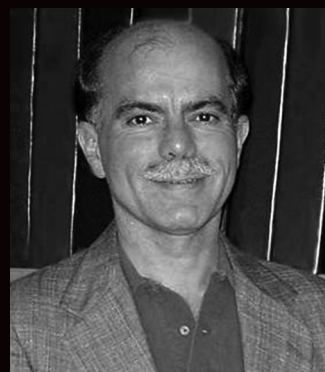


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EXTRAORDINÁRIA

EMOTION AND PERSUASION

Psychologists have long been interested in how emotions impact judgments. Using the paradigm of persuasive communication and the elaboration likelihood model as a guiding framework, the mechanisms by which various emotions influence attitudes are reviewed along with illustrative research examples. Emotions are shown to serve as simple valence cues, bias the nature of the thoughts that come to mind, serve as arguments, influence the extent of thinking, and determine the extent of confidence in one's thoughts. These various mechanisms are shown to operate in different situations accounting for a multitude of possible effects of emotions on evaluative judgments. For example, the framework can explain when positive emotions such as happiness increase versus decrease the extent of influence, and when judgments influenced by happiness will be consequential or not.



Richard E. Petty, Ph. D.
Ohio State University

11 JUNHO 2013

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AUDITÓRIO 1

ENTRADA LIVRE



Uma iniciativa conjunta
de **divulgação da Psicologia Social**
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