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CICLO DE CONFERÊNCIAS ISPA-IU

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13 DE MAIO > 12:30H > SALA DE ACTOS



EMBODIED PERSUASION: HOW THE BODY CAN CHANGE AND VALIDATE OUR MIND

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Although we might like something more when we smile (vs. frown) or when we nod our heads (vs. shake), it is important to understand the processes responsible for these changes in evaluation. After describing the basic processes underlying embodied change, I will highlight the role of a recently discovered meta-cognitive process (called self-validation) by which bodily responses can also validate or invalidate (instead of changing) our thoughts. I review research revealing that this new mechanism can account for some already established outcomes in embodied persuasion (e.g., more persuasion with smiling than frowning), but by a different process than postulated previously (smiling increases confidence in thoughts), as well as for some new findings (e.g., more persuasion with frowning than smiling, more persuasion for low than high powerful postures; more self-confidence when performing doubtful postures). I will also describe how establishing a basic mechanism such as self-validation can provide a novel framework for understanding a variety of additional embodied phenomenon (e.g., ranging from self-regulation of emotion, and aggression to mimicry and placebo effects).

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