



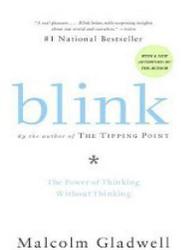
FINAL EXAM

Course # 571008 Blink

based on the book:

Blink

by: Malcolm Gladwell (2007)



12 CPE Credit Hours
Technology &
Operations

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Chapter 1 - Introduction: The Statue that Didn't Look Right

1. In September of 1983, an art dealer by the name of Gianfranco Becchina approached the _____ Museum in California.
 - Museum of Contemporary Art
 - Natural History Museum of Los Angeles
 - J. Paul Getty
 - Santa Monica Museum of Art
2. The kouros, the records stated, had been in the private collection of a Swiss physician named _____ since the 1930's, and he in turn acquired it from a well-known Greek dealer name Roussos.
 - Landenberger
 - Lauffenberger
 - Leuzinger
 - Luthi
3. Some years ago, a young couple came to the University of Washington to visit the laboratory of a psychologist named John Gottman. They were
 - Bill and Susan
 - Harry and Sally
 - John and Jane
 - None of the above
4. Recently, a professor who works with Gottman named Sybil Carrere, who was playing around with some of the videotapes, trying to design a new study, discovered that if they looked at only ___ minutes of a couple talking, they could still predict with fairly impressive accuracy who was going to get divorced and who was going to make it. The truth of a marriage can now be understood in a much shorter time than anyone can ever imagine.
 - 3
 - 4
 - 5
 - 6
5. One way to understand what Gottman is saying about marriages is to use the analogy of what people in the world of Morse code call a
 - hand
 - palm
 - ball
 - fist
6. In other words, patients don't file lawsuits because they've been harmed by shoddy medical care. Patients file lawsuits because they've been harmed by shoddy medical care. Patients file lawsuits because they've been harmed by shoddy medical care and something else. What is that something else?
 - Its how they were treated, on a personal level, by their families.
 - Its how they were treated, on a personal level, by their caretakers

Its how they were treated, on a personal level, by their doctor.

Its how they were treated, on a personal level, by their community.

7. Which tennis play was almost accurately predicted by Vic Braden?

Fault

Double-Fault

Triple-Fault

None of the above

8. The results from Aronson's and Steele's experiments are obviously quite disturbing. They suggest that what we think of as free will is largely an illusion: much of the time, we are simply operating on automatic pilot and the way we think and act-and how well we think and act on the spur of the moment-are a lot more susceptible to outside influences than we realize.

True

False

9. On a brisk spring evening not long ago, two dozen men and women gathered in the back room of a Manhattan bar to engage in a peculiar ritual known as

speed talking

speed tagging

speed dating

None of the above

10. Speed dating has become enormously popular around the world over the last few years, and its not hard to understand why. It's the distillation of dating to a simple snap judgment.

True

False

Chapter 2 - Theory of Thin Slices: How a Little Bit of Knowledge Goes a Long Way

11. _____ was perhaps the greatest hitter of all time, a man revered for his knowledge and insight into the art of hitting. One thing he always said was that he could look the ball on to the bat, that he could track it right to the point where it made contact

Rafael Nadal

Tommy Haas

Ted Williams

Andy Roddick

12. Many years ago, the psychologist _____ hung two ropes from the ceiling of a room that was filled with all kinds of different tools, objects and furniture. The ropes were far enough apart that if you held the end of one rope, you could get close enough to grab the other.

Alfred Adler

Norman R.F. Maier

Albert Bandura

Erik Erikson

13. There is a second, equally valuable, lesson in the Maier experiment. His subjects were stumped. They were frustrated. They were sitting there for ten minutes, and no doubt many of them felt they were failing an important test, that they had been exposed as stupid. But they weren't stupid. Why not?

Because everyone in that room had not one mind but three, and all the while their conscious mind was blocked, their unconscious was scanning the room, sifting through possibilities, processing every conceivable clue. And the instant it found the answer, it guided them-silently and surely-to the solution.

