

Effects of Explicit Reference to Learning Contexts on the Extinction of Evaluative Conditioning and Expectancies

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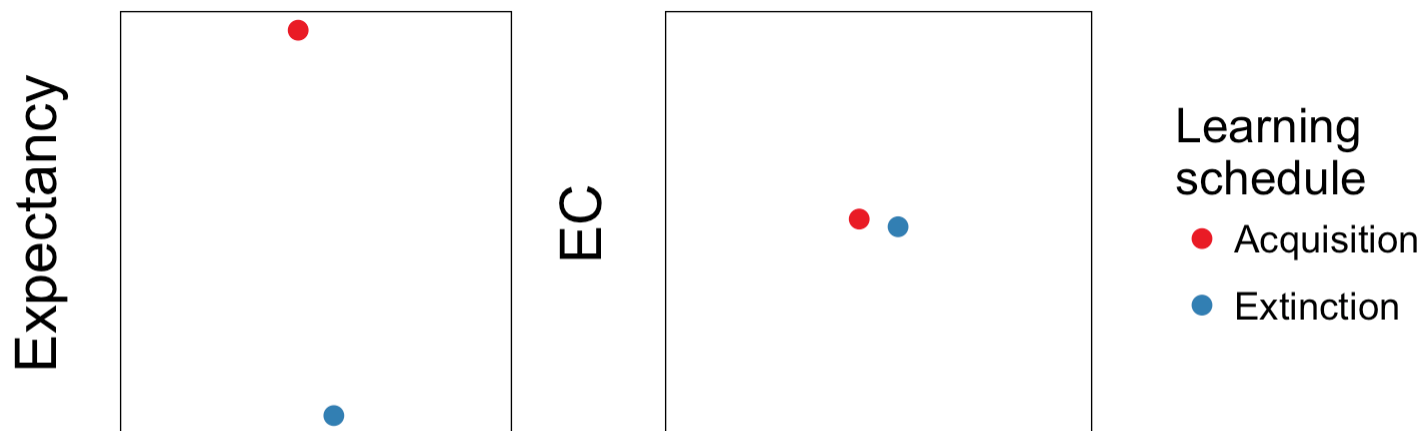
University of Cologne, Germany

