

# Social Decision Processes

## Objectives

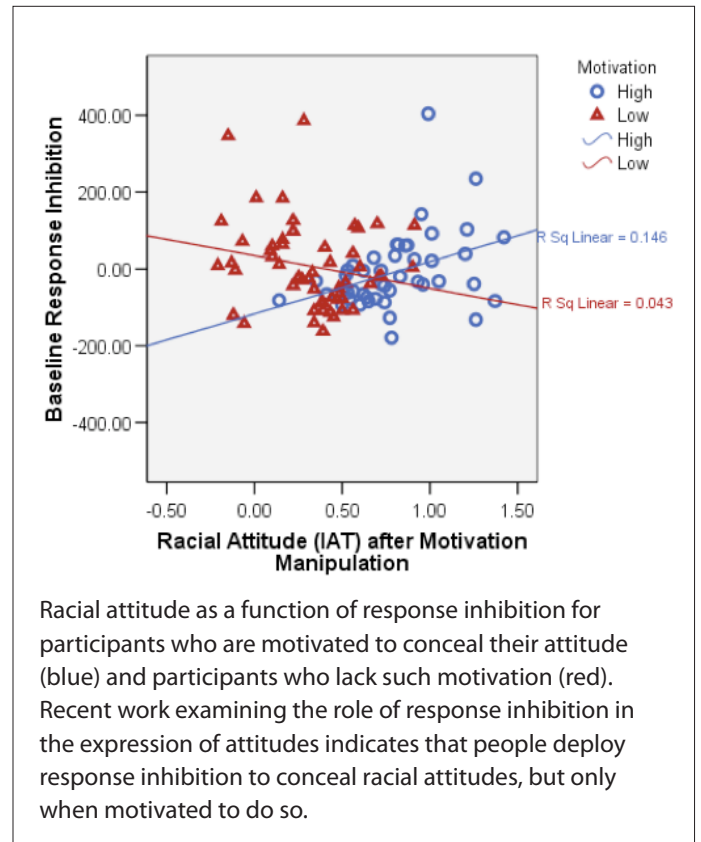
To **examine** the effect of domain general cognitive abilities in the expression of attitudes, to **explore** the factors that trigger the use of these abilities to conceal attitudes, and to **describe** the interrelationship between social and cognitive phenomena.

## Background & Motivation

Research on social decision processes is directed at understanding the role of domain general cognitive abilities in the expression of attitudes and beliefs. Current research investigates a new model of implicit attitudes, the Motivated Inhibition of Attitudes model, which postulates that people deploy response inhibition processes to control the expression of negative attitudes, but only when motivated to do so.

## Research Questions

- >> **What are the cognitive processes that underlie the expression of attitudes?** Our research explores how domain general, and attitude free, cognitive processes affect the expression of attitudes.
- >> **When do people deploy response inhibition processes when attempting to conceal the expression of attitudes?** Our research explores the motivational and social factors that determine when one deploys domain general response inhibition processes to regulate the expression of attitudes.
- >> **How can the understanding of implicit attitudes be informed by the integration of basic cognitive research with social-cognitive theories?** Our work examines the psychological components of measures of implicit attitudes, and how these psychological processes relate to domain general cognitive abilities.



## FOR MORE INFORMATION

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