Because everyone in that room had not one mind but four, and all the while their conscious mind was blocked, their unconscious was scanning the room, sifting through possibilities, processing every conceivable clue. And the instant it found the answer, it guided them-silently and surely-to the solution.

Because everyone in that room had no mind, and all the while their conscious mind was blocked, their unconscious was scanning the room, sifting through possibilities, processing every conceivable clue. And the instant it found the answer, it guided them-silently and surely-to the solution.

Because everyone in that room had not one mind but two, and all the while their conscious mind was blocked, their unconscious was scanning the room, sifting through possibilities, processing every conceivable clue. And the instant it found the answer, it guided them-silently and surely-to the solution.

Chapter 3 - The Locked Door : The Secret Life of Snap Decisions

14. Who was described as the Machiavelli of Ohio politics, the classic behind the scenes fixer, a shrewd and insightful judge of character or, at least, political opportunity?

Harry Daugherty

Calvin Coolidge

A. Mitchell Palmer

Harlan Fiske Stone

15. By early middle age, Harding's biographer _____ writes, his "lusty black eyebrows contrasted with his steel gray hair to give the effect of force, his massive shoulders and bronzed complexion gave the effect of health."

Albert Baumhart

John Berry

Francis Russell

Edward Grimes

16. When psychologists administer the IAT, they usually don't use paper and pencil. Most of the time, they do it on a _____.

computer

pen and paper

recorded dictation

none of the above

17. The advantage of doing IAT on a computer is that the responses are measurable down to the millisecond, and those measurements are used in assigning the test taker's score.

True

False

18. Our attitudes towards things like race or gender operate on two levels. First of all, we have our conscious attitudes. That is what we chose to believe. These are our stated values, which we use

to direct our behavior deliberately.

True

False

19. What does the IAT measure?

It measures our initial level of attitude, our racial attitude on an unconscious level- the immediate, automatic associations that tumble out before we've even had time to think. We don't deliberately choose our unconscious attitudes.

It measures our second level of attitude, our racial attitude on an unconscious level- the immediate, automatic associations that tumble out before we've even had time to think. We deliberately choose our unconscious attitudes.

It measures our second level of attitude, our racial attitude on an unconscious level- the immediate, automatic associations that tumble out before we've even had time to think. We don't deliberately choose our unconscious attitudes.

It measures our spiritual level of attitude, our racial attitude on an unconscious level- the immediate, automatic associations that tumble out before we've even had time to think. We don't deliberately choose our unconscious attitudes.

20. The disturbing thing about IAT testing is that it shows that our unconscious attitudes may be utterly incompatible with our stated conscious values.

True

False

21. The sales director of the Flemington Nissan dealership in the central New Jersey town of Flemington is a man called _____.

Bob Golomb

Ian Ayres

Warren Harding

None of the above

22. In the car selling business, if you can convince someone to pay the sticker price (the price on the window of a car in a showroom), and if you can talk them into the full premium package, with the leather seats and the sound system and the aluminum wheels, you make as much in commission off that gullible customer as you might from half a dozen or so customers who are prepared to drive a hard bargain. If you are a salesman, there is a tremendous temptation to try to spot the sucker.

True

False

23. Car salesmen have a particular word to describe to customers who pay the ticket price. They're called a

lay up

downplay

lay-down

play down

Chapter 4 - The Warren Harding Error: Why We Fall for Tall, Dark , and Handsome Men

24. Paul Van Riper is tall and lean with gleaming bald dome and wire rimmed glasses. He walks with his shoulders square and a has a gruff, commanding voice. His friends call him ____.

Kip

Tip

Nip

Rip

25. According to the Millennium challenge scenario, Paul Van Riper would play the _____.

soldier

rogue commander

the good general

none of the above

26. From his own experiences in Vietnam and his reading of the German military theorist _____, Van Riper became convinced that war was inherently unpredictable and messy and non-linear.