EASP Medium Size Meeting: The Psychology of Attitudes 2016, Cologne, Germany

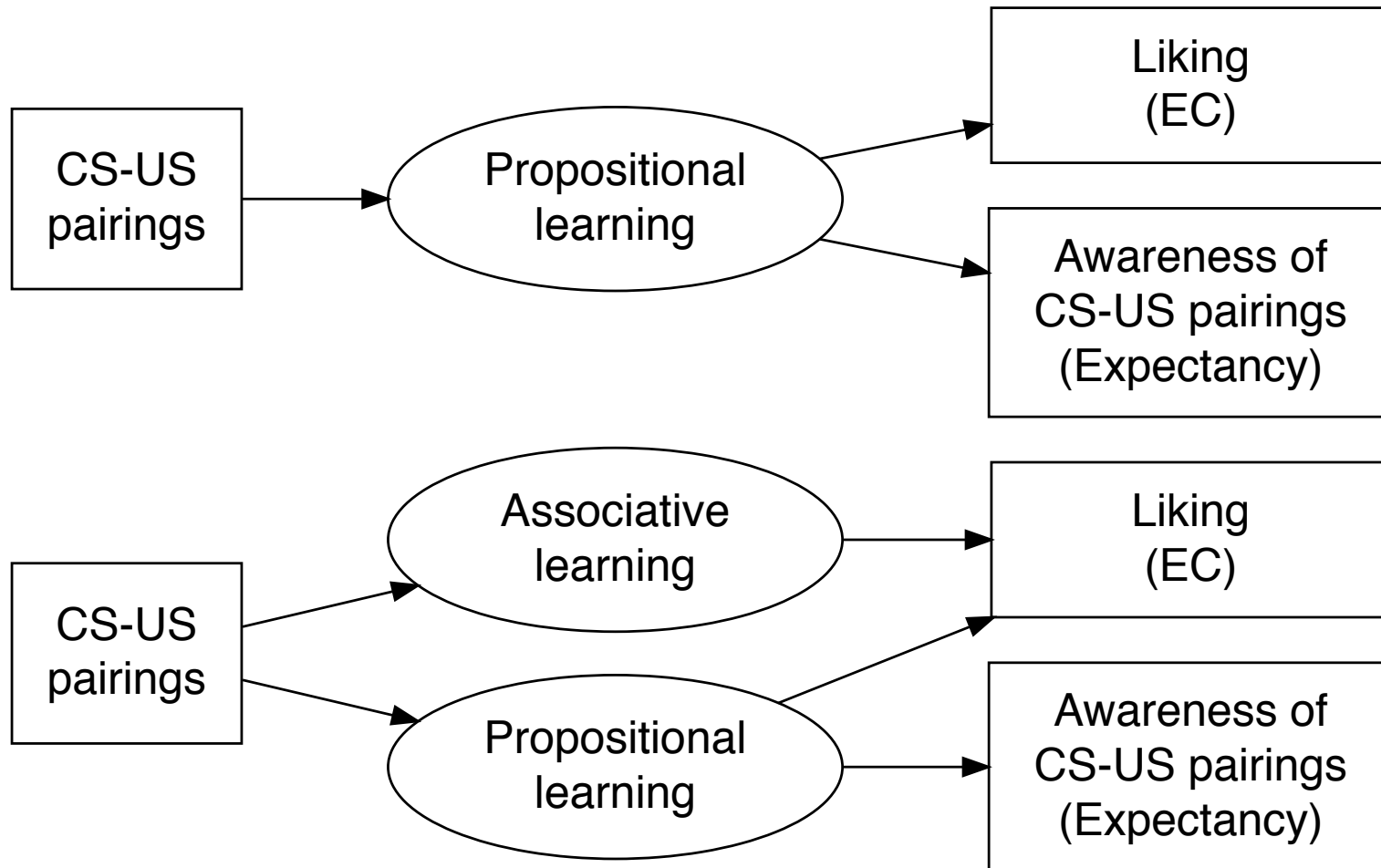


Extinction of EC

- Extinction has little effect on liking
(Hofmann, De Houwer, Perugini, Baeyens, & Crombez, 2010)
- Dissociation of expectancy and liking
(e.g., Vansteenwegen, Francken, Vervliet, De Clercq, & Eelen, 2006)

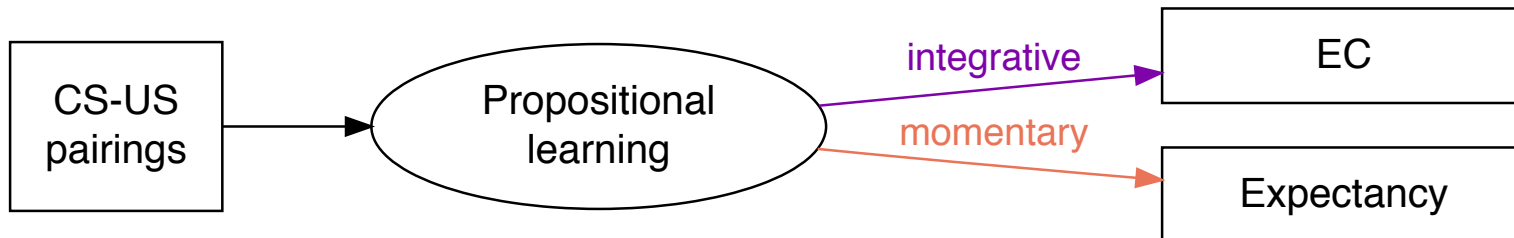


Theoretical accounts

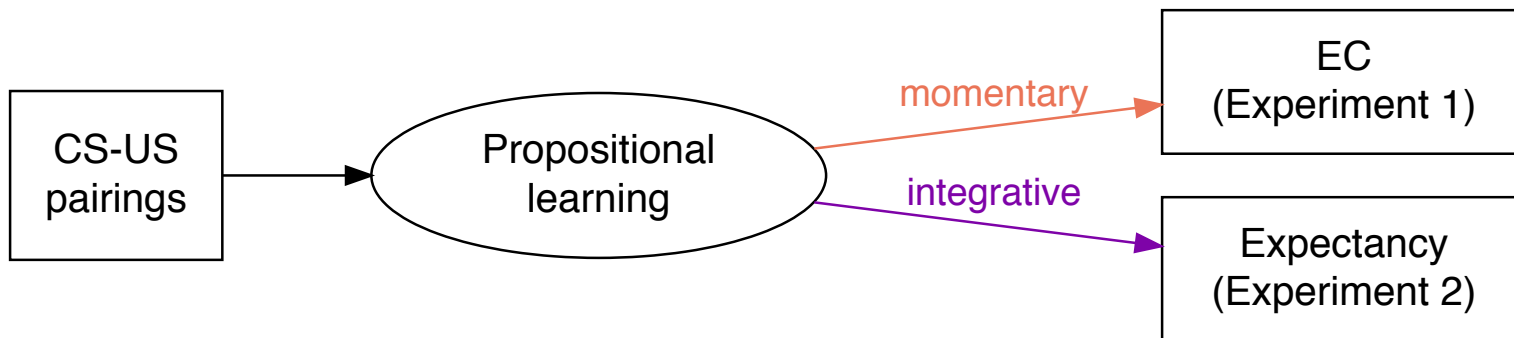


Lovibond & Shanks (2002)

