

**TRUE/FALSE**

1. First impressions are heavily based on nonverbal clues that are distinct and separate from the process of perception.

Answer: False

Chapter: 02

Module: 2.1

Learning Objective: 2.1 Define perception

Topic: What is Perception?

Difficulty Level: Easy

Skill Level: Remember the Facts

2. Perception is the ability to translate information into insight or awareness about something.

Answer: True

Chapter: 01

Module: 2.1

Learning Objective: 2.1 Define perception

Topic: What is Perception?

Difficulty Level: Easy

Skill Level: Remember the Facts

3. When some factor grabs your attention and forces you to focus on certain stimuli and ignore others, you are experiencing cognitive choosing.

Answer: False

Chapter: 02

Module: 2.2

Learning Objective: 2.2 Define the process of perception

Topic: What Is the Process of Perception?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

4. Perception is a process consisting of three phases.

Answer: True

Chapter: 02

Module: 2.2

Learning Objective: 1.2 Define the process of perception

Topic: What Is the Process of Perception?

Difficulty Level: Easy

Skill Level: Remember the Facts

5. If you see your roommate eating breakfast at 3:00 in the afternoon, you might think it is strange. In this case, your perception of the event is being most influenced by emotional factors.

Answer: False

Chapter: 02

Module: 2.3

Learning Objective: 2.3 Describe the factors influencing perception

Topic: What Factors Influence Perception?

Difficulty Level: Moderate

Skill Level: Apply What You Know

6. Past experiences and interactions influence how something is perceived.

Answer: True

Chapter: 02

Module: 2.3

Learning Objective: 2.3 Describe the factors influencing perception

Topic: What Factors Influence Perception?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

7. Culture influences the creation of your perceptions and may also distort them.

Answer: True

Chapter: 02

Module: 2.3

Learning Objective: 2.3 Describe the factors influencing perception

Topic: What Factors Influence Perception?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

8. Being self-aware involves recognizing who you are (self-concept) and determining how you measure up to others (external concept).

Answer: False

Chapter: 02

Module: 2.4

Learning Objective: 2.4 Discuss the concepts of self-awareness, self-concept, and self-esteem

Topic: Who Are You?

Difficulty Level: Easy

Skill Level: Remember the Facts

9. Self-esteem or self-worth is the personal value (positive or negative) you hold of yourself.

Answer: True

Chapter: 02

Module: 2.4

Learning Objective: 2.4 Discuss the concepts of self-awareness, self-concept, and self-esteem

Topic: Who Are You?

Difficulty Level: Easy  
Skill Level: Remember the Facts

10. Social comparison theory suggests that you are driven to evaluate yourself by comparing your looks, attitudes, beliefs, and abilities to others in your social group or those seen as similar to you.

Answer: True  
Chapter: 02  
Module: 2.5  
Learning Objective: 2.5 Explain the ways you can create a perception of self  
Topic: How Do You Create a Perception of Self?  
Difficulty Level: Easy  
Skill Level: Remember the Facts

11. The process of understanding self through symbolic interaction known as reflected appraisal is also known as the mirrored image self.

Answer: False  
Chapter: 02  
Module: 2.5  
Learning Objective: 2.5 Explain the ways you can create a perception of self  
Topic: How Do You Create a Perception of Self?  
Difficulty Level: Easy  
Skill Level: Remember the Facts

12. Sociologist Erving Goffman suggests that when you interact with others, you attempt to show your real self so they will think favorably of you.

Answer: False  
Chapter: 02  
Module: 2.6  
Learning Objective: 2.6 Discuss impression management methods  
Topic: How Do You Manage the "Self" You Present to Others?  
Difficulty Level: Moderate  
Skill Level: Understand the Concepts

13. Juan wants to create the persona of being a successful business professional by purchasing a luxury car, expensive watch, and high-end designer suit. He is using impression management to create an impression on those with whom he interacts.

Answer: True  
Chapter: 02  
Module: 2.6  
Learning Objective: 2.6 Discuss impression management methods  
Topic: How Do You Manage the "Self" You Present to Others?  
Difficulty Level: Moderate

Skill Level: Apply What You Know

14. According to Solomon Asch, impression formation happens when you apply the perception process to others.

Answer: True

Chapter: 02

Module: 2.7

Learning Objective: 2.7 Discuss key barriers to impression formation

Topic: What Are Some Barriers to Perceiving Others Effectively?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

15. According to primacy effect, first impressions have a temporary impact on perception and can be eradicated easily with time.

