Test Bank for Persuasion Theory and Research 3rd OKeefe

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Chapter 2 Test Bank

1. This type of scale asks respondents to identify positions they find both acceptable and unacceptable.
@ Title: 02-01Fpp.20
*a. Ordered Alternatives Questionnaire
b. Rank Ordered Questionnaire
c. Own Categories Procedure
d. Position Alternatives Procedure

2. The range of positions an individual feels are okay for a person to have on a given topic are referred to as the,
@ Title: 02-02Dpp.21
a. Latitude of noncommitment
*b. Latitude of acceptance
c. Latitude of rejection
d. Latitude of approval

3. The positions where an individual does not have a feeling one way or the other are referred to as the:
@ Title: 02-03Dpp.21
*a. Latitude of noncommitment
b. Latitude of acceptance
c. Latitude of rejection
d. Latitude of approval

4. The concept of ego-involvement involves all of the following expect
@ Title: 02-04Fpp.22
a. the importance of the issue to the person
b. how central the issue is to a person's sense of self
*c. the direct experience a person has with the issue
d. how committed a person is to the issue

5. Mary holds a fairly extreme position on gun control believing that all guns in the United States should be banned. Based on her position, it is correct to consume that she has a high ego-involvement with the issue.
@ Title: 02-05Fpp.22
a. true
*b. false

6. Bob's level of ego-involvement on the issue of animal rights is very high. One could correctly assume that:
@ Title: 02-06Fpp.22
a. His position is extreme
b. His latitude of acceptance will be large
c. He will have no latitude of noncommittment

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*d. His latitude of rejection will be large.

7. Brian's latitude of rejection for positions about eating organic foods is large and his latitude of acceptance is small. From this one can infer that
@ Title: 02-07Cpp.23
*a. He has a high level of ego-involvement with the issue
b. He is very favorable towards eating organic foods
c. He is very against organic foods
d. He holds an extreme position on the issue

8. Corey believes that same sex couples should be allowed to enter civil unions. He listens to a politician talking about this issue who states that when elected he will push to give same sex couples more rights and Corey assumes that this means that he and the politician hold similar views even though the politician never specifically stated what those rights would be. This is an example of
@ Title: 02-08Cpp.24
a. Likelihood effect
b. Ego-involvement
*c. Assimilation effect
d. Contrast effect

9. Social Judgment posits that attitude change is a _____ process.
@ Title: 02-09Fpp.21
a. two-way
*b. two-step
c. bilateral
d. dual functioning

10. Bella is strongly advocating for enacting a policy on campus that bans all smoking on campus. Bill tries to convince her that his position is the better which is that smoking should be restricted to designated smoking areas that are at least 25 feet from the nearest building entrance. Many would consider this to be a strongly anti-smoking position. She gets very agitated at one point and tells Bill that she cannot continue to talk to someone whose position is so far from hers and so pro-smoking. Bella's assessment of Bill's position is an example of:
@ Title: 02-10Cpp.24
a. Likelihood effect
b. Ego-involvement
c. Assimilation effect
*d. Contrast effect

11. An assimilation effect is more likely to occur when the stated position is within the receiver's
@ Title: 02-11Fpp.24
*a. latitude of acceptance
b. latitude of rejection
c. Latitude of noncommittment
d. latitude of involvement

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12. Ego-involvement tends to have what type of effects on assimilation and contrast effects?
@ Title: 02-12Fpp.25
a. decreasing
*b. increasing
c. negating
d. rebounding

13. Which of the following techniques can minimize assimilation and contrast effects?
@ Title: 02-13Fpp.25
a. increase the latitude of acceptance
b. refer to ego-involvement
*c. clearly state the position
d. emphasize similarities

14. Sarah believes that the university should adopt a stricter policy regarding students who are caught cheating. Sam is trying to persuade her that the university should adopt a zero-tolerance policy that states that any student caught cheating should be expelled. Sam is more likely to change Sarah's attitude towards the zero-policy if:
@Title: 02-14Cpp.25
a. Sam clearly explains his position
b. Sarah has little direct experience with cheating
c. Sarah has low ego-involvement with the issue
*d. Sam's position is within Sarah's latitude of acceptance

15. The relationship between position discrepancy and attitude change can be described as a(n):
@ Title: 02-15Fpp.26
*a. u-shaped curve
b. inverse relationship
c. direct correlation
d. s-shaped curve

16. Beth is arguing that there should be an excise tax on sugary drinks like soda, a position that falls within Ellen's latitude of rejection. Based on Social Judgment Theory, what is Ellen's likely reaction?
@ Title: 02-16Cpp.26
a. Ellen's attitude will move closer to Beth's position
*b. Ellen's attitude will move even further from Beth's position
c. Ellen will reconsider her position
d. Ellen will vote against the excise tax

