The Social Psychology program at Baruch Ivcher School of Psychology invites you to a Special Seminar with

Prof. Yehoshua Tsal
Tel Aviv University

On:

"Effects of Attention on Processing Information from Advertisements"

Monday, April 13th 2015, at 4:15pm
Room PE204, Ivcher-Tiomkin building

Participants were presented with advertisements that varied in argument strength and picture attractiveness. The pattern of attitudes toward the advertised brands was influenced by the level of attention allocated to the advertisement during exposure. When fully attending to the advertisement, participants' attitudes were influenced by both the arguments and the pictures. When attention was diverted to a concurrent task while viewing the advertisements, attitudes were affected by pictures only. These results are explained by a conceptual model which discusses the different cognitive and affective processes induced in different levels of attention.

You are invited!