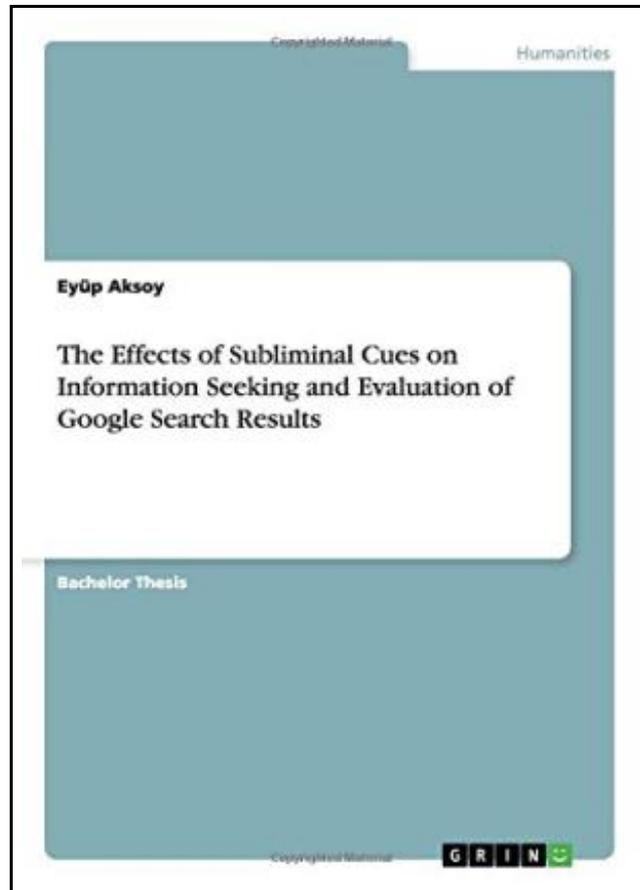


The Effects of Subliminal Cues on Information Seeking and Evaluation of Google Search Results



Filesize: 5.05 MB

Reviews

A top quality publication along with the font used was intriguing to read. I really could comprehend everything using this written e ebook. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

(Cathrine Larkin Sr.)

THE EFFECTS OF SUBLIMINAL CUES ON INFORMATION SEEKING AND EVALUATION OF GOOGLE SEARCH RESULTS



GRIN Verlag Sep 2015, 2015. Taschenbuch. Book Condition: Neu. 211x139x7 mm. Neuware - Bachelor Thesis from the year 2015 in the subject Psychology - Cognition, grade: 1.0, University of Cologne (DP Psychologie), language: English, abstract: In this bachelor thesis, based on the findings by Karremans, Stroebe, and Claus (2006), the effectiveness of subliminal cues on choice behavior was transposed to the online search environment. To give a clear answer for this matter, possibilities but also dangers of online information seeking and subliminal perception have been investigated. Subliminal stimuli seem to have great potential for this matter since there is much similarity (Strahan, Spencer, and Zanna, 2002) between the factors that make subliminal stimuli effective and the online search environment (i.e. need for information and goal relevance). An online survey was conducted trying to investigate that goal priming effects subsequent evaluation, but only when certain conditions interact with persons' attitudes. Half of 98 participants were subliminally primed with the Google ad-icon 'Anzeige' and subsequently evaluate on online advertisement and search engines. The results indicated that priming positively influences the evaluation on online advertisement and search engines, regardless of participants' attitudes towards online search. 52 pp. Englisch.

-  [Read The Effects of Subliminal Cues on Information Seeking and Evaluation of Google Search Results Online](#)
-  [Download PDF The Effects of Subliminal Cues on Information Seeking and Evaluation of Google Search Results](#)

You May Also Like



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Download ePub »](#)



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Download ePub »](#)



Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Download ePub »](#)



Who am I in the Lives of Children? An Introduction to Early Childhood Education (Paperback)

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access...

[Download ePub »](#)



Who Am I in the Lives of Children? an Introduction to Early Childhood Education with Enhanced Pearson Etext -- Access Card Package (Paperback)

Pearson, United States, 2015. Paperback. Book Condition: New. 10th. 251 x 203 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Download ePub »](#)



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book

[Download Book »](#)



Dont Be Bully!

Full Circle, New Delhi, India. Softcover. Book Condition: New. Brave little Kamyra protects Tia from the school bully Josh and proves to be a true friend. Don't be a bully, is a story to#inspire young

[Download Book »](#)



From Dare to Due Date (Paperback)

Harlequin, United States, 2016. Paperback. Book Condition: New. Not for Online.. 168 x 104 mm. Language: English . Brand New Book. THE NIGHT THEY MADE A BABY Mia Palinski had never even considered herself the

[Download Book »](#)



California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies

[Download Book »](#)



No Friends?: How to Make Friends Fast and Keep Them (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Do You Have NO Friends ? Are you tired of not having any

[Download Book »](#)