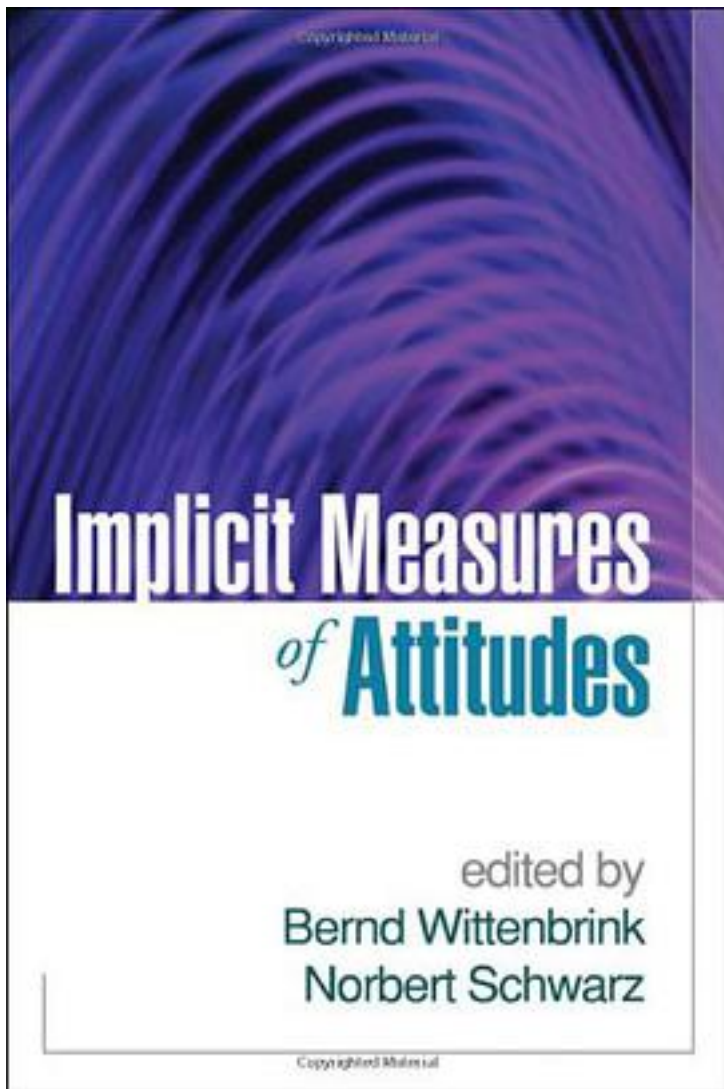


# Implicit Measures of Attitudes



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Increasingly used in social and behavioral science research, implicit measures aim to assess attitudes that respondents may not be willing to report directly, or of which they may not even be aware. This timely book brings together leading investigators to review currently available procedures and offer practical recommendations for their implementation and interpretation. The theoretical bases of the various approaches are explored and their respective strengths and limitations are critically examined. The volume also discusses current controversies facing the field and highlights promising avenues for future research.

作者介绍:

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