Answer: False

Chapter: 02

Module: 2.7

Learning Objective: 2.7 Discuss key barriers to impression formation

Topic: What Are Some Barriers to Perceiving Others Effectively?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

### **MULTIPLE CHOICE**

16. According to the text, the process of perception of self and other is fundamental to communication with others and is considered

- instinctive, influential, and cultural.
- biased and skewed.
- learned and rigid.
- innate and passed from generation to generation.

Answer: a

Chapter: 02

Module: 2.1

Learning Objective: 2.1 Define perception

Topic: What Is Perception?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

17. Jake perceives that the athletes in his dorm are more popular, happier, and successful than the non-athletes. This perception impacts how he communicates with them which, in turn, impacts his perceptions. This is considered a \_\_\_\_\_ characteristic of perception.

a. learned

- b. subjective
- c. instinctive
- d. influential

Answer: d

Chapter: 02

Module: 2.1

Learning Objective: 2.1 Define perception

Topic: What Is Perception?

Difficulty Level: Moderate

Skill Level: Apply What You Know

18. First impressions tend to focus only on certain attributes, including
- a. a person's physical health and emotional well-being.
  - b. whether the person is approachable or friendly.
  - c. income and educational levels.
  - d. the status of a person on social networking sites such as LinkedIn, Facebook, and Twitter.

Answer: b

Chapter: 02

Module: 2.1

Learning Objective: 2.1 Define perception

Topic: What Is Perception?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

20. What are the three phases of perception?
- a. selecting, organizing, and interpreting
  - b. selecting, directing, and understanding
  - c. cognitive choosing, organizing, and interpreting
  - d. interpreting, organizing, and understanding

Answer: a

Chapter: 02

Module: 2.2

Learning Objective: 2.2 Describe the process of perception

Topic: What Is the Process of Perception?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

21. Baruch was walking down the street thinking about his next class when a car swerved around the corner and hit the lamppost he had just passed. He was so focused on the damage to the lamppost and the close call to him, he didn't even notice that his mother was driving the car. Which phase of perception was Baruch experiencing?
- a. organizing
  - b. selecting

- c. interpreting
- d. constructing

Answer: b

Chapter: 02

Module: 2.2

Learning Objective: 2.2 Describe the process of perception

Topic: What Is the Process of Perception?

Difficulty Level: Moderate

Skill Level: Apply What You Know

22. Which phase of perception involves mentally arranging your sensory information into more manageable patterns?
- a. organizing
  - b. selecting
  - c. interacting
  - d. interpreting

Answer: a

Chapter: 02

Module: 2.2

Learning Objective: 2.2 Describe the process of perception

Topic: What Is the Process of Perception?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

23. In which phase of perception do you attach meaning to what you have learned in the first two phases about a person, place, event, or object?
- a. organizing
  - b. selecting
  - c. interacting
  - d. interpreting

Answer: d

Chapter: 02

Module: 2.2

Learning Objective: 2.2 Describe the process of perception

Topic: What Is the Process of Perception?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

24. Women tend to have a heightened sense of smell and they are more sensitive to flavors than men. Which factor is influencing these perceptions?
- a. mediated
  - b. emotional
  - c. environmental
  - d. physical

Answer: d

Chapter: 02

Module: 2.3

Learning Objective: 2.3 Describe the factors influencing perception

Topic: What Factors Influence Perception?

Difficulty Level: Moderate

Skill Level: Apply What You Know

25. Katisha won a trip for two through a local radio station contest. Marcus, a friend whom she hasn't heard from in some time, caught wind of her fortune and suddenly came into her life wanting to spend time with her. Katisha perceives this as an attempt to get close to her in hopes of joining her on her trip. Which factor influencing perception is most in evidence in this scenario?

- a. emotional
- b. experiential
- c. intellectual
- d. mediated

Answer: b

Chapter: 02

Module: 2.3

Learning Objective: 2.3 Describe the factors influencing perception

Topic: What Factors Influence Perception?

Difficulty Level: Moderate

Skill Level: Apply What You Know

26. When Fred sent Shirley an email suggesting they should break up, Shirley took some time before she responded. What form of communication technology is being used?

- a. asynchronous
- b. synchronous
- c. bilateral
- d. dichotomous

Answer: a

Chapter: 02

Module: 2.3

Learning Objective: 2.3 Describe the factors influencing perception

Topic: What Factors Influence Perception?

Difficulty Level: Moderate

Skill Level: Apply What You Know

27. Diana misses her daughter Claire terribly, so they try to chat on Skype at least once a week. What form of communication technology is being used?