Berthold Breech

Jacob Friedrich

Carl von Clausewitz

Alb retch Durer

27. Millennium Challenge was a battle between two perfectly opposed military philosophies. Blue team had their databases and matrixes and methodologies for systematically understanding the intentions ad capabilities of the enemy. Red team

was commanded by a man who looked at a long haired, unkempt, seat of the pants commodities trader yelling and pushing and making a thousand instant decisions an hour and saw in him a business partner.

was commanded by a man who looked at a long haired, unkempt, seat of the pants commodities trader yelling and pushing and making a thousand instant decisions an hour and saw in him a best friend.

was commanded by a man who looked at a long haired, unkempt, seat of the pants commodities trader yelling and pushing and making a thousand instant decisions an hour and saw in him a pushover

was commanded by a man who looked at a long haired, unkempt, seat of the pants commodities trader yelling and pushing and making a thousand instant decisions an hour and saw in him a soul mate.

28. Paul Van Ripper's Red Team did not come out on top in that moment in the Gulf because they were smarter or luckier at that moment than their counterparts over at Blue Team. How good people's decisions are under the fast moving ,high stress conditions of rapid cognition is a function of training and rules and rehearsal.

True

False

29. With a logic problem, asking people to explain themselves doesn't impair their ability to come up with answers. In some cases, in fact, it may help. But problems that require a flash of insight operate by different rules.

True

False

30. The Cook County Hospital inspired which television series?

ER

St. Elmo's Fire

Nip Tuck

The Doctors

31. Cook County Hospital is located at _____.

Cincinnati

California

Chicago

Canada

32. Ironically, a big chunk of the funding for Goldman's initial research had not come from the medical community itself but from the _____.

air force

army

navy

None of the above

33. A key point in explaining the breakdown of Blue Team that day in the Gulf-that extra information is useless. It's harmful. It confuses the issues. What screws up doctors when they are trying to predict heart attacks is that they take too much information into account.

True

False

34. The problem of too much information also comes up in studies of why doctors sometimes make the mistake of missing a heart attack entirely-of failing to recognize when someone is on the brink of or in the midst of a major cardiac complication.

True

False

35. What Reilly and his team at Cook County were trying to do, in short, was provide some structure for the spontaneity of the ER. The algorithm is a rule that protects the doctors from being swamped with too much information--the same way that the rule of agreement protects improv actors when they get up on stage.

True

False

36. Who did the research on speed dating?

Maria Agnesi

Virginia Apgar

Sheena Iyengar

Anna Comnena

Chapter 5 - Paul Van Riper's Big Victory: Creating Structure for Spontaneity

37. Who was the co-president of Atlantic Records where Kenna's CD demo landed?

Craig Kallman

- Doug Morris
- Tommy Motola
- None of the above

38. Who is the manager of U2?

- Adam Clayton
- Paul McGuinness
- Larry Mullen
- Edge

39. _____, a California based firm, sent Kenna's CD to twelve hundred people preselected by age, gender, and ethnicity. They then called them up three days later and interviewed as many as they could about what they thought of Kenna's music on a scale of 0 to 4.

- Talent Research
- Star Research
- Music Research
- None of the above

40. In Behind the Oval Office, his memoir of his years as a political pollster, Dick Morris writes about going to Arkansas in 1977 to meet with the state's thirty one year old attorney general, an ambitious young man by the name of _____.

- George Bush
- Ronald Reagan
- Bill Clinton
- None of the above

41. To counter the Pepsi Challenge, Coke launched _____.

- Coke Challenge
- Goodbye Pepsi
- Hello Coke
- New Coke

42. Dollard says, for instance, that one of the biases in a sip test is toward sweetness: " If you only test in a sip test, consumers will like the sweeter product. But when they have to drink the whole bottle or can, that sweetness can really get overpowering or cloying."

- True
- False

43. On a study on goods found in the supermarket, the general rule is, the closer the consumers get to the food itself, the more consumers are likely to be conservative.

- True
- False

44. The problem with market research is that often it is simply too blunt an instrument to pick up this distinction between the bad and the merely different.

