

# ch19

Student: \_\_\_\_\_

1. A survey usually consists of a large group of individuals answering questions on a questionnaire.  
True False
2. The mass media industry as a whole is one of many agents of socialization.  
True False
3. Survey research has proven that the mass media play a significant role in creating viewers' attitudes.  
True False
4. Cultivation analysis, which focuses on the long-term effects of media exposure, has shown that for some people heavy TV use leads to distorted perceptions of the real world.  
True False
5. Agenda setting means that the media have the ability to choose and emphasize certain topics, causing the public to perceive these issues as important.  
True False
6. Agenda building research focuses on how the media influence not only what we think are important issues but also our attitude toward those issues.  
True False
7. Both TV and film have caused public concern about media effects, and have long been investigated by scholars; the effects of radio, on the other hand, were not considered important and were not researched.  
True False
8. A 2007 panel study done by researchers at the Child Health Institute at the University of Washington found that viewing violent TV at ages 3-5 was associated with increased risk of anti-social behavior in boys.  
True False
9. The catharsis theory says that exposure to violent media content will actually reduce aggressive actions.  
True False
10. The results of lab experiments are less likely to be contaminated by external factors than are the results of field experiments.  
True False
11. Lab experiments have shown that media content can affect behaviors such as cooperation and self-control.  
True False
12. Recent surveys indicate that candidates who use a lot of negative advertising tend to receive a lower proportion of the vote.  
True False
13. Media exposure is much more likely to result in voter conversion than in crystallization.  
True False
14. The Internet seems to have had more impact on TV usage than other media.  
True False

15. Magazines and radio are serving increasingly specialized audiences, but TV, film, and other media are unlikely to do the same.  
True False
16. Which medium may play the greatest role in socialization?  
A. radio  
B. books  
C. film  
D. television  
E. Internet
17. Children are likely to be most influenced by TV when:  
A. the content reflects stereotypes  
B. they are heavy viewers  
C. they have limited interaction with other socializing agents  
D. they don't have an alternative set of beliefs regarding what is being portrayed  
E. all of these
18. Television's portrayal of law enforcement and crime consistently fails to represent reality because it over represents  
A. the number of Americans with jobs who work in law enforcement  
B. the number of crimes which are actually solved  
C. the number of violent crimes such as murder  
D. all of these  
E. none of these
19. This type of research investigates whether heavy TV viewers have a distorted view of the world - a view that reflects the world represented on television.  
A. catharsis  
B. alternative view theory  
C. cultivation analysis  
D. agenda setting  
E. agenda building
20. In a 2009 study that examined viewers of *Grey's Anatomy*  
A. light viewers thought the program presented a credible portrayal of doctors  
B. light viewers were more likely to believe that real-world doctors were courageous  
C. both of A&B  
D. heavy viewers reported more satisfaction with their own real world doctors  
E. None of these
21. Researchers argue that when culturally and socially diverse people become more similar due to heavy TV viewing, \_\_\_\_\_ has occurred.  
A. catharsis  
B. mainstreaming  
C. resonance  
D. framing  
E. crystallization
22. Which of the following is most likely to be studied by agenda setting researchers?  
A. *CSI*  
B. *Wheel of Fortune*  
C. the seven-volume series of *Harry Potter* books  
D. *Cosmopolitan* magazine  
E. *The New York Times*

23. The \_\_\_\_\_ concept believes that the media not only tell us what to think about, but also how to think about it.
- A. spiral of silence
  - B. agenda setting
  - C. framing
  - D. mainstreaming
  - E. agenda building
24. People have been concerned about media effects on behavior since the:
- A. 1940s, when people feared the influence of radio on politics
  - B. 1950s & 1960s, with the explosive growth of TV
  - C. 1970s & 1980s, with the Surgeon General's report linking exposure to TV violence with antisocial behavior
  - D. the mid-1990s, with the introduction of the V-chip
  - E. the late 1990s, in the wake of the Columbine High School shootings
25. Taken as a whole, *surveys* designed to measure the effects of exposure to violent TV have shown what type of relationship between aggressive behavior and viewing violent TV?
- A. causal relationship
  - B. significant correlation
  - C. inverse relationship
  - D. causal, but only when controlling for income
  - E. no relationship at all
26. Taken as a whole, *panel studies* designed to measure the effects of exposure to violent TV have shown what type of relationship between aggressive behavior and viewing violent TV?
- A. causal relationship
  - B. inverse relationship
  - C. mutual causal connection, but it is small and influenced by individual and cultural factors
  - D. causal, but only when controlling for income
  - E. no relationship at all
27. The \_\_\_\_\_ holds that people who view violent media content will be LESS inclined to behave violently themselves.
- A. catharsis theory, which has been widely supported by research,
  - B. catharsis theory, which has *not* received much research support,
  - C. stimulation theory, which has been widely supported by research,
  - D. stimulation theory, which has *not* received much research support,
  - E. replication theory, which has *not* received much research support,
28. Which of the following is NOT true?
- A. violent video games have raised the same concerns as violent TV programs
  - B. surveys, experiments and panel studies have been used to investigate the impact of violent video games
  - C. the type of game and the time spent playing do not seem to have an impact on results
  - D. children studied in Japan and the U.S. who played violent games became more aggressive over time
  - E. all of these are true
29. In terms of media effects on prosocial behavior,
- A. experiments have found media content can encourage prosocial behavior
  - B. prosocial messages do not change day-to-day behavior
  - C. surveys have not asked about prosocial behavior
  - D. surveys have proved that watching prosocial content increases tolerance
  - E. none of these

