

Title: The Immediate Influence of Advertisements on Implicit Attitudes.

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Contemporary research into alcohol consumption suggests that implicit and automatic cognitions play an important role in the prediction of drinking behaviour. As a result, there has been a growing interest in factors that influence alcohol related implicit attitudes, with a consensus among researchers that evaluative conditioning (EC) paradigms can be used for this purpose. At a population level, the most obvious use of EC is through alcohol advertising. A literature search revealed no pre/post test studies of the effect of alcohol advertising on implicit attitudes. The goal of the current research was to test the immediate influence of such advertisements on implicit attitudes using an appropriately designed study. Eighty participants first completed an Implicit Association Test (IAT) to assess their implicit attitudes toward both alcohol and a non alcoholic food product. They were then shown an advertisement for either the non alcoholic product or alcohol before completing another IAT. The results suggest that viewing an alcohol advertisement significantly shifted participant's implicit alcohol-related attitudes in a positive manner, while viewing a non alcoholic product advertisement had no significant influence on the implicit attitudes towards that product. Implications for the advertisement of alcoholic products are discussed.