- a. lean media
- b. rich media
- c. bilateral

d. dichotomous

Answer: b

Chapter: 02

Module: 2.3

Learning Objective: 2.3 Describe the factors influencing perception

Topic: What Factors Influence Perception?

Difficulty Level: Moderate

Skill Level: Apply What You Know

28. In *Poor Richard's Almanack*, Benjamin Franklin wrote, "There are three things extremely hard: steel, a diamond, and to know one's self." What does he mean?

- a. We must rely on societal norms to shape our self-concept, and because they are always changing, so too are our concepts of self.
- b. Self-awareness has its foundation in a person's upbringing and is unchangeable after childhood.
- c. Very few of us are born with the innate ability to decipher the factors that determine the self.
- d. Developing self-awareness takes work and is a never ending process complicated by busy and information-filled lives.

Answer: d

Chapter: 02

Module: 2.4

Learning Objective: 2.4 Discuss the concepts of self-awareness, self-concept, and self-esteem

Topic: Who Are You?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

29. Self-awareness is a heightened capacity for self-reflection and the ability to recognize

- a. your role and responsibility in society.
- b. your impact and influence in close relationships.
- c. how your emotions dictate the outcome of an interaction.
- d. who you are as a separate individual.

Answer: d

Chapter: 02

Module: 2.4

Learning Objective: 2.4 Discuss the concept of self-awareness, self-concept, and self-esteem.

Topic: Who Are You?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

30. "Because I find being healthy important to the happiness and well-being of my family, I often find myself mentally reflecting on how to provide better opportunities for exercise and more nutritious meals." In this scenario, which concept is best being played out?

- a. self-esteem

- b. self-concept
- c. self-awareness
- d. self-respect

Answer: a

Chapter: 02

Module: 2.4

Learning Objective: 2.4 Discuss the concepts of self-awareness, self-concept, and self-esteem

Topic: Who Are You?

Difficulty Level: Moderate

Skill Level: Apply What You Know

31. The process of understanding self through symbolic interaction is known as reflected appraisal, or
- a. boomerang self-awareness.
  - b. reflective resonance.
  - c. the looking glass self.
  - d. the mirrored image self.

Answer: c

Chapter: 02

Module: 2.5

Learning Objective: 2.5 Explain the ways you can create a perception of self

Topic: How Do You Create a Perception of Self?

Difficulty Level: Easy

Skill Level: Remember the Facts

32. Olivia is using what type of comparison when she is comparing herself to those worse off than her to make herself feel better?
- a. upward comparison
  - b. downward comparison
  - c. equal-footing comparison
  - d. social-equity comparison

Answer: b

Chapter: 02

Module: 2.5

Learning Objective: 2.5 Explain the ways you can create a perception of self

Topic: How Do You Create a Perception of Self?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

33. According to psychologists Thomas Duval and Paul Silvia, a self-serving bias is the tendency to
- a. skew information to gain a real or perceived advantage over another.
  - b. view the failures and shortcomings of others as greater than your own.
  - c. attribute your successes internally while attributing failures externally.
  - d. see your own culture, gender, sex, or race as superior to another.

Answer: c

Chapter: 02

Module: 2.5

Learning Objective: 2.5 Explain the ways you can create a perception of self

Topic: How Do You Create a Perception of Self?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

34. A prediction that you or someone else makes that directly or indirectly causes the prediction to come true is called
- self-perception forecasting.
  - a behavior predictor.
  - a self-fulfilling prophecy.
  - a foretold outcome.

Answer: c

Chapter: 02

Module: 2.5

Learning Objective: 2.5 Explain the ways you can create a perception of self

Topic: How Do You Create a Perception of Self?

Difficulty Level: Easy

Skill Level: Remember the Facts

35. When Sociologist Erving Goffman wrote, "The self...is not an organic thing that has a specific location, whose fundamental fate is to be born, to mature, to die; it is a dramatic effect arising diffusely from a scene that is present," he is suggesting
- you manage your impression on others.
  - you cannot trust the perceptions you have of others.
  - the self takes center stage and maintaining self focus is crucial.
  - the authentic self always prevails and impressions cannot be managed.

Answer: a

Chapter: 02

Module: 2.6

Learning Objective: 2.6 Discuss impression management methods

Topic: How Do You Manage the "Self" You Present to Others?

