

Chapter 2:

1. Which theory asks the question: "What is the cumulative effect of exposure to messages on television?"
 - a. Agenda Setting Theory
 - b. Framing Theory
 - c. Uses and Gratifications Theory
 - d. Cultivation Theory**
 - e. All of the above
 - f. None of the above
2. "For what particular purpose do people use media?" This question would be of interest to a theorist for
 - a. Framing theory
 - b. Cultivation Theory
 - c. The Hypodermic Needle Theory
 - d. Social Learning Theory
 - e. All of the above
 - f. None of the above**
3. The central and peripheral routes to persuasion are aspects of
 - a. Elaboration Likelihood Model**
 - b. Third Person Effect
 - c. First Person Effect
 - d. Social Learning Theory
 - e. None of these
4. Shared media that reinforces the beliefs of group members is an aspect of
 - a. Cultivation Theory
 - b. Framing Theory
 - c. Mood Management Theory
 - d. Reinforcing Spirals Model**
5. The origins of prejudice and stereotype are a fundamental part of
 - a. Social Identity Theory**
 - b. Social Learning Theory
 - c. Agenda Setting Theory
 - d. Exemplification Theory
6. "Behavior is more likely to be shaped internally through cognition rather than externally through influences." This is a key aspect of
 - a. Social Cognitive Theory**
 - b. Psychoanalytic Theory
 - c. Meme Theory
 - d. Social Information Processing

7. What factors influence motivation according to self-determination theory?
- a. **Competence, relatedness, and autonomy**
 - b. Justice, Care, and Fairness
 - c. Fear, Anxiety, and Mood states
 - d. None of the above
8. Which theory sees the human brain as a processor for information that is much like a computer?
- a. Self-determination Theory
 - b. Cultivation theory
 - c. Uses and Gratifications Theory
 - d. **Information Processing Theory**
9. My behavior is shaped by circumstances, but YOUR behavior is shaped by internal stable traits.
This is the way things are perceived by the individual according to
- a. Cultivation theory
 - b. Meme theory
 - c. **The Fundamental Attribution Error**
 - d. Information Process Theory