

Instructor Exam Multiple Choice Questions

Chapter 1: What are attitudes and how are they measured?

Correct answers are in bold.

1. Who proposed that attitudes are mental associations between an attitude object and evaluations of the object?
 - a. Alice Eagly
 - b. Richard Petty
 - c. Shelley Chaiken
 - d. Russell Fazio**

2. In the 1960s, attitude research was stimulated by the rise of which perspective in social psychology?
 - a. gestaltism
 - b. social cognition**
 - c. social attribution
 - d. interactionism

3. In theory, how does Evaluative Priming work as a measure of attitude?
 - a. Presentation of an attitude object automatically activates an evaluation of it, making people faster to identify congruent adjectives over incongruent ones.**
 - b. Presentation of the attitude object automatically activates extrapersonal associations with the object, improving attention to relevant words.
 - c. Presentation of the attitude object across trials improves memory performance for words that share the same connotation.
 - d. Presentation of the attitude object across trials improves attention to words that share the same connotation.

4. Fazio et al.'s (1995) Evaluative Priming paradigm and Payne's (2001, 2006) Weapons Bias paradigm share which common feature?

- a. the presentation of White or Black faces prior to a response**
- b. the measurement of attitude
- c. the measurement of stereotypes
- d. the presentation of White or Black names prior to a response

5. Greenwald et al.'s (1998) "IAT" is an acronym for the _____.

- a. Indirect Attitude Test
- b. Implicit Association Test**
- c. Implicit Attitude Test
- d. Indirect Association Test

6. Why are explicit measures of attitude useful?

- a. They often predict judgments and behavior.**
- b. They allow for effects of cognitive development.
- c. They are uncorrelated with implicit measures.
- d. They are correlated with implicit measures.

7. Why are implicit measures of attitude useful?

- a. They are affected by context.
- b. They can account for variance in behavior that is not explained by explicit measures.**
- c. They are invulnerable to impression management biases.
- d. They are more reliable than explicit measures.

8. Samantha wants to look at attitudes toward pornography using an implicit measure. She believes that people will have negative associations based on the stigma associated with pornography, but may have positive attitudes themselves because of its erotic nature. Which implicit measure should she use to tap these positive attitudes?

- a. the IAT
- b. the AMP
- c. the Single Category IAT
- d. the Personalized IAT**

9. Which of the following are physiological techniques that have been used to study attitudes?

- a. facial electromyography
- b. galvanic skin response
- c. functional magnetic resonance imaging
- d. all of these**

10. Why is pupillary dilation in the eye NOT a useful measure of attitude?

- a. Pupils react too slowly to stimuli.
- b. Pupils react too quickly to stimuli.
- c. Pupils dilate for liked and disliked objects.**
- d. Pupils constrict for liked objects.

11. The reliability of measures of attitude is high when

- a. They predict measures of behavior.
- b. They reveal differences between people that are stable over time.
- c. The components of the measure (e.g., different items) are significantly correlated.
- d. They reveal differences between people that are stable over time and the components of the measure (e.g., different items) are significantly correlated.**

12. The validity of measures of attitude is high when _____.

- a. they are related to other measures of the same construct**
- b. they are unrelated to measures of ideology
- c. they are unrelated to measures of personality

d. they are related to other measures of the same construct and they are unrelated to measures of personality

13. What are the primary and secondary characteristics of an attitude?

a. primary: valence; secondary: strength

b. primary: strength; secondary: emotionality

c. primary: valence; secondary: emotionality

d. primary: strength; secondary: valence

14. The Elaboration Likelihood Model and the Heuristic-Systematic Model are both so-called dual-process models of persuasion. What does this mean?

a. They specify two phases that may lead to persuasion.

b. They specify successful versus unsuccessful persuasion.

c. They specify two different routes to persuasion.

d. They specify which type of individuals are more persuaded by arguments versus message cues that are not relevant to the content of the message.

15. Which type of attitude measures is most vulnerable to impression management bias?

a. one-item measures

b. evaluative priming

c. implicit measures

d. direct measures