

## Midterm Test #1: Intro, Measurement, Structure & Qualities, Mechanisms of Attitude Formation

---

**Instructions:** You have 50 minutes to complete the following 40 multiple-choice questions. Please print your name at the top of this paper, and return it with your scan sheet. On the scan sheet, print your ID number in the leftmost 7 boxes in the section at the top left marked "IDENTIFICATION NUMBER", and fill in the appropriate circle beneath each box. **Please be sure to code your ID correctly, since it is the ONLY way the computer has of identifying you!!** Please PRINT your name in the space marked "NAME" at the top right of the form. In answering questions, be sure to mark darkly. **IF YOU CAN STILL READ THE NUMBER IN THE BUBBLE YOUR MARKING IS TOO LIGHT.**

---

1. A number of words in English are related to, or seen as synonyms for, attitude. Which of the words below comes closest to the way in which we have defined attitude for the purpose of this course?
  - a. Conviction
  - b. Evaluation [Correct]
  - c. Opinion
  - d. Sentiment
  - e. Perception
2. We described several hypothesized functions of attitudes. One of these was the utilitarian function, which refers to the function of attitudes in terms of:
  - a. their ability to help us meet our goals or needs. [Correct]
  - b. their ability to increase our acceptance by the social groups to which we belong.
  - c. their ability to give us a sense of control over our environment.
  - d. their ability to reduce the amount of cognitive effort we must expend in deciding how to deal with novel objects, people, or situations.
  - e. none of the above
3. According to the **social adaptation function** of attitudes, the best way to change an attitude toward object X is to:
  - a. change the perceived relationship between the attitude object and our needs and goals.
  - b. change the attitude of those in our social group, or with whom we identify. [Correct]
  - c. associate novel instances of the attitude object with positive outcomes.
  - d. change the perceived relationship between the attitude object and our values.
  - e. none of the above
4. Your text cites a famous paper by Lapiere (1934) who studied prejudice against Asians in the U.S. the important finding of that paper were taken as indicating that:
  - a. people's attitudes do not necessarily impact or direct their behavior. [Correct]
  - b. the impact of an attitude on behavior increases with the strength of that attitude.
  - c. we are likely to have more positive attitudes towards individuals, or classes of individuals, we have had personal contact with.
  - d. the accessibility and strength of an attitude are not always positively correlated.
  - e. None of the above
5. Your text identifies two technological developments of the past decade that have been especially important for attitude research. These developments are:
  - a. brain imaging and implicit attitude measurement [Correct]
  - b. millisecond computer timing and computer-controlled visual stimulus presentation
  - c. brain imaging and the public availability of social media.
  - d. the public availability of social media and implicit attitude measurement.
  - e. None of the above

6. John's attitude toward group X served the function of helping him deal with his anxiety, insecurity, and sense of inferiority. We would describe this attitude as serving which of the attitude functions we talked about?
  - a. the economy function
  - b. the social adaptation function
  - c. the utilitarian function
  - d. the ego-defensive function [Correct]
  - e. none of the above
  
7. For John, his attitude about group X makes it easier and faster for him to decide how to react to new members of group X. We would describe this attitude as serving which of the attitude functions we talked about?
  - a. the expressive function
  - b. the social adaptation function
  - c. the utilitarian function
  - d. the ego-defensive function
  - e. none of the above [Correct]
  
8. As your text notes, Breckler's (1984) study looked at the relationship between the cognitive, affective, and behavioral components of attitudes towards snakes and found that:
  - a. the three components were not strongly correlated with each other. [Correct]
  - b. the cognitive and affective components were moderately well correlated, but neither was strongly correlated with the behavioral component.
  - c. the cognitive and behavioral components were strongly correlated with each other, but only moderately correlated with the affective component.
  - d. None of the above
  
9. Your text notes several problems in understanding the function of attitudes. One of these problems is that:
  - a. people may not know the reasons for their attitudes.
  - b. the distinction between different attitude functions is not always clear.
  - c. individuals may mistake affective arousal for attitude.
  - d. the function of attitudes may change from situation to situation.
  - e. both a and b [Correct]
  
10. The first step in creating a Semantic differential scale is to:
  - a. collect a large number of Yes-No statements that reflect different opinions about the attitude object.
  - b. create a large number of statements that reflect different degrees of positivity toward the attitude object.
  - c. collect a large number of statements about the attitude object that can be rated on a 5-7 point scale according to how strongly the participant holds them.
  - d. create a series of adjectival dimensions (e.g., 'strong-weak', 'active-passive') along which a participant can rate the attitude object. [Correct]
  - e. none of the above
  
11. The earliest formal procedure for developing an attitude measurement scale was devised by:
  - a. Thurstone [Correct]
  - b. Likert
  - c. Guttman
  - d. Krosnick
  - e. none of the above
  