Single-process predictions



Malleable defaults \Rightarrow Reversible dissociation

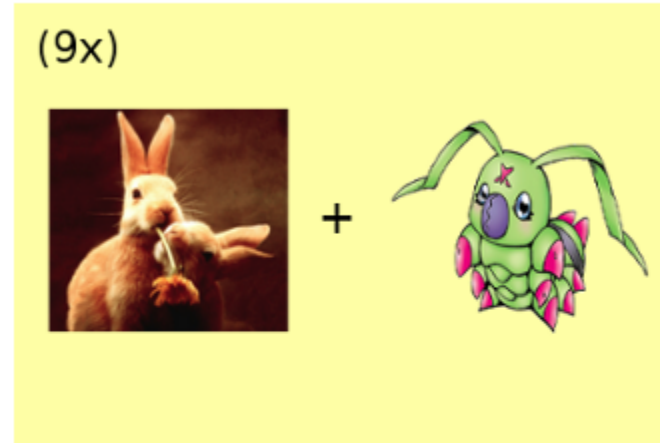


Lipp, Mallan, Libera, & Tan (2010)

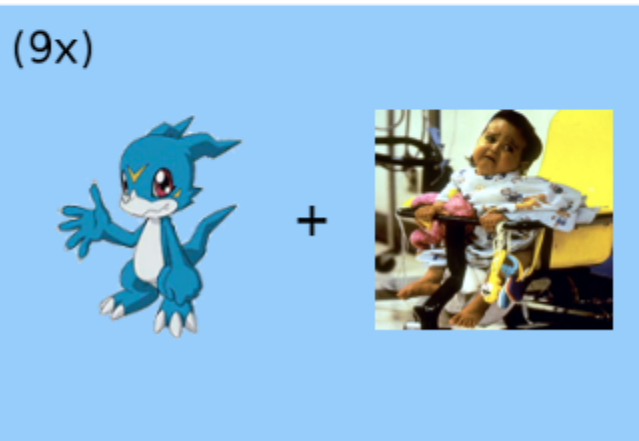
Paradigm

First half

Second half



Acquisition



Extinction

Experiment 1: Measures

“Online” expectancy (**momentary**, *within-subject*)

Retrospective evaluation (*within-subject*)

Integrative default

*How pleasant do you
find this creature?*

Momentary

*How pleasant did you
find this creature **in
the first/second half?***

Experiment 2: Measures

Retrospective expectancy (*between-subject*)

