

## **Impact of dual process models in scientific progress and communication: The case of the role of affect.**

Dual process models fulfil a communicative role in two areas. First they fulfil a communicative role between scientists that work in different domains in psychology and neuroscience to establish a common understanding of state of the art research questions. Secondly, dual process models fulfil a communicative role to a broader public e.g. on the role of affect in information processing. A deeper understanding of the role of an affective response in information processing has been gained from insights in neuroscience and have been expanded from research on stereotyping to risk perception. Notwithstanding the gains of these endeavours the dual process approach remains disputed by some. Very often the data on which these disputes are based are ill defined with respect to the conditions under which the conclusions hold. If these disputes could be aimed at a sharpening of the formulation of these duals models e.g. in terms of the conditions under which either mode of processing may occur, these disputes could become more fruitful.

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