12. One step in creating a \_\_\_\_\_ is to have a number of judges sort statements about the attitude object into piles such that the statements in each pile reflect the same degree of positive or negative evaluation of the attitude object.
  - a. Thurstone scale [Correct]
  - b. Guttman scale
  - c. Likert scale
  - d. semantic differential scale
  - e. none of the above

13. In discussing the advantages and disadvantages of explicit measures of attitudes we noted that:
- many such methods are time-consuming to develop, though relatively quick and easy for researchers to administer.
  - they provide quantitative measures of attitudes that lend themselves to statistical analysis.
  - in most cases, they can be scored, and even administered, by computer.
  - they assume that we have conscious access to our attitudes.
  - all of the above [Correct]
14. In discussing context effects on attitude measures we noted that there are several steps or processes that an individual must complete in responding to an explicit attitude measure. Which of the following was **NOT** one of these step?
- understanding the questions being asked.
  - retrieving information relevant to the question
  - formatting their attitude assessment to fit the response alternatives provided.
  - censoring or editing their attitude report based on social desirability or self-presentation concerns.
  - all of the above ARE steps in explicit attitude reporting [Correct]
15. In discussing what Krosnick calls **the acquiescence effect** in attitude measurement we noted that:
- the effect refers to respondents' tendency to agree to positive statements, and disagree with negative ones.
  - the effect is more common among individuals with lower IQ, and lower socioeconomic status. [Correct]
  - the effect is more common during face-to-face than during phone interviews.
  - the effect is more common in short questionnaires than in long questionnaires.
  - none of the above.
16. Which of the following statements about context effects associated with response alternatives on an attitude survey is **NOT** true?
- Respondents may give different interpretations to scales containing negative numbers than they do to the same scale using all positive numbers.
  - If a 'no opinion' option is not available, respondents will choose the closest alternative rather than leave the question blank.
  - The reliability of attitude measures increases with the number of choice provided, up to about 12 choices. Beyond that number, reliability decreases. [Correct]
  - The reliability of attitude measures is higher when all the points on a response scale are labeled than when only the endpoints of rating scales are labeled.
  - all of the above are TRUE
17. In the **concept priming** procedure:
- the individual is shown an attitude object at subliminal duration then asked to identify presented words that may reflect attitudes about that attitude object. [Correct]
  - the individual is shown an attitude object at subliminal duration then asked to indicate whether subsequently presented words are 'good' or 'bad'.
  - the individual is shown positive or negative words or pictures at subliminal duration then asked to indicate whether subsequently words related to the attitude object are 'good' or 'bad'.
  - the individual is shown positive or negative words or pictures at subliminal duration then asked to identify subsequently presented attitude objects as 'good' or 'bad'.
  - none of the above
18. The first stage in the **Implicit Associations Test (IAT)** is:
- a discrimination task in which two categories of words are categorized (e.g., as 'Male' or 'Female') by pressing two different buttons. [Correct]
  - an evaluation task in which a subliminal positive or negative prime is presented, and then words are categorized as either 'good' or 'bad' or as (e.g.) 'Male' or 'Female' by pressing one of two buttons.
  - a discrimination task in which words are categorized as either 'good' or 'Male' by pressing one button, and as either 'bad' or 'female' by pressing a different button.
  - an evaluation task in which a subliminal prime is presented, and then words are categorized as either 'good' or 'bad' by pressing one of two buttons.
  - none of the above