- True
- False

45. One bright summer day, the author had lunch with two women who run a company in New Jersey called _____.
- Sensual Spectrum
 - Stimuli Spectrum
 - Sensory Spectrum
 - None of the above
46. Schooled once did an experiment with Timothy Wilson. It involved _____.
- strawberry jam
 - pineapple jam
 - guava jam
 - orange marmalade
47. Our unconscious reactions come out of a locked room, and we can't look inside that room. But with experience we become expert at using our behavior and our training to interpret-- and decode--what lies behind our snap judgments and first impressions.
- True
 - False
48. When a tester gives you three glasses, two of which are filled with one of the Colas and the third with the other. In the beverage business, this is called a
- square test
 - circle test
 - triangle test
 - rectangle test

Chapter 6 - Keena's Dilemma: The Right - and Wrong-Way to Ask People What They Want

49. _____, a special division of the New York Police Department, dedicated to patrolling crime "hot spots" in the city's poorest neighborhoods.
- Corner Crime Unit
 - Street Crime Unit
 - Suburb Crime Unit
 - None of the above
50. How many facial movements did Ekman and Friesen outlined on facial muscles?
- 42
 - 43
 - 44
 - 45
51. Ekman and Friesen ultimately assembled all the facial movement combinations-- and the rules for reading and interpreting them--into the
- Facial Action Coding System, or FACS.

Facial Auditory Coding System, or FACS.

Facial Action Contemporary System, or FACS.

Factual Action Coding System, or FACS.

52. When Mary's doctor asked her about her plans for the future, a look of utter despair flashed across her face so quickly that it was almost imperceptible. Ekman calls that kind of fleeting look a _____, which is a very particular and critical kind of facial expression.

macro expression

micro expression

combination of A and B

none of the above

53. Whenever we experience a basic emotion, that emotion is automatically expressed by the muscles of the face. That response may linger on the face for just a fraction of a second or to be detectable only if electrical sensors are attached to the face. But it's always there.

True

False

54. Our voluntary expressive system is the way we intentionally signal our emotions. But our involuntary expressive system is in many ways even more important: it is the way we have been equipped by evolution to signal our authentic feelings.

True

False

55. The classic model for understanding what it means to lose the ability to mind read is the condition of _____.

cerebral palsy

down's syndrome

autism

turette's disorder

56. Gavin de Becker in his book the Gift of Fear says that the central fact in protection is the amount of white space. He defined white space as

the distance between the target and any potential assailant.

the distance between the target and any assailant.

the distance between the target and a specific assailant.

the distance between the decoy and any potential assailant.

Chapter 7 - Seven Seconds in the Bronx: The Delicate Art of Mind Reading

57. The world of classical music-particularly in its European home- was until very recently the preserve of _____.

black mean

Asians

white men

Hispanics

58. Julie Landsman, who plays principal French horn for the Metropolitan Opera in New York, says that she's found herself distracted by the position of someone's _____.

eyes

ears

nose

mouth

59. Why, for so many years, were conductors so oblivious to the corruption of snap judgments?

Because we are often careful with our powers of rapid cognition. We don't know where our first impressions come from or precisely what they mean, so we don't always appreciate their fragility.

Because we are often careless with our powers of slow cognition. We don't know where our first impressions come from or precisely what they mean, so we don't always appreciate their fragility.

Because we are often careless with our powers of rapid cognition. We don't know where our first impressions come from or precisely what they mean, so we don't always appreciate their fragility.

Because we are often careful with our powers of rapid cognition. We don't know where our first impressions come from or precisely what they mean, so we always appreciate their fragility.

60. Landsman had played for the Met before as a substitute. Until they listened to her with their ears, however, they had no idea she was so good. When the screen created a pure Blink moment, a small miracle happened, the kind of small miracle that is always possible when we take charge of the first two seconds:

they saw her for what she was about to do

they saw her for how she felt

they saw her for who she truly was

None of the above

Chapter 8 - Listening with your Eyes: The Lessons of Blink

Chapter 9 - Notes

Chapter 10 - Acknowledgements

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