Momentary default

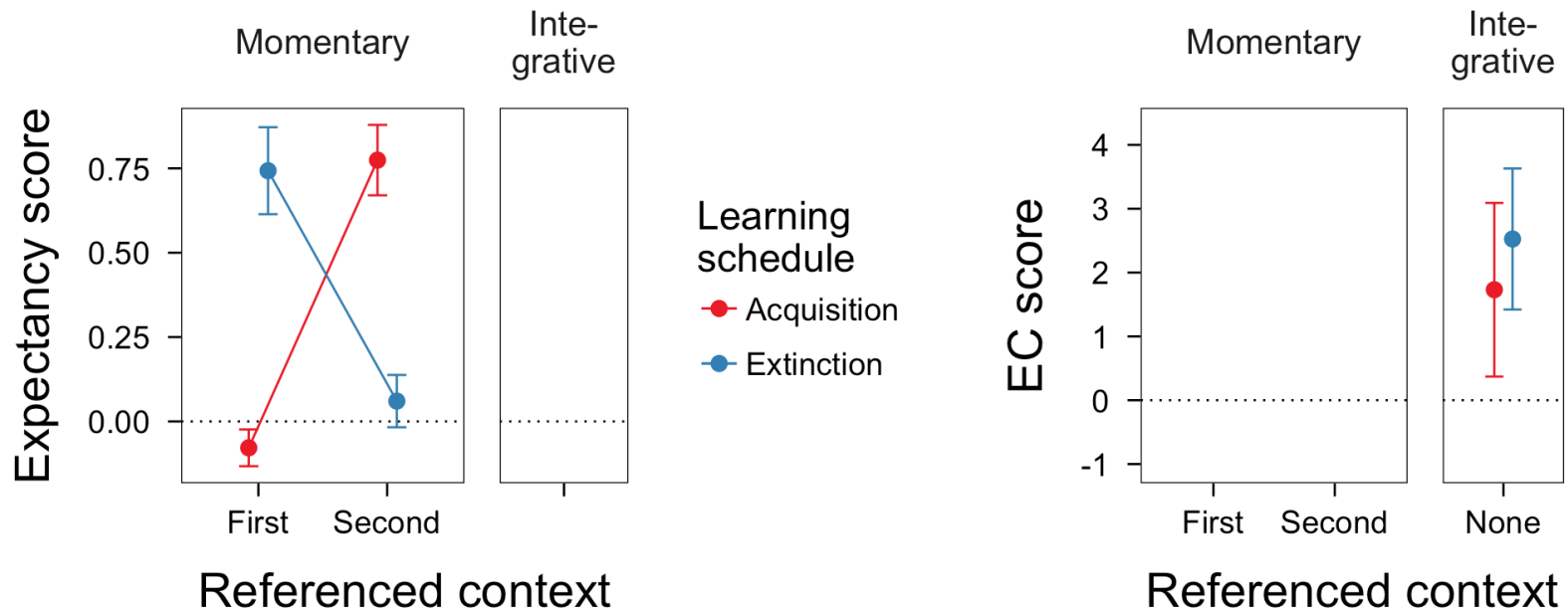
What's the probability that this creature will be paired with a human/animal for a trial in the first/second half?

Integrative

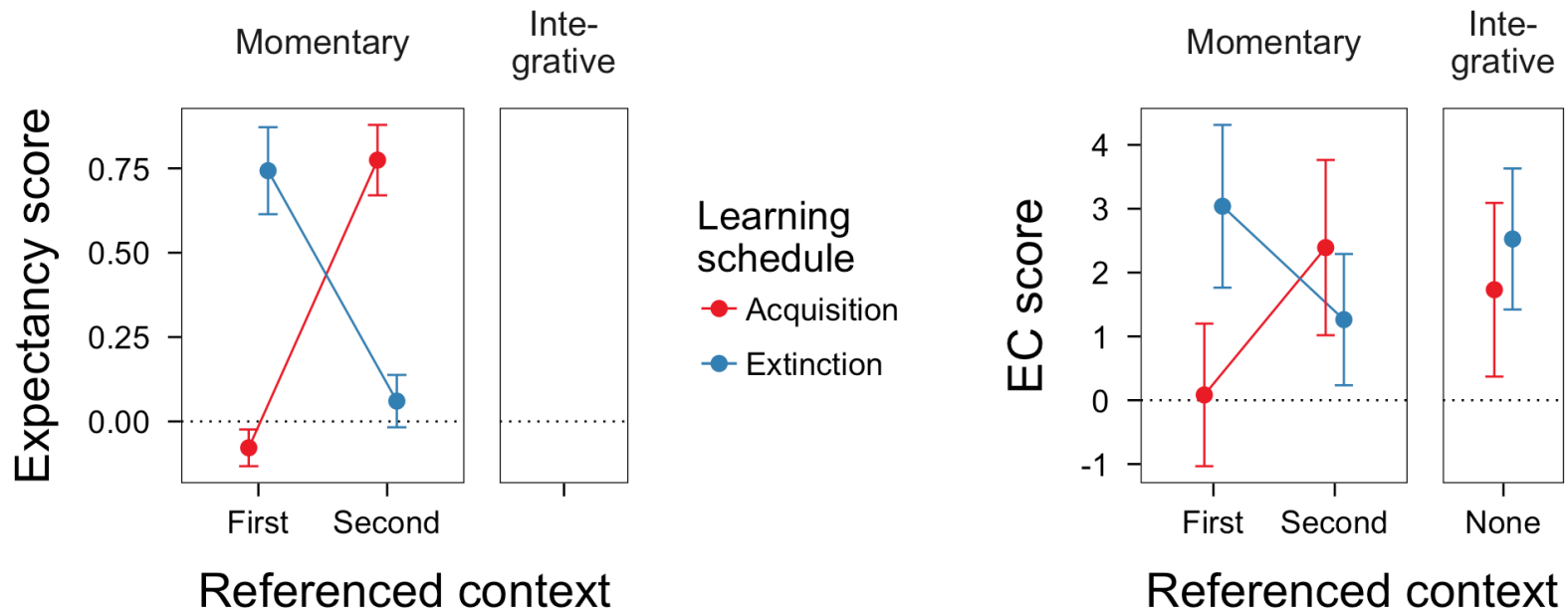
What's the probability that this creature will be paired with a human/animal for a randomly drawn trial?

