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ISPA - INSTITUTO UNIVERSITÁRIO

EXPLORING THE EFFECTS OF PROCESSING FLUENCY IN ONLINE CONSUMER CONTEXTS



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More and more, consumers search, evaluate, and acquire products or services through online commercial platforms. In these digital environments, the information about the other users with whom we interact and perform economic transactions is often very limited.

This makes consumers vulnerable to the interference of superficial and unwarranted factors in their judgments and buying behavior. In this talk, I will present recent research focusing on the effects of the metacognitive experience of processing fluency, that is, the subjective feeling of mental ease that people experience while processing information, in different digital contexts. The studies that will be presented show the ubiquity of the effects of different fluency instantiations across different online settings. However, they also show that the effects of fluency take different directions depending on the evaluation object, suggesting that different processes may support the attributions individuals make for their fluency experiences.

29 ABRIL 2019

12H30 | SALA DE ATOS

HOST

TERESA

GARCÍA-MARQUES

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