

# Need For Cognition and the Effects of Repeated Expression on Attitude Accessibility and Extremity

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Stephen M. Smith, North Georgia College  
Curtis P. Haugtvedt, Ohio State University  
Richard E. Petty, Ohio State University

ABSTRACT - An abundance of empirical data supports the notion that an attitude's accessibility is a key determinant of the attitude's likelihood of influencing judgment and behavior (see Fazio, forthcoming, for a review). Repeated expression of an attitude has been shown to enhance attitude accessibility, but recent findings suggest that attitude polarization is another possible consequence of this procedure. We conducted a study to determine if these polarization and accessibility effects might be partially mediated by increases in attitude-relevant thought. Consistent with this reasoning, subjects high in their need for cognition (NFC) showed both greater polarization and greater accessibility increases than did low NFC subjects.

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