19. One major difference between the IAT and the Go/No-Go Association Test (GNAT) is that:
- the IAT, but not the GNAT, requires the individual to make evaluative judgments about an attitude object.
  - the GNAT, but not the IAT, measures the positivity and negativity of attitudes using a response time, or response latency measure.
  - the IAT, but not the GNAT, requires the individual to make responses to two different attitude objects. [Correct]
  - the GNAT, but not the IAT, involves subliminal presentation of attitude object primes.
  - none of the above
20. Which of the following statements about the limitations of implicit attitude measures was **NOT** among those we discussed?
- like explicit attitude measures, implicit measures are susceptible to context effects.
  - implicit attitude measures do not predict deliberate, controllable behaviors very well.
  - different implicit measures are not very highly correlated with each other.
  - implicit measures are more difficult than explicit measures to analyze statistically. [Correct]
  - all of the above ARE limitations we mentioned
21. We can express Fishbein & Ajzen's expectancy-value model with the simple relationship:
- Attitude = Sum (Expectancy x Value) [Correct]
  - Attitude = Sum (Expectancy) + Sum (Value)
  - Attitude = Sum (Expectancy-Value)
  - Attitude = (Expectancy + Value)/2 - |Expectancy - Value|
  - none of the above
22. Zanna & Rempel's(1988) model of attitudes takes the position that attitudes:
- are beliefs, derived from several different kinds of information. [Correct]
  - are affective responses to an attitude object.
  - are equivalent to the sum of all behaviors, positive and negative, directed toward or away from the attitude object.
  - are constructed anew each time we contact the attitude object, or are asked about our feelings towards that attitude object.
  - none of the above
23. In the classic tripartite (A-B-C) model of attitudes:
- 'A' represents the attitude, which is derived from the 'B' and 'C' components.
  - all three components (A, B, and C) are part of the attitude itself. [Correct]
  - 'A' represents the attitude, which leads to and is the cause of the 'B' and 'C' components.
  - 'C' is the basis of the attitude ('A'), which leads to the 'B' component.
  - none of the above
24. Studies that have examined the relationship between implicit and explicit measures of the same attitudes have found that:
- overall, correlations between explicit and implicit attitudes generally fall between .25 and .35.
  - correlations between explicit and implicit attitudes tend to be lower when there are strong social desirability issues with the attitude (e.g., attitudes about race, gender, or age).
  - correlations between explicit and implicit attitudes tend to be higher when there are no strong social desirability issues with the attitude (e.g., attitudes about political candidates or consumer products.)
  - all of the above [Correct]
  - b and c only [should be "b and c only"]
25. Which of the following descriptions of Jane's attitude toward an exclusive campus contract with Coca-Cola best describes attitude inconsistency?
- Jane has strong positive feelings about the value of an exclusive contract, but also has strong negative feelings about it based on human rights concerns.
  - Jane has many positive beliefs about the company, but also has strong negative emotions about it based on human rights concerns. [Correct]
  - Even though Jane has strong positive feelings towards Coca-Cola and its products, and believes that it is generally a good corporate citizen, she intends to vote against an exclusive contract with the company in the MSU referendum.
  - Although Jane reports having a strong negative attitude toward an exclusive contract with Coca-Cola, implicit measures of her attitude suggest that she has a strongly positive view of the company.
  - none of the above

26. Gawronski & Bodenhausen (2006) see explicit and implicit attitudes as separate, interacting cognitive systems. They argue that:
- explicit attitudes are the result of propositional reasoning, and implicit attitudes are the result of associative learning. [Correct]
  - explicit attitudes are the result of censoring and/or editing of implicit attitudes.
  - explicit attitudes are the result of processing cognitions, while implicit attitudes are the result of processing affects.
  - explicit attitudes are created on the fly, while implicit attitudes are stored representations.
  - none of the above.
27. The Griffin formula for **ambivalence** can be expressed as:
- $((P+N)/2) - |P-N|$  [Correct]
  - $((P-N)/2) - |P+N|$
  - $((P+N)/2) + |P-N|$
  - $((P+N)/2) - (P-N)$
  - none of the above
28. Which of the following statements about the consequences of attitude accessibility is **NOT** true, based on our discussions?
- Accessible attitudes are more stable over time.
  - Accessible attitudes are more resistant to change.
  - Accessible attitudes are more consistent with our behavior.
  - Accessible attitudes are less likely to involve ambivalence.
  - All of the above are TRUE [Correct]
29. Your text describes the theoretical work of Strack and Deutsch (2004), and supporting empirical work by Dovidio et al 1997). Strack and Deutsch argue that:
- two complementary systems control behavior; an appetitive system and an escape-avoidance system.
  - two independent systems control behavior; a cognitive system and an affective system.
  - two interacting systems control behavior; a reflective system and an impulsive system. [Correct]
  - three complementary systems are involved in behavior; a cognitive system, an affective system, and a behavioral system.
  - None of the above.
30. As your text notes, several relationships determine how well attitudes predict behavior. Which of the following is **NOT** one of those relationships?
- Attitudes in some domains (e.g., political views) better predict relevant behaviors (e.g. voting), than do attitudes in other domains.
  - Attitudes that serve a value-expressive function better predict relevant behavior than do purely utilitarian attitudes.
  - Strong attitudes are more likely to predict behavior than are weak attitudes.
  - Attitudes better predict behavior in high-self-monitors than in low self-monitors. [Correct]
  - All of the above ARE relations between attitudes and behavior.
31. In a study by Monahan, Murphy, & Zajonc (2000), participants were subliminally exposed once or frequently to Chinese ideographs or polygons, then were asked to rate their liking for the same (old) stimuli, similar stimuli, or the other kind of stimuli (novel) presented supraliminally. The authors reported that:
- all stimuli, whether old, similar, or novel, were rated more positively, and to the same degree, after multiple exposures than after a single exposure.
  - all stimuli, whether old, similar, or novel, were rated more positively after multiple than after a single exposure, with the highest ratings going to same stimuli, and the lowest to the novel stimuli. [Correct]
  - old and similar stimuli, but not novel stimuli, were rated more positively after multiple than after a single exposure to stimuli.
  - old and similar stimuli were rated more positively after multiple stimulus exposures, but novel stimuli were rated less positively than either old or similar stimuli after multiple stimulus exposures.
  - none of the above
32. Our liking for frequently presented over less frequently presented stimuli increases with the time between exposure to a stimulus and our rating of that stimulus. This finding is most consistent with the \_\_\_\_\_ theory of the mere exposure effect.
- subjective familiarity
  - perceptual fluency/attribution [Correct]
  - response competition
  - subjective affect

