

**HEMISPHERIC ASYMMETRIES AND COGNITIVE PROCESSING:  
A CRITICAL EVALUATION OF THE SOP SCALE**

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**ABSTRACT**

The cognitive processing literature relating to brain asymmetries argues that individuals are innately prone to emphasize the use of geometric/pictorial information versus verbal information sequentially analyzed depending on whether they are right or left brain reliant. How information is processed is of considerable importance to consumer behaviorist. Various scales have been developed to measure cognitive style. This paper examines one of these. Nearly two decades after Childer's et al. (1985) published the Style of Processing (SOP) scale, it has received scant use – even though it has

received apparently unsolicited defense from the developers. This paper first examines the underlying theoretical issue of SOP and thoroughly tests Childer's et al. scale. The findings indicate that it lacks in nearly every category of validity. An attempt to reconstruct an SOP scale also ends in abject failure. Thus the question remains, does this construct exist?

Childers, T., M. Houston and S. Heckler, S. 1985. Measurement of individual differences in Visual and Verbal Information Processing, *Journal of Consumer Research*, 12 (2): 125-134.