Free Response Question

**Directions:** You have 25 minutes to answer the following question. It is not enough to answer the question by merely listing facts. You should present a cogent argument based on your critical analysis of the questions posed, using appropriate psychological terminology.

1. The neo-Nazis (“new” Nazis who believe in white supremacy) have begun a recruitment drive. How could the group use each of these concepts to recruit more members?

   - prejudice
   - foot-in-the-door
   - peripheral route to persuasion
   - conformity
   - social exchange theory
   - informational social influence