Implicit Measures Of Atudes Author Bernd Wittenbrink Feb 2007

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"There was an implicit assumption by many faculty—myself ... The researchers used time to degree and publication records as measures of efficiency and productivity. "Comparing doctoral students ...

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The triangulation was an implicit acknowledgment of Australia's vexed position ... Rory Medcalf, head of the National Security College at the Australian National University and author of "Indo-Pacific ...

Increasingly used in social and behavioral science research, implicit measures aim to assess attitudes that respondents may not be willing to report directly, or of which they may not even be aware. This timely book brings together leading investigators to review currently available procedures and offer practical recommendations for their implementation and interpretation. The theoretical bases of the various approaches are explored and their respective strengths and limitations are critically examined. The volume also discusses current controversies facing the field and highlights promising avenues for future research.

Conducting Research in Psychology: Measuring the Weight of Smoke provides students an engaging introduction to psychological research by employing humor, stories, and hands-on activities. Through its methodology exercises, learners are encouraged to use their intuition to understand research methods and apply basic research principles to novel problems. Authors Brett W. Pelham and Hart Blanton integrate cutting-edge topics, including implicit biases, measurement controversies, online data collection, and new tools for determining the replicability of a set of research findings. The Fifth Edition broadens its coverage of methodologies to reflect the types of research now conducted by psychologists.

Issues in Addiction and Eating Disorders / 2011 Edition is a ScholarlyEditions eBook that delivers timely, authoritative, and comprehensive information about Addiction and Eating Disorders. The editors have built Issues in Addiction and Eating Disorders: 2011 Edition on the vast information databases of ScholarlyNews. You can expect the information about Addiction and Eating Disorders in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Issues in Addiction and Eating Disorders: 2011 Edition has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at http://www.ScholarlyEditions.com/.

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The Social Psychology of Consumer Behavior brings together the most promising and theoretically fruitful research developments by internationally renowned scholars, whose work is at the cutting edge of research. Experts from both fields – social psychology and consumer behavior – provide an informed, up-to-date overview, from an original integrative perspective. The aim of this volume is two-fold. On the one hand, the application of social psychology to consumer behavior is meant to broaden the horizon of social psychologists. On the other hand, students and researchers of consumer behavior will be offered an advanced account of relevant theories tailored to their interests. While the range of topics is rather broad – including the construal of judgments and decisions, affective and cognitive feelings, social and media influences, and goals and self-regulation – each chapter is focused on one specific theoretical or methodological perspective and thereby gives a comprehensive and penetrative account of the relevant issues and the respective research. The volume provides an invaluable resource to students, researchers, and instructors in social psychology, consumer psychology, consumer behavior, and marketing.

Sample Text

This book provides an in-depth and comprehensive summary of the psychology of close relationships, and showcases classic and contemporary theories, models, and empirical research that have been conducted in the field.

Attitudes are evaluations of people, places, things, and ideas. They help us to navigate through a complex world. They provide guidance for decisions about which products to buy, how to travel to work, or where to go on vacation. They color our perceptions of others. Carefully crafted interventions can change attitudes and behavior. Yet, attitudes, beliefs, and behavior are often formed and changed in casual social exchanges. The mere perception that other people favor something, say, rich people, may be sufficient to make another person favor it. People's own actions also influence their attitudes, such that they adjust to be more supportive of the actions. People's belief systems even change to align with and support their preferences, which at its extreme is a form of denial for which people lack awareness. These two volumes provide authoritative, critical surveys of theory and research about attitudes, beliefs, persuasion, and behavior from key authors in these areas. The first volume covers theoretical notions about attitudes, the beliefs and behaviors to which they are linked, and the degree to which they are held outside of awareness. It also discusses motivational and cultural determinants of attitudes, influences of attitudes on behavior, and communication and persuasion. The second volume covers applications to measurement, behavior prediction, and interventions in the areas of cancer, HIV, substance use, diet, and exercise, as well as in politics, intergroup relations, aggression, migrations, advertising, accounting, education, and the environment.

Electronic Inspection Copy available here Increasingly used by behavioural and social scientists, implicit measures afford investigating core psychological constructs in ways that bypass people's willingness and ability to report their feelings and beliefs. Focused on two primary assessment tools, evaluative priming and the Implicit Association Test, the Implicit Measures volume is designed for serious practitioners and beginning researchers alike. It provides an overview of each measure, describing its theoretical underpinnings and construct validity. Each chapter then lays out "best practices" for successfully designing each method and analyzing results, revealing how to avoid common pitfalls. The Implicit Measures volume will enable students of implicit measures to decide when and how to use them in their own research, and educate consumers of research about the accomplishments and challenges of using these state-of-the art assessment techniques. The SAGE Library in Social and Personality Psychology Methods provides students and researchers with an understanding of the methods and techniques essential to conducting cutting-edge research. Each volume within the Library explains a specific topic and has been written by an active scholar (or scholars) with expertise in that particular methodological domain. Assuming no prior knowledge of the topic, the volumes are clear and accessible for all readers. In each volume, a topic is introduced, applications are discussed, and readers are led step by step through worked examples. In addition, advice about how to interpret and prepare results for publication are presented.

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