30. If the mass media strengthen people's previously held attitudes and opinions, \_\_\_\_\_ has occurred.
- A. agenda setting
  - B. crystallization
  - C. reinforcement
  - D. framing
  - E. stimulation
31. The \_\_\_\_\_ effect is more likely with undecided voters than with those who have already made up their minds.
- A. agenda setting
  - B. crystallization
  - C. reinforcement
  - D. framing
  - E. stimulation
32. Researchers argue that television has
- A. affected politics in only a minor way
  - B. affected politics by increasing mainstreaming
  - C. affected only the voters, not the process
  - D. all of these
  - E. none of these
33. Our reliance on computers may have unintentionally made us vulnerable to threats to our:
- A. privacy
  - B. personal habits
  - C. marketing efforts
  - D. all of these
  - E. none of these
34. The \_\_\_\_\_ may occur when people are excessively selective about the media content they consume, and possibly become ignorant about the rest of the world.
- A. cocoon effect
  - B. knowledge gap
  - C. spiral of silence
  - D. cultivation effect
  - E. resonance effect
35. A typical teen in 2008 spent about 9 hours a week
- A. online
  - B. using social media
  - C. watching YouTube
  - D. doing school-related work
  - E. playing online games

## ch19 Key

1. A survey usually consists of a large group of individuals answering questions on a questionnaire.  
**TRUE**
2. The mass media industry as a whole is one of many agents of socialization.  
**TRUE**  
*Dominick - Chapter 19 #1*
3. Survey research has proven that the mass media play a significant role in creating viewers' attitudes.  
**FALSE**  
*Dominick - Chapter 19 #2*
4. Cultivation analysis, which focuses on the long-term effects of media exposure, has shown that for some people heavy TV use leads to distorted perceptions of the real world.  
**TRUE**  
*Dominick - Chapter 19 #3*
5. Agenda setting means that the media have the ability to choose and emphasize certain topics, causing the public to perceive these issues as important.  
**TRUE**  
*Dominick - Chapter 19 #4*
6. Agenda building research focuses on how the media influence not only what we think are important issues but also our attitude toward those issues.  
**FALSE**  
*Dominick - Chapter 19 #5*
7. Both TV and film have caused public concern about media effects, and have long been investigated by scholars; the effects of radio, on the other hand, were not considered important and were not researched.  
**FALSE**  
*Dominick - Chapter 19 #6*
8. A 2007 panel study done by researchers at the Child Health Institute at the University of Washington found that viewing violent TV at ages 3-5 was associated with increased risk of anti-social behavior in boys.  
**TRUE**  
*Dominick - Chapter 19 #7*
9. The catharsis theory says that exposure to violent media content will actually reduce aggressive actions.  
**TRUE**  
*Dominick - Chapter 19 #8*
10. The results of lab experiments are less likely to be contaminated by external factors than are the results of field experiments.  
**TRUE**  
*Dominick - Chapter 19 #9*
11. Lab experiments have shown that media content can affect behaviors such as cooperation and self-control.  
**TRUE**  
*Dominick - Chapter 19 #10*
12. Recent surveys indicate that candidates who use a lot of negative advertising tend to receive a lower proportion of the vote.  
**TRUE**  
*Dominick - Chapter 19 #11*

13. Media exposure is much more likely to result in voter conversion than in crystallization.

**FALSE**

*Dominick - Chapter 19 #13*

14. The Internet seems to have had more impact on TV usage than other media.

**TRUE**

*Dominick - Chapter 19 #14*

15. Magazines and radio are serving increasingly specialized audiences, but TV, film, and other media are unlikely to do the same.

**FALSE**

*Dominick - Chapter 19 #15*

16. Which medium may play the greatest role in socialization?

A. radio  
B. books  
C. film  
**D.** television  
E. Internet

*Dominick - Chapter 19 #16*

17. Children are likely to be most influenced by TV when:

A. the content reflects stereotypes  
B. they are heavy viewers  
C. they have limited interaction with other socializing agents  
D. they don't have an alternative set of beliefs regarding what is being portrayed  
**E.** all of these

*Dominick - Chapter 19 #17*

18. Television's portrayal of law enforcement and crime consistently fails to represent reality because it over represents

A. the number of Americans with jobs who work in law enforcement  
B. the number of crimes which are actually solved  
C. the number of violent crimes such as murder  
**D.** all of these  
E. none of these

*Dominick - Chapter 19 #18*

19. This type of research investigates whether heavy TV viewers have a distorted view of the world - a view that reflects the world represented on television.

