

## OPEN SEMINAR SERIES

**Monday 1 June 2009**  
**18:00 – 19:00**

**AUDITORIUM**  
**STEIN Bldg**

### **“The Nonconscious Mere Exposure Effect with Brand Logos: Real but Elusive”**

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#### **ABSTRACT**

The nonconscious mere exposure effect is an enhanced preference for previously experienced stimuli in the absence of memory for the previous exposure. In two experiments we extend the normal conditions of the effect from subliminal presentation to supraliminal presentation in a naturalistic environment using brand logos as the stimuli. I will discuss future profitably directions for mere exposure research.

The seminar series is open to all members of *staff* and *students* of CITY and to any *externals* that wish to attend.