Study Guide: Chapter 12

True/False

*Indicate whether the sentence or statement is true or false.*

1. Dissonance theory helps to explain why people change their attitudes. (p. 529)
2. The central route to persuasion would include attention to the communicator's level of attractiveness. (p. 530)
3. Those who use the central route to persuasion are more likely to experience long-lasting attitude change than those who use the peripheral route to persuasion. (p. 531)
4. Those who live in collectivistic cultures are more likely to commit the fundamental attribution error than those who live in individualistic cultures. (p. 535)
5. Most stereotypes have very little practical benefit for those who hold them. (p. 537)
6. You are more likely to be attracted to someone who shares your religious and cultural views than to someone who doesn't share these views. (p. 545)
7. The Solomon Asch study using different line lengths was primarily an example of informational conformity. (p. 552)
8. Prior to Milgram's studies on obedience he questioned others on their predictions of his results and most thought that very few people would be willing to shock a person with 450 volts. (p. 558)
9. Researchers have demonstrated that there is a clear association between testosterone levels and aggression. (p. 562)
10. If you are in need of help in the midst of bystanders, you will be more likely to receive help with fewer bystanders rather than with more bystanders. (p. 566)

Short Answer

11. Describe dissonance theory and how it explains attitude change.

12. Describe the major factors that influence successful persuasion including communicator, audience, and message variables.

13. Describe the fundamental attribution error and give two specific examples.

14. Describe the research of Solomon Asch and the reasons why we conform to the behavior of others, and discuss the implications of the research.

15. Describe the research of Stanley Milgram and the factors that influenced the high rate of obedience he observed.