Retrospective evaluation (*between-subject*)

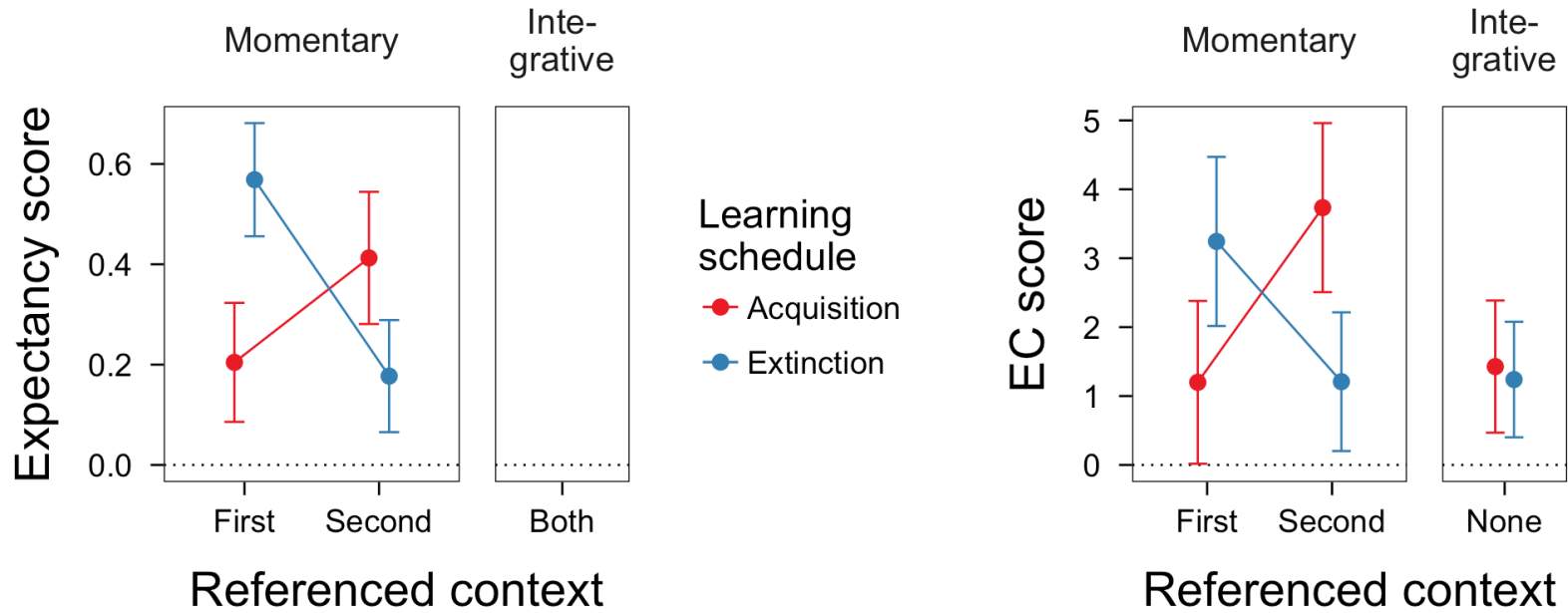
Experiment 1: Results



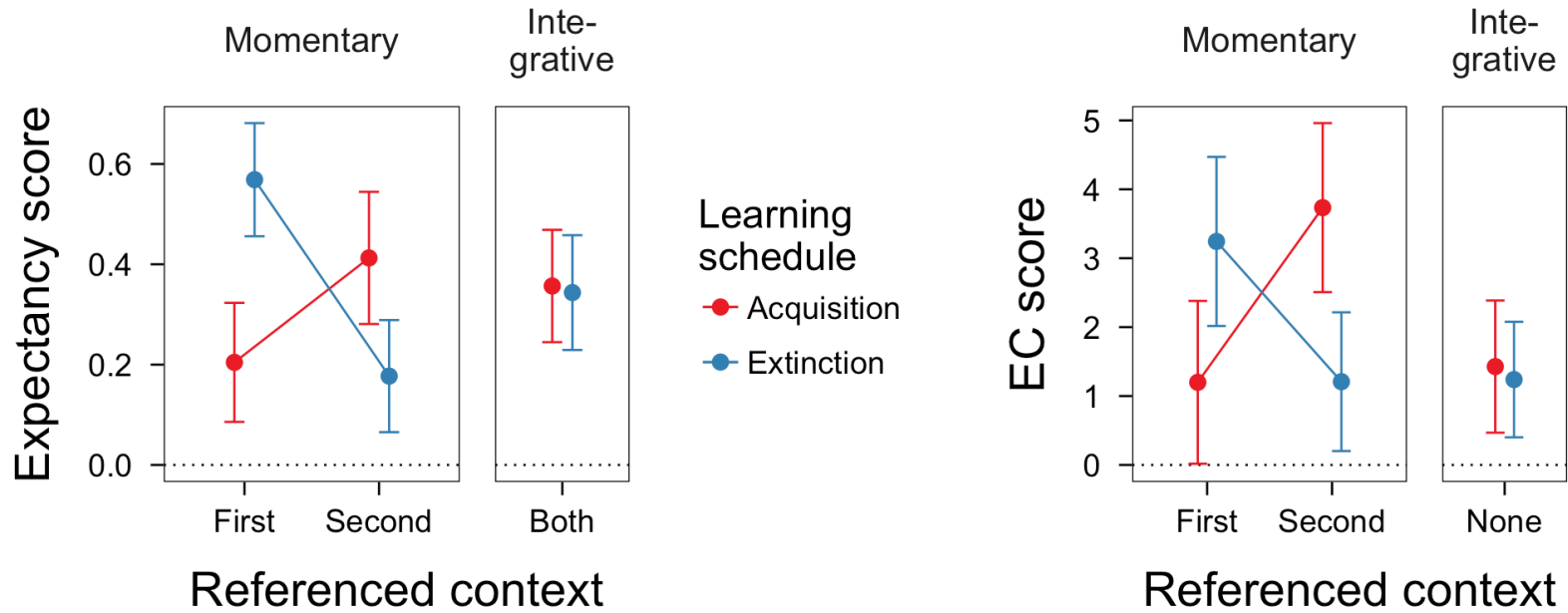
Experiment 1: Results



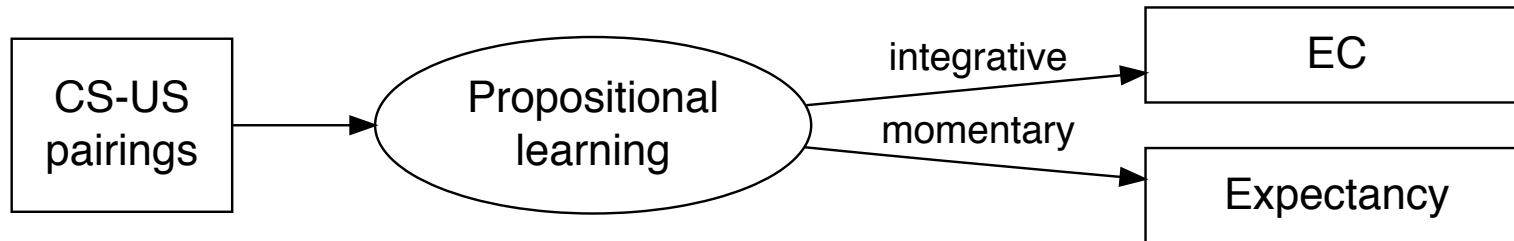
Experiment 2: Results



Experiment 2: Results



Conclusions



- Reversed dissociation of expectancy and liking
 - **Momentary** evaluations ✓
 - **Integrative** expectancy ✓

Robustness of EC to extinction can be explained with a single learning process.

Thank you for your attention

References

Hofmann, W., De Houwer, J., Perugini, M., Baeyens, F., & Crombez, G. (2010). Evaluative conditioning in humans: A meta-analysis. *Psychological Bulletin*, *136*(3), 390–421. doi:[10.1037/a0018916](https://doi.org/10.1037/a0018916)

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Vansteenwegen, D., Francken, G., Vervliet, B., De Clercq, A., & Eelen, P. (2006). Resistance to extinction in evaluative conditioning. *Journal of Experimental Psychology: Animal Behavior Processes*, 32(1), 71–79. doi:[10.1037/0097-7403.32.1.71](https://doi.org/10.1037/0097-7403.32.1.71)