

Community and Public Health Education Methods
5th edition Bensley Test Bank

SKU: 9781284262056-TEST-BANK

Chapter: Chapter 01 - Quiz

Multiple Choice

1. The Transtheoretical Model identifies stages or levels of readiness that can be applied to any type of behavior change. These stages include:

- A) precontemplation and contemplation.
- B) preparation and action.
- C) maintenance.
- D) A and B
- E) A, B, and C

Ans: E

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2. In the Theory of Planned Behavior, a person's intention regarding performing a prescribed behavior *cannot* be identified by which of the following?

- A) Attitudes toward the behavior
- B) What significant others will think about the behavior
- C) If the person thinks it can be attained in a short amount of time—6 weeks or less
- D) How difficult it will be for the individual to perform and maintain the behavior

Ans: C

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3. Positive health behaviors can be supported or encouraged through which of the following?

- A) Interpersonal relationships
- B) Social groups
- C) Other social networks
- D) None of the above
- E) All of the above

Ans: E

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4. Which of the following concepts are essential to Social Cognitive Theory?

- A) Behavioral capacity
- B) Expectations
- C) Self-efficacy
- D) Observational learning
- E) All of the above

Ans: E

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5. Diffusion of Innovation identifies people's readiness to accept an innovation. An early adopter:

- A) is the first to adopt an innovation.
- B) is interested, but does not want to be the first to adopt an innovation.
- C) accepts innovations once others they respect have done so.
- D) is skeptical of the innovation and late to adopt it.

Ans: B

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6. A theory is a general explanation of:

- A) innovations that can be experimented with before a commitment is made.
- B) the extent to which a program can succeed.
- C) a system of moral principles.
- D) why people act or do not act to maintain or promote the health of themselves, their families, organizations, and communities.

Ans: D

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7. The Transtheoretical Model of Behavior Change is based on the assumption that:

- A) health educators can identify a person's intention.
- B) behavior change is a concept of reasoned action.
- C) behavior change is a process, and individuals are at varying levels of motivation or readiness to change.
- D) the emphasis of perceptions is vulnerability to illness and treatment.

Ans: C

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8. _____ refers to how consistent an innovation is with the values, habits, experiences, and needs of potential adopters.

- A) Compatibility
- B) Relative advantage
- C) Complexity
- D) Treatability
- E) None of the above

Ans: A

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9. The Health Belief Model is based on the belief that individuals:

- A) perceive themselves to be susceptible to a health problem.
- B) see the health problem as serious.
- C) are convinced they will benefit from treatment or prevention activities.
- D) All of the above

Ans: D

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10. Reciprocal determinism is:

- A) a theory that behavior changes are determined by interactions between a person and their environment.
- B) the degree to which an innovation is seen as being better than the program it replaces.
- C) believing that one has the ability to take action.
- D) the extent to which an innovation can be experimented with.

Ans: A

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