

Does mere exposure enhance positive evaluation, independently of stimulus recognition in Japan?

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Abstract

In order to examine whether the mere exposure effect, the finding that exposure to a stimulus enhances positive evaluation to it, occurs in Japan, a test was carried out using a novel auditory stimulus. Japanese were asked to listen to repeatedly presented Tagalog (the native Filipino language) utterances. They were then asked to estimate their liking for each utterance and to recognize it as a presented one in the first exposure stage. The mere exposure effect was obtained, and it resulted from only exposure frequency, not recognition. These findings imply that the mere exposure effect happens regardless of culture. Implications for perception, cognition, and culture are discussed.

Keywords: mere exposure, Japan, auditory stimulus, culture-and-cognition research