



COLLOQUIA TREVERENSIA

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Prof. Olivier Corneille
Université Catholique de Louvain, Belgium

On the role of Awareness in Evaluative Conditioning: Current Debates and Perspectives for Future Research



Olivier Corneille is Full Professor at the Catholic University of Louvain, where he is teaching courses on Methods and Attitudes formation and change. He completed a Master in Psychology at the University of Liège in 1992 and obtained his degree in Psychology at the Catholic University of Louvain in 1997. His post-doctoral training, as a Fellow of the Belgian Fund for Scientific Research, involves post-doctoral research stays at the University of Berkeley and at the University of Boulder. Olivier Corneille's research is centering on Social Cognition. In this context, he contributed to research on categorization, face perception, attitudes change, and more recently on eating behavior. Olivier Corneille has served as Associate Editor for *Social Cognition* and *Social Psychology and Personality Sciences*. He has also chaired the Psychological Sciences Research Institute of the Catholic University of Louvain between 2012 and 2015. For more information, see: <http://www.uclouvain.be/olivier.corneille>.

Abstract:

Evaluative conditioning (EC) refers to a change in the evaluative perception of a stimulus following its pairing with another stimuli of positive or negative value. EC represents the best case for dual process models of attitudes acquisition. Hence, whether this effect may emerge independent of awareness has critical implications for current models of attitudes learning, and for implicit learning in general. In my presentation, I will summarize current debates on the role of awareness in EC. I will conclude that whether EC may occur without awareness may be lying beyond what may be empirically scrutinized. I will nevertheless discuss a few relevant directions for future research.

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