Test Bank for Mediated Communication and You - An Introduction to Internet & Media Effects 1st Knobloch-Westerwick

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Chapter 02 Media Shaping Our World Perceptions

Type: true or false
Title: Chapter 2 Question 1
1) According to cultivation theory, media messages can influence the attitudes and behaviors of those who do NOT view the messages.
***a.** True
b. False

Type: multiple choice question
Title: Chapter 2 Question 2
2) Which of the following is NOT one of the key propositions of the cultivation framework?
a. Television delivers a relatively repetitive set of stories and it is a primary shared source of socialization and information for audiences
***b.** The audience consumes television selectively
c. All of the above are key propositions
d. None of the above are key propositions

Type: multiple choice question
Title: Chapter 2 Question 3
3) _____ reflects the difference in frequencies with which light and heavy TV viewers give responses that indicate they view the real world as similar to TV representations.
a. Content analysis
***b.** Cultivation differential
c. Mean world syndrome
d. Level of consumption

Type: true or false
Title: Chapter 2 Question 5
4) Genre-specific cultivation research has yielded weaker effects than earlier cultivation research.
a. True
***b.** False

Type: multiple choice question
Title: Chapter 2 Question 6
5) Molly believes that 'falling in love at first sight' is the most common way of finding a romantic partner. According the Heuristic Processing Model, why might Molly believe this?
a. Her parents fell in love at first sight.
***b.** She can easily recall many romance movies that depict "love at first sight."
c. She has always watched a lot of television since childhood and thus shows cultivation in her real-world perceptions.
d. She hopes to find love at first sight herself.

Type: multiple choice question
Title: Chapter 2 Question 7
6) After Ray finished watching a violent action movie, Ray shouted at their sister for talking to loud. Which concept could explain why Ray behaved the way they did?
a. Network model
b. The heuristic processing model
***c.** Priming
d. None of the above

Type: multiple choice question
Title: Chapter 2 Question 8
7) Which factor does NOT contribute to the likelihood of a priming effect occurring? _____ of the primed concept.
a. Frequency

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*__b.__ Type
__c.__ Intensity
__d.__ Recency

Type: multiple choice question
Title: Chapter 2 Question 10
8) Despite reading a newspaper article with statistics showing how the crime rate in their neighborhood is low, Tyler still believes crime is very prevalent in their neighborhood. According to exemplification theory, why might Tyler still believe their neighborhood has a high crime rate?
a. Tyler saw a crime occur in real life
b. Tyler is a fan of a crime show filmed in Tyler's hometown and watches it often.
c. The article that Tyler read included several examples of gory crimes in the neighborhood.
*__d.__ All of the above

Type: multiple choice question
Title: Chapter 2 Question 11
9) Which of the following is a key proposition of Cultivation Theory?
a. Television delivers a coherent and repetitive set of stories and images
b. The audience consumes television non-selectively
c. Even people who don't watch much TV are influenced by it through their social contacts
*__d.__ All of the above

Type: multiple choice question
Title: Chapter 2 Question 12

10) Cultivation researchers typically use_____, in line with the Cultural Indicators Research Project.
a. Experiments and quasi-experiments
b. Focus groups and qualitative interviews
c. Unobtrusive observation
*__d.__ Content analyses and surveys

Type: multiple choice question
Title: Chapter 2 Question 13

11) "Gap in prevalence of 'TV response' between light and heavy viewers," is the definition of which term?
a. Mean World Syndrome
b. Mainstreaming
*__c.__ Cultivation Differential
d. Resonance

Type: multiple choice question
Title: Chapter 2 Question 16
12) Which of the following groups are **NOT** overrepresented in American TV and movies?
a. Men
*__b.__ Women
c. Young adults (20-35 years old)
d. Whites

Type: multiple choice question
Title: Chapter 2 Question 17

13) Which criticism has been raised regarding cultivation theory and research (as discussed in class and readings)?
*__a.__ It is difficult to demonstrate the suggested cause-effect relationship
b. Most of the research has been conducted by male researchers
c. It pertains to just one focused topic area, which is violence

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d. It is too specific

Type: multiple choice question
Title: Chapter 2 Question 18

14) According to the Heuristic Processing Model of Cultivation Effects:
a. TV producers use information about the real world heuristically when they decide how to represent reality on TV
*__b.__ The easier it is for you to remember instances of a phenomenon, the more common you perceive that phenomenon to be
c. TV provides ample cues for heuristic processing of what reality is
d. When a heuristic cue activates a particular concept in the brain, this concept is likely to influence subsequent behavior

Type: true or false
Title: Chapter 2 Question 19

15) True or False: Unlike Cultivation, priming effects are thought to accumulate over time
a. True
*__b.__ False

Type: multiple choice question
Title: Chapter 2 Question 20

16) Exemplification theory predicts that impacts of exemplars are _____ impacts of statistical base-rate information.
a. equal to
*__b.__ greater than
c. smaller than
d. None of the above

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