
Presentation Proposal

Title:

How Evaluative Conditioning May (Not) Incur Attentional Costs: The Role of Modal Boundary Conditions

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Note that the presenter must be the first author and give only one presentation at the conference

Abstract (2): *max. 250-300 words (for Conference Programme)*

Include up to 5 keywords

Evaluative conditioning (EC) refers to changes in liking that are due to the pairing of stimuli (De Houwer, 2007) and is an effect often considered in the experimental study of attitude formation. Despite numerous investigations, controversy persists over the question of whether or not attitudes can be learned automatically. In the present research we attempt to specify and test the boundary conditions under which EC may emerge despite concurrent working memory demands. Building on the theory that working memory employs modality-specific subsystems for information processing (cf. Baddeley, 1986) we hypothesized EC to emerge despite concurrent demands if attitude learning and a secondary task involve different subsystems relative to conditions in which attitude learning and the secondary task share a subsystem. We tested this prediction in an experiment in which participants were engaged in an incidental conditioning procedure while performing a 2-back working memory task (Kirchner, 1958; Amit & Greene, 2012). The involvement of different subsystems was manipulated via the type of stimuli used for conditioning and the 2-back task, respectively. After controlling for individual differences in working memory performance, we found EC to be larger in conditions involving different subsystems (i.e., verbal/visual task combinations) compared to conditions sharing a subsystem (i.e., verbal/verbal and visual/visual task combinations). The implications for evaluative conditioning research and links to embodied cognition (e.g., Barsalou, 2008) as well as the memory literature (e.g., Paivio, 1986) are discussed.

Keywords: evaluative conditioning, dual-task costs, automaticity, embodied cognition

Signature

I hereby declare that I have completed this form truthfully:

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Date: 03/20/2013