- e. none of the above
33. In summarizing the literature on the **mere exposure effect**, your text suggests that the mere exposure effect increases liking:
- only for objects toward which our attitude is initially positive or neutral, leaving negative attitudes unchanged.
  - regardless of our initial attitude toward the exposed objects.
  - for all exposed objects, but more for objects toward which our initial attitude is neutral or positive than for objects towards which our initial attitude was negative. [Correct]
  - for objects towards which our attitude is initially positive or neutral, but decreases liking of objects towards which our initial attitude was negative.
  - none of the above.
34. Krosnick et al (1992) presented positive or negative images immediately before photos of a woman engaged in ordinary daily activities. Attitudes toward the woman, and estimates of her personality trait were recorded. The study found that:
- only when the positive or negative images were presented supraliminally did they affect liking for the woman.
  - positive images had an affect on judgments of liking for the woman, but negative images had more of an affect on trait estimates.
  - positive or negative images affected judgments of liking for the woman, but did not affect estimates of her traits.
  - subliminal positive or negative images affected both liking for the woman, and estimates of her personality traits. [Correct]
  - more than one of the above
35. Many psychologists argue that evaluative conditioning (EC) is different from classical conditioning (CC) in several ways. Which of the following is NOT one of these differences?
- In CC we learn to respond to a signal for some significant subsequent event (the US), but in EC we simply associate one stimulus (the CS) with another.
  - CC involves a pre-existing response to the US, but EC does not.
  - The magnitude or salience of the CS affects the rapidity of CC. but not of EC. [Correct]
  - In CC, but not EC, conditioning requires conscious awareness of the CS-US contingency.
  - All of the above ARE reported differences between EC and CC.
36. Imagine a conditioning procedure in which a neutral CS is paired with a negative US. After a negative response to CS has been established, the valence of US is changed from negative to positive. If we compare the effects of this procedure in CC and EC we find that:
- in both EC and CC, the response to the CS is now positive rather than negative.
  - in both EC and Cc, the response to the CS remains negative.
  - in EC, but not CC, the response to the CS will now be positive. [Correct]
  - in CC, but not EC, the response to the CS will now be positive.
  - none of the above
37. Schultz et al (2007) gave community residents feedback about the level of energy consumption by other households in the community, compared with their own. They found that while this feedback reduced the energy consumption of households that were above average, it actually increased energy consumption in households that were below average. The found a way to reduce this 'boomerang' effect by:
- adding injunctive normative feedback to the descriptive feedback they had been providing. [Correct]
  - adding informational feedback to the injunctive normative feedback they had been providing.
  - adding descriptive normative feedback to the injunctive normative feedback they had been providing.
  - adding injunctive normative feedback to the informational feedback they had been providing.
  - none of the above
38. Imagine that we dislike Dave, and then we meet Norm for the first time, and learn that Dave dislikes Norm. According to EC and Heider's Balance Theory (BT), what should the effect of our relationship with Dave be on our evaluation of Norm?
- Both BT and EC agree that we should dislike Norm.
  - Both BT and EC agree what we should like Norm.
  - BT argues that we should like Norm, but EC suggests we should dislike Norm. [Correct]
  - BT argues that we should dislike Norm, but EC suggests we should like Norm.
  - None of the above

39. Your text describes studies by Phelps et al (2000) on the relationship between amygdala activity and implicit and explicit attitudes towards Blacks and Whites. The results of this research revealed that:
- on implicit, but not explicit measures, anti-Black attitudes were associated with higher levels of amygdala activity. [Correct]
  - on explicit, but not implicit measures, anti-Black attitudes were associated with higher levels of amygdala activity.
  - on both implicit and explicit measures, anti-Black attitudes were associated with higher levels of amygdala activity.
  - on implicit, but not explicit measures, anti-Black attitudes were associated with lower levels of amygdala activity.
  - None of the above
40. The study by MacDonald, Zanna & Fong (1995) described in your text, examined the effects of alcohol consumption on attitudes towards drinking and driving. The results indicated that attitudes towards drinking and driving became:
- more negative after a few drinks, but became more positive after many drinks.
  - more positive after participants had been drinking than before they started drinking.
  - more negative after participants had been drinking than before they started drinking.
  - more negative after participants had been drinking than before they started drinking, but only when there was a contingency in the question.
  - more positive after participants had been drinking than before they started drinking, but only when there was a contingency in the question. [Correct]

-- The End --