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Measuring Psychological Responses to Media Messages | Characterized by its multi-level interdisciplinary character, communication has become a variable field -- one in which the level of analysis varies. This has had important ramifications for the study of communication because, to some extent, the questions one asks are determined by the methods one has available to answer them.

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if the impact of the to-be-measured psychological attribute on participants' responses is intentional, resource-dependent, conscious, or controllable (cf. Bargh, 1994; Moors & De Houwer, 2006). For example, a measure of racial attitudes may be described as implicit if

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