

Keynote 3:

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On the relationship between processing fluency, positive experience, and credibility

Imagine that you are not very familiar with Italian geography and come across the following trivial statement: *Padua is located in northern Italy*. How would you determine whether it is true or false? Unless the topic is personally significant for you, which would prompt greater scrutiny, research has suggested that the cognitive effort required to process a statement can influence the perception of its credibility. When something requires less effort, we feel more confident in our ability to evaluate it, for example, to judge whether it is true or false. The subjective experience of ease of processing, often referred to as processing fluency, leads to more positive experience. A consequence of this positive metacognitive feeling is that we often equate ease of processing with truth, following a “positive, therefore true” heuristic. This talk examines the boundary conditions of the relationship between processing fluency, positive experience, and credibility.