness about false stereotypes and myths regarding persuasion
- c. Identify different elements and features of a persuasive message
- d. Design and present a persuasive message on his/her own

Answer: B

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10. Which of the following best reflects the view of persuasion offered in the text?

- a. People actually aren't all that gullible or easy to persuade
- b. There is a sucker born every minute
- c. Anyone can be persuaded if you know the right button to push
- d. Persuaders know far more about persuading than researchers do about how persuasion works

Answer: A

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11. Which of the following statements about the relationship of persuasion to the arts is the most accurate?

- a. Artists are the most temperamental of all persuaders
- b. Artists are usually too wrapped up in their work to care about persuading others
- c. Art is as much about persuasion as it is about creating aesthetic works
- d. Art is usually created for "art's sake" and not as a means of influencing others

Answer: C

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12. Persuasion research often produces "counterintuitive" findings (e.g., results that are contrary to what common sense would dictate.) Such findings highlight the \_\_\_\_\_ function performed by the study of persuasion.

- a. Pragmatic
- b. Empirical
- c. Defensive
- d. Debunking

Answer: D

Page 19

13. In using a tool analogy to describe persuasion, Gass & Seiter wish to show that:
- A persuader, like a carpenter, is only as good as her/his tools
  - It is the poor persuader (or carpenter) who blames his tools
  - Whether persuasion is good or bad depends on the purpose for which it is used
  - Specific persuasive situations call for specific persuasive tools

Answer: C

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14. Which persuasive strategy below is designed to increase consumer engagement through active participation?
- Online advertising
  - Sentiment tracking
  - Product placement
  - Gamification

Answer D

Page 11

15. A meta-analysis helps persuasion researchers to:
- Determine whether a persuasive strategy is ethical
  - Formulate universal generalizations regarding persuasion
  - Identify what their persuasive goal or objective should be
  - Reconcile previous inconsistencies in the literature

Answer: D

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16. Which of the following generalizations drawn from persuasion research is the most accurate?
- More recent studies (e.g., from the 2000s through the 2020s) tend to contradict past studies (those from the 1960-1999)
  - The results of persuasion studies have been remarkably consistent, dating back to the time of Aristotle
  - Statistical techniques, such as meta-analyses, have helped to resolve a number of previous inconsistencies in the literature
  - Research findings are largely consistent, but there are dramatic differences in theories of persuasion
  - Real-life results almost always contradict controlled laboratory findings

Answer: C

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17. A reporter asks a politician, "Do you favor or oppose gay adoptions?" The politician responds, "I'm for families. The family unit is the backbone of our society. Family bonds are vital." The politician's response best reflects which propaganda technique?
- Smoke and mirrors
  - Pomp and circumstance
  - Card-stacking
  - Glittering generalities

Answer: D

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18. Which of the following statements best characterizes persuasion, as opposed to propaganda?
- It operates most effectively in the interpersonal arena
  - It is practiced by organized groups and institutions
  - It has a strong ideological bent
  - It tends to rely on ethically suspect methods of influence

Answer: A

Pages 16-17

19. Which of the following statements about propaganda is most accurate?
- Propaganda is a feature of totalitarian regimes, rather than democratic societies
  - The government uses propaganda frequently, but the private sector rarely does so

- c. The term “propaganda” has a negative connotation, and it is usually used in a pejorative sense
- d. Propaganda tends to be political in nature, rather than religious or commercial

Answer: C

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20. According to Gass & Seiter, persuasion:
- a. Occurs primarily in the mass media
  - b. Is rare in the natural or "hard" sciences
  - c. Is more common in mediated than non-mediated settings
  - d. Occurs in a variety of non-obvious or even weird contexts

Answer: D

Page 15

21. Which of the following justifications for the study of persuasion do Gass & Seiter identify as most compelling?
- a. Social influence is an interdisciplinary area of scholarly inquiry
  - b. Influence is generally manipulative
  - c. Persuasion is the cornerstone of many positive, pro-social activities
  - d. To be well paid in the “people professions,” one must be able to influence others

Answer: C

Page 4

22. Word-of-mouth marketing (WOM) based on social networks is also known as:
- a. Viral marketing
  - b. Multi-modal marketing
  - c. Branding
  - d. Consumer-centric marketing
  - e. Decentralized persuasion

Answer: A

Pages 7

23. Which concept refers to “any positive or negative statement made by customers about a product or company, which is made available to people via the Internet”?
- a. Buzz
  - b. Nudges
  - c. Viral
  - d. Electronic word of mouth (eWOM)

Answer: D

Page 10

24. Which of the following statements about buzz marketing is most accurate?
- a. Buzz marketing relies heavily on TV and print media
  - b. Buzz marketing depends upon the selling power of celebrity endorsers
  - c. Buzz marketing relies on word-of-mouth recommendations
  - d. Buzz marketing is aimed at young, urban consumers

Answer: C

Page 10

25. Online opinion leaders with millions of followers are known as:
- a. Social media influencers
  - b. Mega-influencers
  - c. Micro-influencers
  - d. Nano-influencers

Answer: B

Page 6

26. According to the “Tipping Point” theory, people who have lots of expertise and know-how are known as:

- a. Connectors
- b. Salespeople
- c. Mavens
- d. Geeks
- e. Nerds

Answer: C

Pages 7-8

27. According to Gladwell's concept of "tipping points," a product or idea can't take off unless it has inherent appeal. This is known as:

- a. Gravitational pull
- b. Scalability
- c. Momentum magic
- d. Stickiness
- e. Gravititas

Answer: D

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28. Kiyoko is known by her friends as the fashion expert. She is always ahead of the curve on fashion trends. According to Malcolm Gladwell, Kiyoko would be termed a:

- a. Connector
- b. Maven
- c. Hawker
- d. Salesperson
- e. Trend spotter

Answer: B

Pages 7-8

29. In regard to ethical communication, it isn't so much what strategies and tactics a persuader uses as:

- a. The amount of skill she/he has
- b. The events that take place
- c. Whom she/he can influence
- d. Why she/he uses them

Answer: D

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30. Which of the following statements best describes the third-person effect? People tend to:

- a. Overestimate the influence of persuasion on themselves and underestimate its effects on others
- b. Underestimate the influence of a group on an individual member
- c. Underestimate the influence of persuasion on themselves and overestimate its effects on others
- d. Underestimate the influence of the individual member on the group

Answer: C

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31. People who often provide suggestions to their circle of friends, such as, "You should try it," "You have to see this movie," and "You need to buy it, it is the best yet!" are termed:

- a. Connectors
- b. Promoters
- c. Mavens
- d. Salespersons

Answer: D

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32. Sentiment tracking is most closely associated with:

- a. Social media
- b. Print advertising