Short Answer Questions

# Chapter 1: What are attitudes and how are they measured?

1. Using an example, explain the object appraisal function of attitudes.

2. Describe the major characteristics of strong attitudes.

3. Using an example, describe implicit measures of attitude.

4. Using an example, describe explicit measures of attitude.

5. Briefly explain the Semantic Differential Approach to measuring attitudes.

6. Identify three differences between Evaluative Priming and the IAT.

7. Identify three reasons why responses on implicit and explicit measures of attitude are not always correlated with each other.