



SEERC 17 Mitropoleos Street 54624, Thessaloniki, Greece Tel: +30 2310-253477-8 Fax:+30 2310 253478, ext.115 www.seerc.org Email: contact@seerc.org

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"

By Dr. Tom Stafford BSc, PhD Psychology Department The University of Sheffield

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.





A Research Centre of the University of Sheffield and CITY College