

TABLE OF CONTENTS

PREFACE.....	IX
1 INTRODUCTION AND OVERVIEW.....	1
1.1 Experiential revolution.....	1
1.2 Focus and scope of the present dissertation	2
2 THEORETICAL PART.....	4
2.1 Accessible content and subjective experiences	4
2.1.1 Accessibility and applicability of content information	4
2.1.2 Subjective experiences	5
2.2 Cognitive subjective experiences	8
2.2.1 Phenomenology and selective examples	8
2.2.2 Underlying construct: Processing fluency.....	10
2.2.3 General process assumptions	11
2.2.3.1 Relative fluency, expectations, and continuous monitoring.....	14
2.2.3.2 Attribution of experienced fluency	20
2.2.3.3 Interpretation or inherent meaning	22
2.2.4 General characteristics.....	27
2.2.5 Summary and conclusion	29
2.3 Ease-of-retrieval	30
2.3.1 Examples and classification of ease-of-retrieval effects	30
2.3.2 Evidence about the underlying process.....	31
2.3.3 Necessity to disentangle accessible content and accessibility experiences..	33
2.3.3.1 Manipulation of accessibility experiences only	33
2.3.3.2 Manipulation of perceived diagnosticity of accessibility experiences	34
2.3.3.3 Manipulation of both accessible content and accessibility experiences ...	35
2.3.4 Moderating reliance on ease-of-retrieval	38
2.3.4.1 Diagnosticity of retrieval experiences.....	39
2.3.4.2 Attitude extremity	42
2.3.4.3 Uncertainty.....	43
2.3.4.4 Affect.....	43
2.3.4.5 Processing motivation	44
2.4 Delineation of general hypotheses	46
2.4.1 Two modes of processing	46
2.4.2 Processing capacity and processing motivation	47

3 EMPIRICAL PART.....	50
3.1 Experiment 1.....	50
3.1.1 Method	52
3.1.2 Results	53
3.1.3 Discussion.....	55
3.2 Experiment 2.....	56
3.2.1 Method	57
3.2.2 Results	58
3.2.3 Discussion.....	60
3.3 Experiment 3.....	62
3.3.1 Method	63
3.3.2 Results	64
3.3.3 Discussion.....	67
3.4 Experiment 4.....	67
3.4.1 Method	68
3.4.2 Results	69
3.4.3 Discussion.....	71
3.5 Experiment 5.....	73
3.5.1 Method	74
3.5.2 Results	75
3.5.3 Discussion.....	77
4 GENERAL DISCUSSION	80
4.1 Summary of findings.....	80
4.2 Conceptual progress.....	83
4.2.1 A second look at the previous inconsistency in findings.....	83
4.2.2 A heuristic process	86
4.3 Venues for future research.....	87
4.3.1 Heuristic cue, cognitive tuning, or both?.....	87
4.3.2 Ignored or (over-)corrected?	89
4.4 Experiential revolution revisited	90
4.4.1 Validity of experienced-based judgments.....	90
4.4.1.1 Judgments based on accessibility experiences are generally accurate	90
4.4.1.2 When judgments based on accessibility experiences may lead astray	92
4.4.1.3 Expertise determines validity of judgments	94
4.4.2 Frequency of reliance on accessibility experiences	95
4.5 Conclusion.....	96

5 REFERENCES.....	99
6 APPENDIX.....	113