MEASURING PSYCHOLOGICAL RESPONSES TO MEDIA MESSAGES

Edited by
ANNIE LANG
Washington State University
Contents

Preface vii

1. Think-Aloud and Thought-List Procedures in Investigating Mental Processes 1
   Michael A. Shapiro

   Frank Biocca, Prabu David, and Mark West

3. Using Eyes on Screen as a Measure of Attention to Television 65
   Esther Thorson

4. Secondary Reaction-Time Measures 85
   Michael D. Basil

5. What Can the Heart Tell Us About Thinking? 99
   Annie Lang

6. Electrodermal Measurement: Particularly Effective for Forecasting Message Influence on Sales Appeal 113
   Robert Hopkins and James E. Fletcher

7. Signal Detection Measures of Recognition Memory 133
   Michael A. Shapiro

v