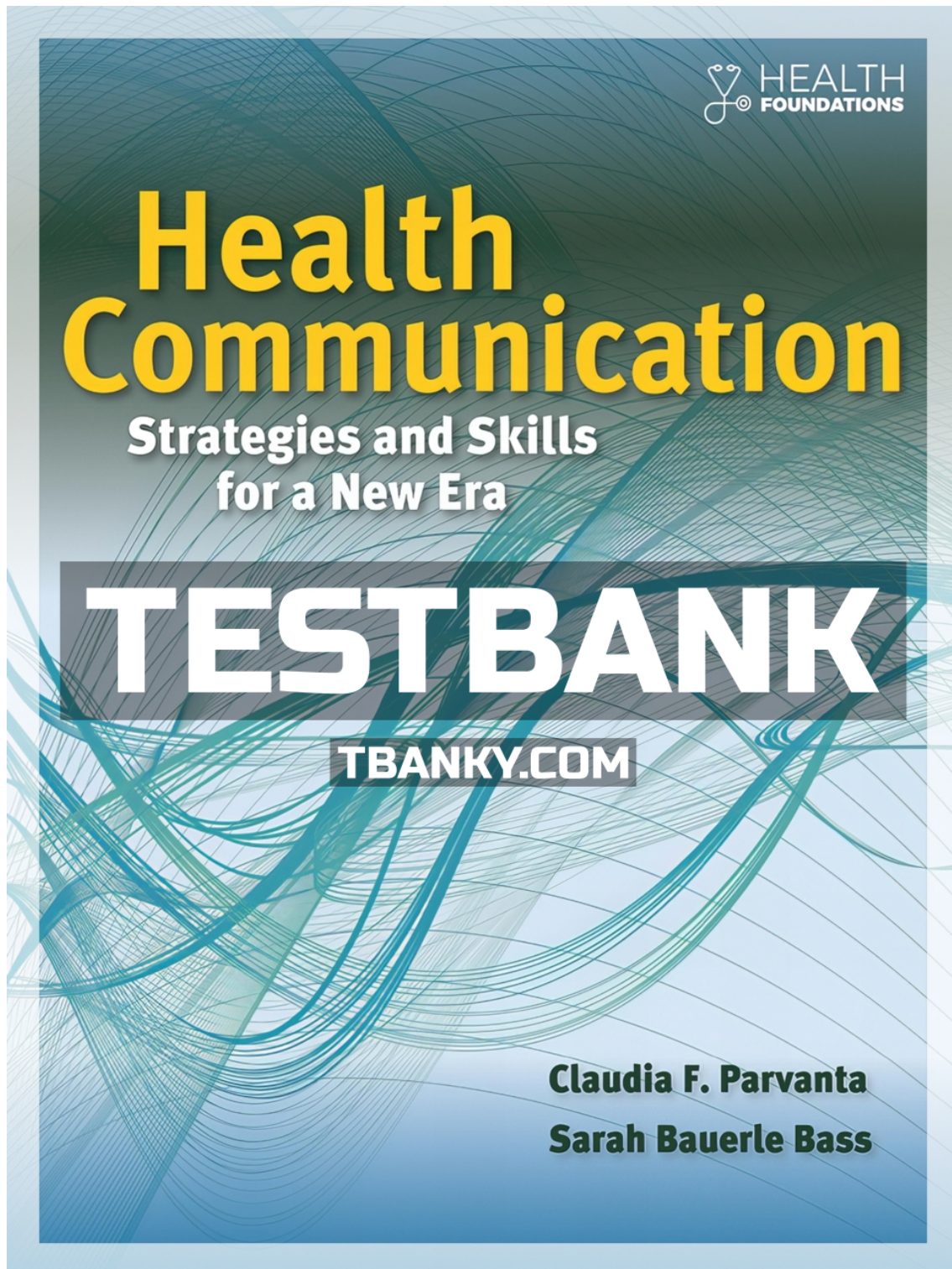


TEST BANK FOR HEALTH COMMUNICATION
1ST EDITION PARVANTA ISBN
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Import Settings:

Base Settings: Brownstone Default

Information Field: Complexity

Information Field: Ahead

Information Field: Subject

Information Field: Title

Highest Answer Letter: D

Multiple Keywords in Same Paragraph: No

NAS ISBN13: 9781284134988, add to Ahead, Title tags

Chapter: Chapter 02 - Quiz

Multiple Choice

1. What is an example of communication?

- A) Talking
- B) Gestures
- C) Body language
- D) All of these are correct.

Ans: D

Complexity: Easy

Ahead: Communication

Subject: Chapter 2

Title: Communication 101: What's Health Got to Do with It?

2. Which of the following does not influence our perceptions?

- A) Internal attitudes
- B) Motives
- C) Experiences
- D) Cosmic energy

Ans: D

Complexity: Easy

Ahead: Communication

Subject: Chapter 2

Title: Communication 101: What's Health Got to Do with It?

3. What is it called when the brain deals with overload by simplifying and linking new information to what we already know?

- A) Selective perception
- B) Heuristics
- C) Schema
- D) Availability

Ans: B

Complexity: Easy

Ahead: Communication

Subject: Chapter 2

Title: Communication 101: What's Health Got to Do with It?

4. Any individual diagnosed with cancer, picking up an educational pamphlet at the doctor's office is an example of what?

- A) Elaboration likelihood model
- B) Availability
- C) Experiences
- D) Selective perception

Ans: A

Complexity: Easy

Ahead: Communication

Subject: Chapter 2

Title: Communication 101: What's Health Got to Do with It?

5. Which characteristic of a hazard leads individuals to tend to overestimate their risk?

- A) Controlled
- B) Trusted
- C) Childhood impact
- D) Natural

Ans: C

Complexity: Easy

Ahead: Communicating About Health

Subject: Chapter 2

Title: Communication 101: What's Health Got to Do with It?

6. Which of the following is *not* a component of successful communication?

- A) Showing clear lines of cause and effect
- B) Grabbing attention
- C) Being extremely descriptive
- D) Taking advantage of decision rules and heuristics

Ans: C

Complexity: Moderate

Ahead: Communication

Subject: Chapter 2

Title: Communication 101: What's Health Got to Do with It?

7. What are four levels on which health communication functions?

- A) Individual, group, community, society
- B) Individual, societal, familial, community
- C) Group, community, nationally, internationally
- D) Continental, nationally, community, group

Ans: A

Complexity: Moderate

Ahead: Communicating About Health

Subject: Chapter 2

Title: Communication 101: What's Health Got to Do with It?

8. Which of the following is *not* one of Hill's Criteria?

- A) Coherence
- B) Acceptability
- C) Experimental evidence
- D) Biological plausibility

Ans: B

Complexity: Moderate

Ahead: Communicating About Health

Subject: Chapter 2

Title: Communication 101: What's Health Got to Do with It?

9. Which of the following is *not* a challenge of health communication?

- A) Multitudes of information sources
- B) Culture and belief systems
- C) Individual processing time
- D) What type of communication method to use

Ans: D

Complexity: Easy

Ahead: Communicating About Health

Subject: Chapter 2

Title: Communication 101: What's Health Got to Do with It?

True/False

1. True or False? Contrast effect is when we attribute our own characteristics to others.

Ans: False

Complexity: Easy

Ahead: Communication

Subject: Chapter 2

Title: Communication 101: What's Health Got to Do with It?