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Altri autori (Persone)	GreifenederRainer UnkelbachChristian
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Nota di contenuto	Cover; Title; Copyright; Contents; List of contributors; 1 Experiencing thinking; PART I Principles of fluency; 2 A general model of fluency effects in judgment and decision making; 3 The sources of fluency: Identifying the underlying mechanisms of fluency effects; 4 Once more with feeling! Familiarity and positivity as integral consequences of previous exposure; 5 Fluency in context: Discrepancy makes processing experiences informative; 6 Disfluency sleeper effect: Disfluency today promotes fluency tomorrow; PART II Fluency in social processing 7 Ease and persuasion: Multiple processes, meanings, and effects 8 Assimilation or contrast? How fluency channels comparison processing; 9 When good blends go bad: How fluency can explain when we like and dislike ambiguity; 10 Almost everything you always wanted to know about ease-of-retrieval effects; PART III Adaptive and strategic uses of fluency; 11 Critical feeling: The strategic use of processing fluency; 12 The ecological validity of fluency; 13 About swift defaults and sophisticated safety nets: A process perspective on fluency's validity in judgment

Sommario/riassunto

When retrieving a quote from memory, evaluating a testimony's truthfulness, or deciding which products to buy, people experience immediate feelings of ease or difficulty, of fluency or disfluency. Such ""experiences of thinking"" occur with every cognitive process, including perceiving, processing, storing, and retrieving information, and they have been the defining element of a vibrant field of scientific inquiry during the last four decades. This book brings together the latest research on how such experiences of thinking influence cognition and behavior. The chapters present recen