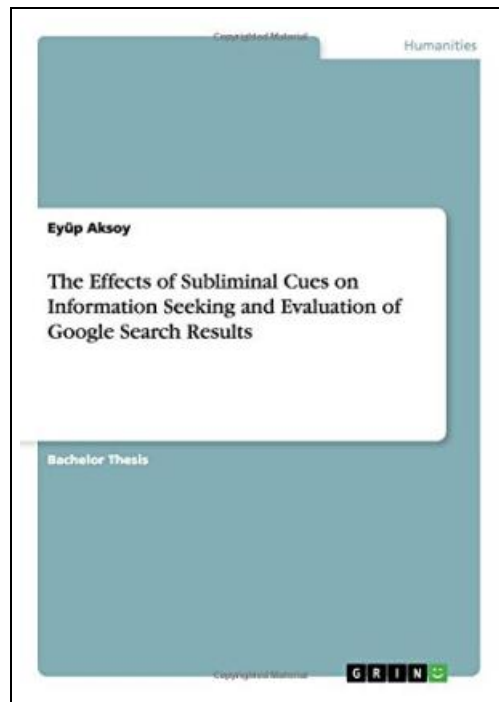


The Effects of Subliminal Cues on Information Seeking and Evaluation of Google Search Results



Filesize: 7.62 MB

Reviews

The very best publication i possibly read. it was writtern very perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Wilhelm Predovic)

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

[DOWNLOAD](#)

To get **The Effects of Subliminal Cues on Information Seeking and Evaluation of Google Search Results** PDF, you should access the button beneath and save the file or get access to other information which are have conjunction with **THE EFFECTS OF SUBLIMINAL CUES ON INFORMATION SEEKING AND EVALUATION OF GOOGLE SEARCH RESULTS** ebook.

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



[PDF] Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

Access the hyperlink listed below to read "Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities" PDF file.

[Download Book »](#)



[PDF] History of the Town of Sutton Massachusetts from 1704 to 1876

Access the hyperlink listed below to read "History of the Town of Sutton Massachusetts from 1704 to 1876" PDF file.

[Download Book »](#)



[PDF] Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)

Access the hyperlink listed below to read "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)" PDF file.

[Download Book »](#)



[PDF] Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)

Access the hyperlink listed below to read "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)" PDF file.

[Download Book »](#)



[PDF] Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Access the hyperlink listed below to read "Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers" PDF file.

[Download Book »](#)



[PDF] 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

Access the hyperlink listed below to read "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" PDF file.

[Download Book »](#)