Difficulty Level: Difficult

Skill Level: Understand the Concepts

36. Managing your impressions is achieved by negotiating what you let others perceive of you and what you keep hidden. Other communication elements that can and should influence how you negotiate your identity include
- physical, role, and interaction constructs.
  - whether the person or audience whom you are communicating with is reliable and trustworthy.
  - the mediating factors present.

- d. the reason for the encounter, length of relationship with another, and specific situation or context.

Answer: d

Chapter: 02

Module: 2.6

Learning Objective: 2.6 Discuss impression management methods

Topic: How Do You Manage the "Self" You Present to Others?

Difficulty Level: Difficult

Skill Level: Understand the Concepts

37. Impression management is

- a. not conveyed through verbal and nonverbal messages, only through mediated factors.
- b. conscious or unconscious.
- c. rarely helpful for following social rules, laws, norms, and customs.
- d. an independent act.

Answer: b

Chapter: 02

Module: 2.6

Learning Objective: 2.6 Discuss impression management methods

Topic: How Do You Manage the "Self" Presented to Others?

Difficulty Level: Moderate

Skill Level: Remember the Facts

38. Betsy Ann watched the new boy participate in class, determining that he seemed intelligent and well spoken. Betsy Ann was engaging in

- a. impression formation.
- b. confirmation bias.
- c. attribution.
- d. stereotyping.

Answer: a

Chapter: 02

Module: 2.7

Learning Objective: 2.7 Discuss key barriers to impression formation

Topic: What Are Some Barriers to Perceiving Others Effectively?

Difficulty Level: Moderate

Skill Level: Apply What You Know

39. When we tend to favor negative impressions over positive ones, we are using a

- a. hidden bias.
- b. negative bias.
- c. prejudice.
- d. stereotype.

Answer: b

Chapter: 02

Module: 2.7

Learning Objective: 2.7 Discuss key barriers to impression formation

Topic: What Are Some Barriers to Perceiving Others Effectively?

Difficulty Level: Difficult

Skill Level: Understand the Concepts

40. \_\_\_\_\_ suggests you are more likely to remember things that are at the beginning of a list or an encounter.
- Impression formation
  - Primacy effect
  - Overattribution
  - Recency effect

Answer: b

Chapter: 02

Module: 2.7

Learning Objective: 2.7 Discuss key barriers to impression formation

Topic: What Are Some Barriers to Perceiving Others Effectively?

Difficulty Level: Easy

Skill Level: Remember the Facts

41. Josh believes the reason Taylor is not eating bread is because she wants to lose weight, when in fact she has a gluten allergy and cannot tolerate it. This is an example of
- a stereotype.
  - an overattribution.
  - a fundamental attribution error.
  - discrimination.

Answer: b

Chapter: 02

Module: 2.7

Learning Objective: 2.7 Discuss key barriers to impression formation

Topic: What Are Some Barriers to Perceiving Others Effectively?

Difficulty Level: Moderate

Skill Level: Apply the Concepts

42. Why is checking your perceptions important?
- Perceptions can be wrong, or the other person may be deceiving you.
  - It's required in personal, public, and professional interactions.
  - Perceptions can never be relied upon unless they are checked directly and indirectly.
  - It enables you to confirm that your view of yourself is the same that others see.

Answer: a

Chapter: 02

Module: 2.8

Learning Objective: 2.8 Explain methods for developing perception skills

Topic: How Can You Develop Better Perception Skills?

Difficulty Level: Difficult

Skill Level: Understand the Concepts

43. You are engaging in indirect perception checking when you
- act directly to consult the person on whom you based the perception.
  - take a wait-and-see approach to assessing the situation.
  - trust the perception completely.
  - seek other information to verify or dispute the perception you are having.

Answer: d

Chapter: 02

Module: 2.8

Learning Objective: 2.8 Explain methods for developing better perception skills

Topic: How Can You Develop Better Perception Skills?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

44. According to interaction appearance theory, which factor is the strongest at helping you change your original impressions of someone?
- more interaction with that person
  - the use of selective attention
  - incorporating mindfulness
  - seeking feedback

Answer: a

Chapter: 02

Module: 2.8

Learning Objective: 2.8 Explain methods for developing better perception skills

Topic: How Can You Develop Better Perception Skills?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

45. Hearing only what you want and ignoring the rest is
- interaction appearance theory.
  - identity knowledge.
  - mindfulness.
  - selective attention.

Answer: d

Chapter: 02

Module: 2.8

Learning Objective: 2.8 Explain methods for developing perception skills

Topic: How Can You Develop Better Perception Skills?