A. catharsis  
B. alternative view theory  
**C.** cultivation analysis  
D. agenda setting  
E. agenda building

*Dominick - Chapter 19 #19*

20. In a 2009 study that examined viewers of *Grey's Anatomy*

A. light viewers thought the program presented a credible portrayal of doctors  
B. light viewers were more likely to believe that real-world doctors were courageous  
C. both of A&B  
**D.** heavy viewers reported more satisfaction with their own real world doctors  
E. None of these

*Dominick - Chapter 19 #20*

21. Researchers argue that when culturally and socially diverse people become more similar due to heavy TV viewing, \_\_\_\_\_ has occurred.
- A. catharsis
  - B. mainstreaming**
  - C. resonance
  - D. framing
  - E. crystallization

Dominick - Chapter 19 #21

22. Which of the following is most likely to be studied by agenda setting researchers?
- A. *CSI*
  - B. *Wheel of Fortune*
  - C. the seven-volume series of *Harry Potter* books
  - D. *Cosmopolitan* magazine
  - E. *The New York Times***

Dominick - Chapter 19 #22

23. The \_\_\_\_\_ concept believes that the media not only tell us what to think about, but also how to think about it.
- A. spiral of silence
  - B. agenda setting
  - C. framing**
  - D. mainstreaming
  - E. agenda building

Dominick - Chapter 19 #23

24. People have been concerned about media effects on behavior since the:
- A. 1940s, when people feared the influence of radio on politics**
  - B. 1950s & 1960s, with the explosive growth of TV
  - C. 1970s & 1980s, with the Surgeon General's report linking exposure to TV violence with antisocial behavior
  - D. the mid-1990s, with the introduction of the V-chip
  - E. the late 1990s, in the wake of the Columbine High School shootings

Dominick - Chapter 19 #24

25. Taken as a whole, *surveys* designed to measure the effects of exposure to violent TV have shown what type of relationship between aggressive behavior and viewing violent TV?
- A. causal relationship
  - B. significant correlation**
  - C. inverse relationship
  - D. causal, but only when controlling for income
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Dominick - Chapter 19 #25

26. Taken as a whole, *panel studies* designed to measure the effects of exposure to violent TV have shown what type of relationship between aggressive behavior and viewing violent TV?
- A. causal relationship
  - B. inverse relationship
  - C. mutual causal connection, but it is small and influenced by individual and cultural factors**
  - D. causal, but only when controlling for income
  - E. no relationship at all

Dominick - Chapter 19 #26

27. The \_\_\_\_\_ holds that people who view violent media content will be LESS inclined to behave violently themselves.
- A. catharsis theory, which has been widely supported by research,
  - B. catharsis theory, which has *not* received much research support,**
  - C. stimulation theory, which has been widely supported by research,
  - D. stimulation theory, which has *not* received much research support,
  - E. replication theory, which has *not* received much research support,

*Dominick - Chapter 19 #27*

28. Which of the following is NOT true?
- A. violent video games have raised the same concerns as violent TV programs
  - B. surveys, experiments and panel studies have been used to investigate the impact of violent video games
  - C. the type of game and the time spent playing do not seem to have an impact on results**
  - D. children studied in Japan and the U.S. who played violent games became more aggressive over time
  - E. all of these are true

*Dominick - Chapter 19 #28*

29. In terms of media effects on prosocial behavior,
- A. experiments have found media content can encourage prosocial behavior**
  - B. prosocial messages do not change day-to-day behavior
  - C. surveys have not asked about prosocial behavior
  - D. surveys have proved that watching prosocial content increases tolerance
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*Dominick - Chapter 19 #29*

30. If the mass media strengthen people's previously held attitudes and opinions, \_\_\_\_\_ has occurred.
- A. agenda setting
  - B. crystallization
  - C. reinforcement**
  - D. framing
  - E. stimulation

*Dominick - Chapter 19 #30*

31. The \_\_\_\_\_ effect is more likely with undecided voters than with those who have already made up their minds.
- A. agenda setting
  - B. crystallization**
  - C. reinforcement
  - D. framing
  - E. stimulation

*Dominick - Chapter 19 #31*

32. Researchers argue that television has
- A. affected politics in only a minor way
  - B. affected politics by increasing mainstreaming
  - C. affected only the voters, not the process
  - D. all of these
  - E. none of these**

*Dominick - Chapter 19 #32*

33. Our reliance on computers may have unintentionally made us vulnerable to threats to our:
- A. privacy**
  - B. personal habits
  - C. marketing efforts
  - D. all of these
  - E. none of these

*Dominick - Chapter 19 #33*



34. The \_\_\_\_\_ may occur when people are excessively selective about the media content they consume, and possibly become ignorant about the rest of the world.
- A.** cocoon effect
  - B. knowledge gap
  - C. spiral of silence
  - D. cultivation effect
  - E. resonance effect

*Dominick - Chapter 19 #34*

35. A typical teen in 2008 spent about 9 hours a week
- A. online
  - B.** using social media
  - C. watching YouTube
  - D. doing school-related work
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*Dominick - Chapter 19 #35*

# ch19 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 19	35