



Universität  
Basel

## Research Project

### Conceptualizing fluency's impact on different judgment dimensions

#### Project funded by own resources

**Project title** Conceptualizing fluency's impact on different judgment dimensions

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#### **Organisation / Research unit**

Departement Psychologie / Sozialpsychologie (Greifeneder)

**Project start** 01.01.2016

**Probable end** 31.07.2016

**Status** Completed

While previous research has successfully documented just how many different judgmental dimensions are influenced by fluency, little is known about whether these influences are similar in size or not (with few exceptions, e.g., Mandler et al., 1987; Reber et al., 1998). To gauge the extent of fluency's impact, this project simultaneously investigates fluency's impact on different judgmental dimensions. Empirical data to test the suggested hypotheses will be collected in the context of person perception. This project will lead to a better understanding of (a) the extent to which different judgments are influenced by fluency, (b) the interplay of the different processes underlying fluency's impact on judgment, and (c) the role of fluency in person perception. Moreover, (d) researchers in person perception will benefit from knowing to which extent different judgmental dimensions are influenced by fluency.

**Keywords** Fluency; Cognitive feelings

#### **Financed by**

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