Difficulty Level: Moderate

Skill Level: Remember the Facts

## ESSAY

46. Define perception and explain each of the five characteristics of perception outlined in the text.  
Answer: Sample student response: Answers should include identifying the five characteristics and supporting each with a brief definition.

Learned—you must discover and refine your perception skills. Perception is a process with interdependent actions that result in a particular aim to understand something. To do it well, you must move beyond the intuitive level.

Subjective—No two people will completely perceive something in the same way. Each of us has a multitude of senses and varying degrees of sensitivity or sensory ability. Likewise, what you tend to value as important will influence what senses you are willing to attend to.

Instinctive—Much of the perception process is quick and subconscious, giving you a sense that your perceptions are always true.

Cultural—Cultural values (often conveyed nonverbally) will influence your perception, especially your first impression.

Influential—Perception impacts our communication and communication impacts our perceptions. You construct meaning when you perceive something and that meaning impacts how you will interact with the thing perceived. For example, if you perceive a tall, thin woman as intelligent and self-disciplined, that you will treat her with respect and admiration. If the thing being perceived interacts or communicates with you, it can influence your perceptions.

Chapter: 02

Module: 2.1

Learning Objective: 2.1 Define perception

Topic: What Is Perception?

Difficulty Level: Moderate

Skill Level: Apply What You Know

47. Identify and describe the three phases in the process of perception.

Answer: Sample student response:

Selecting—This is the moment when some factor grabs your attention and forces you to focus on certain stimuli and ignore others. Because of the usual volume of stimuli, you tend to notice those that are useful, familiar, interesting, repeated, changing, unexpected, or intense.

Organizing—This is where you mentally arrange your sensory information into more manageable patterns. You tend to organize by principles (rules), schemas (patterns), and scripts.

Interpreting—This is the phase where meaning is attached to what you have learned in the first two phases about a person, place, event, or object.

Chapter: 02

Module: 2.2

Learning Objective: 2.2 Describe the process of perception

Topic: What Is the Process of Perception?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

48. Numerous factors influencing your understanding of a perception. Identify the seven factors that can influence perception, briefly describe them, and give examples for three of the factors.  
Answer: Student sample response will include identifying each factor by name, a description of each, and examples of three of their choice.

Physical—your physical capabilities will influence individual perceptions.

Emotional—your emotional state at the time you form a perception can have a strong influence.

Environmental—the time of day or the environmental context can influence your perceptions.

Intellectual—the more you know about what you are perceiving, the more cognitively complex and potentially correct your perception should be.

Experiential—Past experiences and interactions influence how you perceive something.

Cultural—many of the stimuli we receive are culturally influenced. When you are a member of a cultural group or co-culture, you learn and share perceptions valued by those groups and you tend to focus on what is important to it.

Mediated—Technology allows you to create and maintain perceptions that transcend time and space. You no longer need body-to-body interaction to form some sort of impression.

Chapter: 02

Module: 2.3

Learning Objective: 2.3 Describe the factors influencing perception

Topic: What Factors Influence Perception

Difficulty Level: Moderate

Skill Level: Understand the Concepts

49. Impression management is the process of controlling the impression you wish to make on others. Create two scenarios using impression management conveyed by nonverbal messages.  
Answer: Student sample response may vary. For example, the people you associate with can influence the impression others have of you. If all your friends have sailboats and spend their weekends sailing, people meeting you for the first time might assume you share this same interest. Or, you may wear athletic clothing more out of comfort than for exercise, but people

who have met you only a few times might assume that you are physically active based solely on what you wear.

Chapter: 02

Module: 2.6

Learning Objective: 2.6 Discuss impression management methods

Topic: How Do You Manage the "Self" You Present to Others?

Difficulty Level: Moderate

Skill Level: Understand the Concepts

50. Define perception checking. Describe a situation when perception checking is necessary and include examples of indirect and direct checking.

Answer: Perception checking is the ability to critically evaluate your perceptions of others. Student sample answer may vary. For example, Tyler is interviewing for a part-time job off campus. While the position appears promising, Tyler has heard concerning reviews about the business. He may use indirect perception checking by researching the business online and talking with customers, former customers, and its competition. He may use direct perception checking by discussing directly with the employer his concerns that may be able to directly clear up ambiguity or uncertainty.

Chapter: 02

Module: 2.8

Learning Objective: 2.8 Explain methods for developing perception skills

Topic: How Can You Develop Better Perception Skills?

Difficulty Level: Moderate

Skill Level: Understand the Concepts