

CHAPTER-6 | Attitude and Social Cognition

QUIZ
PART-03

1. Which type of attitude predicts behavior more accurately?

- A. General attitudes
- B. Random attitudes
- C. Specific attitudes
- D. Weak attitudes (C)

Explanation: Specific attitudes, such as towards exercise, predict actual behaviors better than broad general attitudes like health.

2. Strong attitudes are more likely to influence behavior when they are:

- A. Based on personal experience and held with confidence
- B. Adopted from peers without reflection
- C. Frequently changed according to trends
- D. Neutral or indifferent (A)

Explanation: Strong attitudes rooted in direct experience and confidence have greater impact on guiding behavior.

3. Attitudes that are easily recalled are called:

- A. Weak attitudes
- B. Accessible attitudes
- C. Latent attitudes
- D. Social norms (B)

Explanation: Accessible attitudes are those quickly recalled and hence more likely to affect behavior.

4. A person avoiding littering because of public cleanliness rules, even if they don't care personally, demonstrates influence of:

- A. Cognitive dissonance
- B. Situational factors
- C. Personal attitudes
- D. Extremeness of attitude (B)

Explanation: Situational factors like social norms may override personal attitudes in guiding behavior.

5. Social norms can sometimes:

- A. Completely eliminate personal attitudes
- B. Override personal attitudes in shaping behavior
- C. Have no role in behavior
- D. Always align with individual preferences (B)

Explanation: Social norms can be stronger than personal attitudes in influencing behavior, such as discouraging littering.

6. Prejudice is defined as a:

- A. Positive bias toward in-groups
- B. Negative attitude based on group membership
- C. Neutral evaluation of people
- D. Behavioral expression of fairness (B)

Explanation: Prejudice refers to a negative attitude toward individuals based solely on their group identity.

7. Which is the behavioral expression of prejudice?

- A. Stereotype
- B. Discrimination
- C. Cognitive dissonance
- D. Recategorization (B)

Explanation: Discrimination is the behavioral component of prejudice, seen in unfair treatment based on group membership.

8. Which concept refers to attributing negative outcomes to a group, reinforcing prejudice?

- A. Kernel of truth
- B. Scapegoating
- C. Recategorization
- D. Self-monitoring (B)

Explanation: Scapegoating involves blaming a group for problems, strengthening prejudice.

9. Encouraging people to think of others as part of a larger common group is known as:

- A. Legislation
- B. Recategorization
- C. Cognitive intervention
- D. Socialization (B)

Explanation: Recategorization reduces prejudice by broadening group identity to include others.

10. Training individuals to challenge biased thinking with logic and reasoning is an example of:

- A. Inter-group contact
- B. Legislation
- C. Cognitive intervention
- D. Social categorization (C)

Explanation: Cognitive interventions use reasoning to correct stereotypes and prejudiced beliefs.