

The fluent story

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Propositions

accompanying the dissertation

The Fluent Story **A Multi-Method Investigation of the** **Processing Fluency Effect**

by Vera Bossel

1. Processing fluency is a serious force to be reckoned with every day, as it wields a sizeable influence over our judgments and evaluations (Chapter 2)
2. Studies that feature behavioral components, both conceptually and in experimental design, achieve the highest explanatory power, showing once more that our actions speak louder than our words (Chapter 2)
3. Deriving meaning from p -values is flawed and emphasizes a black-and-white thinking: An effect is either statistically significant or it isn't, which many researchers wrongly take to mean an effect exists or doesn't exist. (Chapter 3)
4. A simple logo can have a complex influence on our eating patterns: Depending on the type of product we eat, it can either stimulate or curb consumption. (Chapter 4)
5. Micro changes in our immediate consumption environment have a larger influence on us than we may think. This is both good and bad news. (General subject field)
6. The more you know about how people think and act, the more you don't know about how people think and act. (General subject field)
7. Eating is less about what goes in your stomach than what goes on in your mind while you're eating. (General subject field)
8. As technology moves from understanding what we say towards understanding what we mean, meta-cognitive operations, -such as processing fluency-, will play an increasingly important role in the design of Artificial Intelligence systems and machine learning. (Valorization option)
9. Doing a PhD feels like repeatedly hitting life's snooze button