**Chapter 02 Media Shaping Our World Perceptions**

**Type: true or false**

**Title: Chapter 2 Question 1**

**1)** According to cultivation theory, media messages can influence the attitudes and behaviors of those who do NOT view the messages.

**\*a.** True

**b.** False

**Type: multiple choice question**

**Title: Chapter 2 Question 2**

**2)** Which of the following is NOT one of the key propositions of the cultivation framework?

**a.** Television delivers a relatively repetitive set of stories and it is a primary shared source of socialization and information for audiences

\***b.** The audience consumes television selectively

**c.** All of the above are key propositions

**d.** None of the above are key propositions

**Type: multiple choice question**

**Title: Chapter 2 Question 3**

**3)**  reflects the difference in frequencies with which light and heavy TV viewers give responses that indicate they view the real world as similar to TV representations.

**a.** Content analysis

\***b.** Cultivation differential

**c.** Mean world syndrome

**d.** Level of consumption

**Type: true or false**

**Title: Chapter 2 Question 5**

**4)** Genre-specific cultivation research has yielded weaker effects than earlier cultivation research.

**a.** True

\***b.** False

**Type: multiple choice question**

**Title: Chapter 2 Question 6**

**5)** Molly believes that ‘falling in love at first sight’ is the most common way of finding a romantic partner. According the Heuristic Processing Model, why might Molly believe this?

**a.** Her parents fell in love at first sight.

\***b.** She can easily recall many romance movies that depict “love at first sight.”

**c.** She has always watched a lot of television since childhood and thus shows cultivation in her real-world perceptions.

**d.** She hopes to find love at first sight herself.

**Type: multiple choice question**

**Title: Chapter 2 Question 7**

**6)** After Ray finished watching a violent action movie, Ray shouted at their sister for talking to loud.

Which concept could explain why Ray behaved the way they did?

**a.** Network model

**b.** The heuristic processing model

\***c.** Priming

**d.** None of the above

**Type: multiple choice question**

**Title: Chapter 2 Question 8**

**7)** Which factor does NOT contribute to the likelihood of a priming effect occurring? \_\_\_\_\_\_\_\_\_ of the primed concept.

**a.** Frequency

\***b.** Type

**c.** Intensity

**d.** Recency

**Type: multiple choice question**

**Title: Chapter 2 Question 10**

**8)** Despite reading a newspaper article with statistics showing how the crime rate in their neighborhood is low, Tyler still believes crime is very prevalent in their neighborhood.

According to exemplification theory, why might Tyler still believe their neighborhood has a high crime rate?

**a.** Tyler saw a crime occur in real life

**b.** Tyler is a fan of a crime show filmed in Tyler’s hometown and watches it often.

**c.** The article that Tyler read included several examples of gory crimes in the neighborhood.

\***d.** All of the above

**Type: multiple choice question**

**Title: Chapter 2 Question 11**

**9)** Which of the following is a key proposition of Cultivation Theory?

**a.** Television delivers a coherent and repetitive set of stories and images

**b.** The audience consumes television non-selectively

**c.** Even people who don’t watch much TV are influenced by it through their social contacts

\***d.** All of the above

**Type: multiple choice question**

**Title: Chapter 2 Question 12**

**10)** Cultivation researchers typically use\_\_\_\_\_\_\_\_\_\_, in line with the Cultural Indicators Research Project.

**a.** Experiments and quasi-experiments

**b.** Focus groups and qualitative interviews

**c.** Unobtrusive observation

\***d.** Content analyses and surveys

**Type: multiple choice question**

**Title: Chapter 2 Question 13**

**11)** “Gap in prevalence of ‘TV response’ between light and heavy viewers,” is the definition of which term?

**a.** Mean World Syndrome

**b.** Mainstreaming

\***c.** Cultivation Differential

**d.** Resonance

**Type: multiple choice question**

**Title: Chapter 2 Question 16**

**12)** Which of the following groups are **NOT** overrepresented in American TV and movies?

**a.** Men

\***b.** Women

**c.** Young adults (20-35 years old)

**d.** Whites

**Type: multiple choice question**

**Title: Chapter 2 Question 17**

**13)** Which criticism has been raised regarding cultivation theory and research (as discussed in class and readings)?

\***a.** It is difficult to demonstrate the suggested cause-effect relationship

**b.** Most of the research has been conducted by male researchers

**c.** It pertains to just one focused topic area, which is violence

**d.** It is too specific

**Type: multiple choice question**

**Title: Chapter 2 Question 18**

**14)** According to the Heuristic Processing Model of Cultivation Effects:

**a.** TV producers use information about the real world heuristically when they decide how to represent reality on TV

\***b.** The easier it is for you to remember instances of a phenomenon, the more common you perceive that phenomenon to be

**c.** TV provides ample cues for heuristic processing of what reality is

**d.** When a heuristic cue activates a particular concept in the brain, this concept is likely to influence subsequent behavior

**Type: true or false**

**Title: Chapter 2 Question 19**

**15)** True or False: Unlike Cultivation, priming effects are thought to accumulate over time

**a.** True

\***b.** False

**Type: multiple choice question**

**Title: Chapter 2 Question 20**

**16)** Exemplification theory predicts that impacts of exemplars are \_\_\_\_\_\_\_\_ impacts of statistical base-rate information.

**a.** equal to

\***b.** greater than

**c.** smaller than

**d.** None of the above