17. Due to the assimilation effect Jane thinks that Melanie's position is the same as her own. Because of this, Melanie's persuasive effect on Jane's attitude will be:
@ Title: 02-17Cpp.27
a. increased
b. successful
*c. minimized

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d. unsuccessful

18. When planning a campaign commercial during his run for state representative, Will's advisors recommend that rather than being specific about his position he instead talk in more general terms and simply tell the public that he is pro-immigration reform. This advice is
@ Title: 02-18Cpp.27
a. poor because the voters need to know where he stands
b. poor because it leaves too much room for interpretation
c. good because it attracts the immigrant vote
*d. good because it provides a greater chance for the assimilation effect

19. According to Social Judgment theory there are advantages to being vague in political campaigns about everything but:
@ Title 02-19Fpp.27
*a. which candidate to vote for
b. the candidate's political party
c. the candidate's position on international issues
d. the candidate's voting history

20. When adapting a persuasive message to different audience's latitudes, one has to be careful about changing his or her advocated position too much lest they:
@ Title: 02-20Fpp.28
a. be seen as less credible
*b. be accused of flip-flopping
c. misjudge the audience's latitudes
d. be seen as being too ambiguous

21. When variables are said to be confounding, this means that they:
@ Title: 02-21Dpp.29
a. support each other
b. are measuring the same thing
*c. so closely associated it is difficult to separate their effects
d. magnify each other's effects

22. One of the weakness of research on Social Judgment theory identified by the text is:
@ Title: 02-22Fpp.29
a. not enough research has been done
b. researchers do not have an accurate way to measure a person's latitudes
c. research has focused primarily in the political context
*d. the concept of involvement has been confounded with many other variables

23. Ego-involvement can be a difficult variable to study because:
@ Title: 02-23Fpp.30
*a. it is comprised of several distinct concepts
b. there is no universal scale to measure it
c. it only applies in cases of explicit persuasion

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d. it is only a moderating rather than direct variable

24. What is one of the most common ways to measure latitudes of acceptance and rejection?
@ Title: 02-24Fpp.231
a. Group Categories Procedure
b. Benign Categories Procedure
*c. Own Categories Procedure
d. Preference Categories Procedure

25. According to Social Judgment Theory, the only two factors that influence the persuasiveness of a message are:
@ Title: 02-25Fpp.232
a. the position advocated and the valence of that position
*b. the position advocated and the clarity that position is presented
c. the clarity of the position and the valence of that position
d. the position advocated and the strength of that position

26. Social Judgment Theory proposes that persuasion is a three step process.
@ Title: 02-26Fpp.19
a. true
*b. false

27. The Order Alternative Questionnaire asks respondents to generate a list of acceptable positions on an issue.
@ Title: 02-27Fpp.20
a. true
*b. false

28. The positions a person finds acceptable about an issue comprise that person's latitude of acceptance.
@ Title: 02-28Fpp.21
*a. true
b. false

29. The latitude of rejection is made up of the positions a person finds completely unacceptable.
@ Title: 02-29Fpp.21
*a. true
b. false

30. The latitude of noncommitment represents issues for which a person has no personal involvement.
@ Title: 02-30Fpp.21
a. true
*b. false

31. Ego-involvement is the degree to which an issues is personally relevant.

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@ Title: 02-31Fpp.22
*a. true
b. false

32. The more ego-involved one is, the more extreme his or her position will be.
@ Title: 02-32Fpp.22
a. true
*b. false

33. One common way to measure latitudes of acceptance and rejection is to use an Ordered Alternatives Questionnaire.
@ Title: 02-33F.pp.23
*a. true
b. false

34. Assimilation effect refers to circumstances when a person adopts the attitude of the speaker.
@ Title: 02-34Dpp.24
a. true
*b. false

35. A person experiencing a contrast effect will assume that the position being advocated is further from his or her own position than it actually is.
@ Title: 02-35Fpp.24
*a. true
b. false

Type: E
36. What are two possible ways to define ego-involvement?
@ Title: 02-36Fpp.22
*a. the issue is significant to a person, it is central to his or her sense of self, a person takes a stand on the issue

Type: E
37. Describe the two steps of the persuasion process according to Social Judgment Theory.
@ Title: 02-37Fpp.19
*a. First a person assesses the argument and then makes a decision based on that assessment

Type: E
38. Explain why assimilation effects can reduce persuasion.
@ Title: 02-38Fpp.24
*a. People think there is a less of a distance between their own position and the advocated position so they do not think they need to change their position.

Type: E
39. What is a way to minimize assimilation and contrast effects?
@ Title: 02-39Fpp.24

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*a. explicitly state the advocated position

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