Essay Questions

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

1. Evaluate the claim that “research and real-world enterprise during and after World War II shows that attitudes are important constructs.”

2. Describe and compare three explicit measures of attitude. Assess their strengths and limitations.

3. Describe and compare three implicit measures of attitude. Assess their strengths and limitations.

4. Compare explicit measures of attitude with implicit measures of attitude. What are their general strengths and weaknesses?

5. Evaluate the hypothesis that implicit measures are the gold standard for assessing attitudes, using the Implicit Association Test as an example.