

*poster title:*

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

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*abstract (program, 50 words)*

Are attitudes learned without effortful reasoning? We predicted and found that the brains modal systems impose boundary conditions on attitude learning mechanisms: attitude acquisition was impaired by a secondary task only if task-modalities matched. Implications for research on automaticity and the embodied cognition of attitudes are discussed.