

> TEST BANK 1

This series of test questions, created for use with your students, provides short answer, multiple-choice, true/false, and fill in the blank questions based on the text and arranged by chapter. A separate answer key is available.

CHAPTER ONE: THE ANATOMY OF A TREND

- 1 Give a brief definition of what a trend is.
- 2 Outline the difference between a 'style' and a trend.
- 3 Everett M. Rogers called his theory of how pressures and influences work the _____.
- 4 In Everett M. Rogers' theory what is the name of the individuals who are responsible for the introduction of a new idea? What percentage of the overall group do they represent?
- 5 What is the relationship of Early Adopters, the second type in Rogers' theory, to the first type? Briefly outline their characteristics.
- 6 What term do forecasters use to describe the point at which a trend becomes so infectious few people can resist it?
 - a. S curve
 - b. critical mass
 - c. meme
 - d. none of the above
- 7 What are the key characteristics of Early Majority members?
- 8 True or false? The Late Majority are those who are conservative by nature but the least imitators of all the types.
- 9 What percentage does the Late Majority represent?
 - a. 13.5 per cent
 - b. 2.5 per cent
 - c. 34 per cent
 - d. none of the above
- 10 Why do forecasters monitor the activities of the Late Majority?
- 11 The slowest group to adopt a new idea are called _____.
- 12 What is a trend that has 'flat-lined'?
- 13 Draw an S-shape curve indicating the six innovation types.
- 14 What does 'homophily' mean? What does a homophilous group denote?
- 15 How do heterophilous people and groups tend to differ from homophilous ones?
- 16 True or false? Early Majority and Late Majority groups are highly heterophilous by nature?