

Zehn Jahre  
**“Gießener Abendgespräche Kognition und Gehirn”**  
Schwerpunkt: Kognition und Gesellschaft

Mittwoch, 18.00 bis 20.00 Uhr im Philosophikum I, Raum F9

**10.01.2018**

**Dissociating Controllable and Uncontrollable Effects of  
Unconditioned Stimuli on Attitudes and Consumption**

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Can evaluative conditioning have uncontrollable effects on individuals' attitudes and consumption decisions? Answering this question is methodologically challenging, because the presence of an uncontrollable process can be masked by a simultaneously operating controllable process. We argue that existing methods conflate the contribution of both processes and are therefore unable to reliably measure or demonstrate the presence of an uncontrollable process. I will present research that implements a multinomial processing tree model. Across six experiments, we demonstrate the fit of the model estimating controllable and uncontrollable processes. We also establish the validity of the parameter estimates. As predicted, we find that the parameter estimate of the controllable process is susceptible to participants' cognitive resources and levels of motivation to exert control. The parameter estimate of the uncontrollable process appears unaffected by these factors, corroborating its interpretation as an uncontrollably operating process. Furthermore, we demonstrate that the estimates of controllable and uncontrollable processes are both predictive of choice and consumption in a study that employed water brand logos as conditioned stimuli and a subsequent water tasting. This research has important methodological, theoretical, and practical implications.

*Alle Interessierten sind herzlich willkommen!*