

MEASURING PSYCHOLOGICAL RESPONSES TO MEDIA MESSAGES

Edited by
ANNIE LANG
Washington State University



LAWRENCE ERLBAUM ASSOCIATES, PUBLISHERS
1994 Hillsdale, New Jersey Hove, UK

Contents

Preface vii

1. **Think-Aloud and Thought-List Procedures in Investigating Mental Processes** 1
Michael A. Shapiro
2. **Continuous Response Measurement (CRM): A Computerized Tool for Research on the Cognitive Processing of Communication Messages** 15
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