

# Department of Marketing



Research Seminar Series | June 26th, 1-3pm | TC.3.12

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### Mental Simulation and other Mental Imagery

Abstract: Despite the recent interest in embodied cognition, bodily states are only one of the ways in which cognition is grounded (Barsalou 2008). Mental simulation, or the reenactment of perceptual experiences, is another way in which cognition is grounded and is the focus of this talk. By mental simulation, I refer to a more automatic form of mental imagery that is initiated by exposure to verbal or visual representations of objects. Across a series of studies, I provide evidence for such embodied mental simulation and other mental imagery.