Gut feeling: Intuition, fluency, and other animals

Intuition vs deliberation


Mere Exposure – the beginning


3. **Mere Exposure and recognition (implicit/explicit memory)**


4. **Mere Exposure: Mechanisms**


5. **Fluency (all variants) triggers liking**


6. **Fluency – conceptual**


**Fluency heuristic : Utility of fluency in decisions**

7. **Fluency, affect, and coherence: intuition**


Class: Topolinski, S., & Strack, F. (2009) The architecture of intuition: Fluency and affect determine intuitive judgments of semantic and visual coherence and

8. Absolute vs relative fluency: Discrepancy models


9. Fluency: interpretation


Rule learning (AGL)
10. **Intuitive integrative judgments**


11. **+ 12. Fluency: moderation of the effect (a) / (b)**

Avnet & Pham (unpublished) Metacognitive and nonmetacognitive reliance on affect as information in judgment.


Yahalom, Naomi and Schul, Yaacov (unpublished) How thinking about the other affects our reliance on cognitive feelings of ease and effort: Immediate discounting and delayed utilization

13. **Fluency triggers style of thinking**


*Fluency influences judgments of truth*

*Positivity triggers familiarity*

*Ease of learning*