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Implicit Measures of Attitudes Bernd Wittenbrink, Norbert Schwarz (eds.)

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Russell Fazio has been studying the impact of attitudes on human behavior and proposed a model in which this attitude can be explained by two factors: (1) explicit declared opinion (measured, e.g., with surveys) and (2) implicit accessibility, thus the strength of the attitude (measured with reaction time needed to provide an answer, that

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reflects respondents' confidence).

Implicit Measures of Attitudes in Market Research ...

Implicit measures have contributed to the prediction of behavior in numerous domains including the political realm. Some theoretical arguments suggest that implicit measures are unlikely to

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substantially improve the prediction of political voting behavior.

Implicit Measures of Attitudes and Political Voting ...

T etlock has edited a number of books on social science topics and wrote. ... Implicit attitude measures are less prone to social desirability, but research on

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implicit attitudes towards inclusive ...

(PDF) Implicit Attitude Measures - researchgate.net

Implicit attitudes are considered to be outside of perceivers' conscious awareness and are typically assessed with measures such as the implicit association test (IAT). 35,36 The IAT

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assesses unconscious attitudes about two groups and two attributes (e.g., pleasant, unpleasant). The difference in reaction times (RTs) to trials pairing one group ...

Implicit and Explicit Attitudes Toward Autistic Adults ...

To address some of these concerns

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'implicit' measures of self-esteem are currently being explored (Greenwald and Banaji 1995). Most of these measures work by priming the self, i.e., making the self salient, and then measuring the impact of self-salience on other evaluative responses. For example, when the self is primed, the more positive the self-evaluation the faster

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one should be in making other positive evaluative judgments.

Implicit Measure - an overview | ScienceDirect Topics

The use of implicit measures in social and personality psychology has its roots in the mid-1980s when researchers adopted sequential priming tasks from

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cognitive psychology to study the automatic activation of attitudes (Fazio, Sanbonmatsu, Powell, & Kardes, 1986) and stereotypes (Gaertner & McLaughlin, 1983).

Implicit Measures in Social and Personality Psychology

Implicit measures of attitudes rely on

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automatic evaluative associations that are more likely to tap into automatic processes, whereas explicit measures, in which individuals directly report their evaluations of a target behavior, rely more on conscious, reflective, and controlled processes.

The Association Between Implicit

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and Explicit Attitudes ...

Bayesian linear regression found no attitude measures useful predictors of adherence as assessed by ProMAS, $BF_{10} < 1$. 3.2.4. Analyses on BMQ. More positive scores on the beliefs about medicine questionnaire (BMQ) were predicted by stronger positive implicit attitudes (YC-AMP) towards conventional

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medicines, $F(3, 90) = 3.8, p = .01$.

Contrasting implicit and explicit measures of attitudes to ...

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The Implicit Association Test outperforms the extrinsic affective Simon Task as an implicit measure of inter-individual differences in attitudes. British Journal of Social Psychology, 46, 401 - 421 .

Measuring Implicit and Explicit Attitudes Toward Foreign ...

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Implicit attitudes are evaluations that occur without conscious awareness towards an attitude object or the self. These evaluations are generally either favorable or unfavorable. They come about from various influences in the individual experience. The commonly used definition of implicit attitude within cognitive and social psychology comes

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from Anthony Greenwald and Mahzarin Banaji's ...

Implicit attitude - Wikipedia

- What is the argument for using implicit attitude measures in addition to or instead of explicit attitude measures based on findings from political psychology? In situations where self-

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representation may bias reports (e.g. influence of racial attitudes on voting behavior) implicit attitude measures are more suitable.

Attitudes Flashcards | Quizlet

How much does a voter's attitude towards female versus male leadership manifest itself at the ballot box and

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when does information regarding candidate qualifications or the lack thereof matter in this relationship? I conduct an in-depth survey, which includes a vote choice experiment randomizing the sex of the more qualified candidate, a novel gender and leadership Implicit Association Test ...

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The Consequences of Explicit and Implicit Gender Attitudes ...

Cunningham, WA, Packer, DJ, Kesek, A & Van Bavel, J 2009, Implicit measurement of attitudes: A physiological approach. in RE Petty, RH Fazio & P Brinol (eds), Attitudes: Insights from the new implicit measures.

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