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CENTRO DE INVESTIGAÇÃO
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WHEN SOCIAL COGNITION MEETS POLITICAL PSYCHOLOGY: APPLYING EXPERIMENTAL TOOLS TO THE STUDY OF POLITICAL CAMPAIGNS AND IDEOLOGY

In recent years, the well-established procedures used by socio-cognitive researchers have been fruitfully adopted in several different domains within political psychology as, for instance, in the prediction of electoral outcomes and to study attitudes toward political candidates. We will here present the findings from two different lines of research conducted in our lab concerning a) the effects of negative political campaigning on both implicit and explicit attitudes and b) the processing of valenced information carried out by individuals embracing different political views (i.e. liberals and conservatives).

Overall, it was found that although people condemn the use of negative campaigning, more spontaneous responses appear to favor the candidates who decide to actually use such form of political messages. In a further series of studies, we explored how conservatives and liberals differentially process positive and negative information. Results consistently indicate that conservatives' attention is first automatically grabbed by negative information and that avoidance tendencies subsequently emerge. There appear to be hardwired ideology-based differences in the processing of positive and negative information and the implications of this asymmetry for group perception will be discussed.

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12H30

AUDITÓRIO 1

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