

ΕΡΕΥΝΗΤΙΚΑ ΣΕΜΙΝΑΡΙΑ ΤΜΗΜΑΤΟΣ ΜΑΡΚΕΤΙΝΓΚ & ΕΠΙΚΟΙΝΩΝΙΑΣ

Πρόσκληση

Το Τμήμα Μάρκετινγκ & Επικοινωνίας σας προσκαλεί σε ερευνητικό σεμινάριο με προσκεκλημένη εισηγήτρια την **κυρία Μαρία Σταυράκη**, Assistant Professor at the Department of Psychology of the University of Castilla-La Mancha. Το σεμινάριο έχει τίτλο *“Feeling good for not knowing vs. feeling bad for knowing”* και θα λάβει χώρα τη **Δευτέρα 15 Ιουλίου 2019 και ώρα 15:00-18:00, στην αίθουσα T201** του νέου κτιρίου του Οικονομικού Πανεπιστημίου Αθηνών, επί των οδών Τροίας 2, Κιμώλου και Σπετσών.

Τα ερευνητικά σεμινάρια του Τμήματος Μάρκετινγκ & Επικοινωνίας είναι ανοικτά προς όλα τα μέλη ΔΕΠ και υποχρεωτικά για τους Υποψήφιους Διδάκτορες και τους προ-διδασκτορικούς φοιτητές του Τμήματος.

Ακολουθεί περιγραφή της ομιλίας και σύντομο βιογραφικό σημείωμα της εισηγήτριας.

Η Οργανωτική Επιτροπή

Γιώργος Μπάλτας

Διονύσης Σκαρμέας

Πάρις Αργουσλίδης

FEELING GOOD FOR NOT KNOWING VS. FEELING BAD FOR KNOWING

MARIA STAVRAKI, PH.D.

The present talk is centered on the effect of emotions on persuasion. Scholars of emotion have noted that emotional states are typically associated with a diversity of appraisals. For example, curiosity and hope are pleasant emotions that are associated with doubt, whereas disgust and helplessness are unpleasant emotions that are associated with confidence. The influence of these emotions on persuasion is diverse, and even counter-intuitive, depending on the appraisal that is momentarily salient. Precisely, when people focus on the certainty or pleasantness appraisal of their emotion thinking is reduced, while when they focus on uncertainty or unpleasantness thinking is increased. These processes occur when emotions precede a persuasive message. When emotions follow a persuasive message, the aspect of the emotion that is salient can make people either use or not their thoughts in forming attitudes. Precisely, when people focus on confidence or pleasantness appraisals associated with emotions they validate their thoughts to form attitudes, while when they focus on unpleasantness or doubt of emotions they invalidate thoughts. To conclude, through a series of experiments it is shown that emotions can have different (and even opposite) effects on attitudes and persuasion and that they can operate through different psychological processes depending at least on two moderating variables: the appraisal of the emotion that is made salient at the time and whether emotions are introduced before or after thought generation.

Recommended readings:

Petty, R. E. & Briñol, P. (2012). The Elaboration Likelihood Model. In P. A. M. Van Lange, A. Kruglanski, & E. T. Higgins (Eds.), *Handbook of theories of social psychology* (Vol.1, pp. 224-245). London, England: Sage.

Briñol, P., Petty, R. E, Stavraki, M., Lamprinakos, G., Wagner, B. C., & Díaz, D. (2018). Affective and cognitive validation of thoughts: An appraisal perspective on anger, disgust, surprise, and awe. *Journal of Personality and Social Psychology*, 114, 693-718.

Paredes, B., Stavraki, M., Briñol, P., & Petty, R. E. (2013). Smiling after thinking increases reliance on thoughts. *Social Psychology*, 44, 349-353.

Petty, R. E., & Briñol, P. (2015). Emotion and persuasion: Cognitive and meta-cognitive processes impact attitudes. *Cognition and Emotion*, 29, 1-26.

ΣΥΝΤΟΜΟ ΒΙΟΓΡΑΦΙΚΟ ΣΗΜΕΙΩΜΑ ΤΗΣ ΚΥΡΙΑΣ ΜΑΡΙΑΣ ΣΤΑΥΡΑΚΗ

Dr. Maria Stavraki is Assistant Professor at the Department of Psychology at the University of Castilla-La Mancha. She holds a PhD in Psychology from the University of Castilla-La Mancha, a PhD in Marketing from the Athens University of Economics and Business, an MSc in Marketing from the University of Leicester and a bachelor's degree in Marketing from the Technological Educational Institute (TEI) of Athens. In the past she was a Lecturer at the Autonomous University of Madrid and an Assistant Professor at the Madrid Open University. She conducts research in Social Psychology, focusing on emotions, social cognition, persuasion and well-being. Her research has been published in prestigious academic journals, such as the Journal of Personality and Social Psychology, the Journal of Happiness Studies, the Health and Quality of Life Outcomes and the Social Psychology. She is the author of two books: Economic Psychology (Psicología Económica) and Theory of Interpersonal Communication (Teoría de la Comunicación Interpersonal). She has contributed to chapters published at the Oxford Research Encyclopedia and the Sage Encyclopedia of Lifespan Human Development. Dr. Stavraki teaches undergraduate, postgraduate and doctoral students.

email: maria.stavraki@uclm.es

https://www.researchgate.net/profile/Maria_Stavraki