

MIDTERM 2 STUDY GUIDE

CHAPTER 6:

1. **Likert Scale** – Series of opinion statements and indicate level of agreement or disagreement with each statement along a numerical scale. Presumes there are equal intervals among categories.
2. **Guttman Scale** – Progresses from items easiest to accept to those most difficult to endorse. Those with the highest score agree with all items. Useful in tapping attitudes on sensitive topics like abortion.
3. **Semantic Differential** – Indicate feelings about an object on pair of bipolar adjective scales where the scale assesses the different meanings people ascribe to a person or issue.
4. Factors that influence or bias attitude responses – Context and Wording
 - **Context** – Order of questions or earlier questions can prime subsequent answers
 - **Wording** – Simpler grammatical confusions (Double Negatives)
5. **Focus Group** – Qualitative research method in which a trained moderator conducts a collective interview of a set of participants
6. **Implicit Association Test** – Measures strength of association between object and positive/negative feelings
7. **Pitfalls of Measurement**
 - **3** common problems for respondents:
 - Carelessness in reading/answering questions
 - Desire to give socially appropriate answers
 - Tendency to agree with items regardless of their content
8. **Indirect Measures** – Unobtrusive, psychological (Pupil dilation), and implicit (Response Latency)

CHAPTER 8:

1. 3 Fundamental Characteristics – **Authority, credibility, social attractiveness**
2. **Charisma** – Certain quality of the individual personality by virtue of which he is set apart from ordinary men and treated as endowed with supernatural, superhuman, or at least exceptional powers and qualities.
3. **Authority** – Derives from one's position in social structure. Involves ability to punish and reward.
4. **Credibility** – The attitude toward a source of communication held at a given time by a receiver. Perception of communicator's qualities.
 - Core Characteristics
 - o **Expertise** = Knowledge
 - o **Trustworthiness** = Honesty
 - o **Goodwill** = Caring

- **3 Factors That influence Which Aspects of Credibility Will Matter Most**
 - Audience Size
 - Communicator Role
 - Cultural Dynamics
- 5. **Our expectations of a speaker influence our judgments of credibility**
- 6. **Knowledge Bias**
 - Presumption that a communicator is biased
 - When confirmed, the speaker is less credible
 - When disconfirmed, the speaker is more credible
- 7. **Reporting Bias**
 - Presumption that communicator is just saying what audience wants to hear
 - When confirmed, the speaker is less credible
 - When disconfirmed, the speaker is more credible
- 8. **Social Attractiveness**
 - Likeability
 - Similarity to audience
 - Physical attractiveness
 - **Very persuasive when**
 - ✓ Forming new attitudes (not changing strong ones)
 - ✓ Attention-grabbing is a key goal
 - ✓ In low-involvement situations

CHAPTER 10:

1. **Fear Appeals** – a persuasive communication that tries to scare people into changing their attitudes and emphasizes negative consequences that will happen if they do not comply
2. **Fear** - an internal, emotional reaction that has psychological and physiological dimensions. Occurs when a serious and relevant threat is perceived
3. **Illusion of Invulnerability** – The belief that one is less likely to experience negative life events than others
 - **Reasons**
 - Don't want to admit that it's possible
 - Don't fit the stereotypes we have of (relevant) victims
 - Delay costs until we're older, enjoy the moment
4. **Extended Parallel Process Model** – Extends previous work on fear appeals
 - **Key components:**
 - Threat Information – The Problem
 - Severity: how big a threat it is
 - Susceptibility: how likely it is to happen to YOU
 - Efficacy information: the solution

- o Response efficacy: recommended action will work
 - o Self-efficacy: you can do it
 - o **2 Potential Routes**
 - ✓ **Danger control:** you can control the danger, so you follow the message recommendations. GOOD for a fear appeal: **it is persuasive**
 - ✓ **Fear control:** you can't control the danger, so you focus on the fear only and how to calm down. BAD for the fear appeal: **it gets ignored**
 - Recommended Practices
 - o Fear does work: you must scare recipients
 - o Must shatter illusion of invulnerability
 - o Discuss solutions as well as problems
5. **Guilt Appeals** – Involves ought or should
- 2 Key Processes
 - o **Empathy:** feel for the endangered cause/group, to trigger norm to help—and thus, guilt for not doing so
 - o **Efficacy:** like fear, solutions must be both doable and effective
 - **Don't Work**
 - o TV messages less impactful than in the lab
 - o Intentions don't always lead to behavior
 - o Distrust of some charities
 - o Sense that it's not our responsibility

CHAPTER 11:

1. **Cognitive Dissonance** - A negative, unpleasant state that occurs whenever a person holds two cognitions that are *psychologically* inconsistent
2. **Happens when**
 - Holds 2 clearly incongruent thoughts
 - Makes a decision that rules out a good option
 - Expend efforts toward a less-than-ideal activity
 - Generally can't find a good reason for a given attitude/behavior
3. **For dissonance to lead to change, one must have free choice**
4. **Dissonance = Behavior Change → Attitude Change**
5. Self persuasion is key
6. Decisions arouse dissonance, especially important ones and ones difficult to change. Dissonance *after* decision is made
7. **Reducing Dissonance**
 - Change your attitude
 - Add consonant thoughts
 - Alter the behavior
8. **Dissonance and Expenditure of Effort** – Usually, admission into a group is not always positive for someone. There is some aspect that is negative. But,