

Stimulus Materials:

1. Experiment 1:

A. Consent Agreement:

“Consent Agreement: Implicit Social Cognition on the Internet

Studies at Project Implicit examine your ideas, beliefs, and opinions about different topics. In this study, you will answer some questions and complete two implicit attitude measures in which you will sort words or images into categories as quickly as possible.

This study should take you less than 10 minutes to complete.

Project Implicit’s standard privacy policy applies to this study. To view the privacy policy in a separate pop up window, please click [here](#).

Participation is voluntary, and you may end your participation at any time by closing the window. Contact Gaëtan Mertens if you have any questions about this study.

Who to contact about your rights in the study:

Tonya Moon, Ph.D., Chair, Institutional Review Board for the Social and Behavioral Sciences , One Morton Dr Suite 500 University of Virginia, P.O. Box 800392, Charlottesville, VA 22908-0392
Telephone: (434) 924-5999; Email: irbsbshelp@virginia.edu;
Website: <http://www.virginia.edu/vprgs/irb>

By clicking the button below you are indicating that you have read the informed consent statements above and agree to participate.”

B. General Introduction Experiment:

“Welcome! Thank you very much for deciding to complete this study. I really appreciate your time!

In today's study, you will first see one or more words presented on the screen sequentially, that is, one after the other. Please pay close attention because it is vital for the successful completion of the study.

The study should take you less than 10 minutes to complete. After you have finished you will receive feedback about the study's purpose and your results.

Please press 'Continue' when you are ready to begin.”

C. Mere Exposure Task instructions:

You will now see the words one by one. You do not need to respond to the words, but it is important that you pay close attention to the words that appear on the screen. Please press spacebar when you are ready to begin”.

D. Mere Exposure task:

Presentation of words fevkani and lokanta one after another

--> different conditions: 2 + 0 / 1 + 3 / 1+12 / 1+6 stimulus presentations

E. IAT instructions

Page 1:

In the next task, you will categorize words or images into groups as fast as you can. This part of the study will take about 5 minutes. The following is a list of category labels and the items that belong to each of those categories.

Category	Items
Lokanta	LOKANTA lokanta LOKANTA lokanta
Fevkani	FEVKANI fevkani FEVKANI fevkani

Positive Glorious, Peace, Marvelous, Success, Wonderful

Negative Agony, Nasty, Evil, Failure, Unpleasant

Instructions

Keep fingers on the 'e' and 'i' keys to enable rapid response.

Labels at the top will tell you which items go with each key.

Go as fast as you can.

If you go too slowly or make too many mistakes, the test gives no results.

Avoid distractions and stay focused.

Page 2:

Put your middle or index fingers on the E and I keys of your keyboard. Words or images representing the categories at the top will appear one by one in

the middle of the screen. When the item belongs to category on left press the E key. When belongs to category on right press the I key.

If you make an error, an X will appear - fix the error by hitting the other key. This is a timed sorting task. GO AS FAST AS YOU CAN while making as few mistakes as possible. Going too slow or making too many errors will result in an un-interpretable score. The task will take about 5 minute to complete. "

F. IAT:

a. practice block: 20 trials: FEVKANI/ LOKANTA stimuli to categories FEVKANI/LOKANTA

1/2 of pps: FEVKANI=left key 'e', LOKANTA=right key 'i', other half reversed

each trial: one of the stimuli. If pps respond incorrect: red X below stimulus

b. practice block: 20 trials: Bad/Good stimuli to categories Bad/Good

Bad = left, Good = right

c. practice block: 20 trials FEVKANI/ LOKANTA/Bad/Good stimuli to categories 'FEVKANI or Bad'/ 'LOKANTA or Good'

1/2 of pps: reversed categories

d. experimental block: 40 trials (trials similar to c)

e. practice block: 'see above: only 2 categories and changed position': 20 trials LOKANTA/FEVANI

f. practice block: 20 trials categories 'LOKANTA or Bad'/'FEVKANI or Good'

g. experimental block: 40 trials = f

G. Explicit Ratings :

(Note: Order E+F and G counterbalanced)

"How much do you like the word Lokanta?"

1 2 3 4 5 6 7 8 9

1= Not Like at all

5= Neither Like nor Dislike

9= Completely Like"

"How much do you like the word Fevkani?"

1 2 3 4 5 6 7 8 9

1= Not Like at all

5= Neither Like nor Dislike

9= Completely Like "

H. Questions:

"At the very beginning of the study, you saw a list of words presented somewhere between 0 and 15 times. How many times did you see the word LOKANTA?"

0-15"

"At the very beginning of the study, you saw a list of words presented somewhere between 0 and 15 times. How many times did you see the word FEVKANI?"

0-15"

G. The study is finished!

2. Experiment 2:

A. Consent Agreement:

“Consent Agreement: Implicit Social Cognition on the Internet

Studies at Project Implicit examine your ideas, beliefs, and opinions about different topics. In this study, you will answer some questions and complete two implicit attitude measures in which you will sort words or images into categories as quickly as possible.

This study should take you less than 10 minutes to complete.

Project Implicit’s standard privacy policy applies to this study. To view the privacy policy in a separate pop up window, please click [here](#).

Participation is voluntary, and you may end your participation at any time by closing the window. Contact Gaëtan Mertens if you have any questions about this study.

Who to contact about your rights in the study:

Tonya Moon, Ph.D., Chair, Institutional Review Board for the Social and Behavioral Sciences , One Morton Dr Suite 500 University of Virginia, P.O. Box 800392, Charlottesville, VA 22908-0392
Telephone: (434) 924-5999; Email: irbsbshelp@virginia.edu;
Website: <http://www.virginia.edu/vprgs/irb>

By clicking the button below you are indicating that you have read the informed consent statements above and agree to participate.”

B. General Introduction Experiment:

“Welcome! Thank you very much for deciding to complete this study. I really appreciate your time!

In today's study, you will first see one or more words presented on the screen sequentially, that is, one after the other. Please pay close attention because it is vital for the successful completion of the study.

The study should take you less than 10 minutes to complete. After you have finished you will receive feedback about the study's purpose and your results.

Please press 'Continue' when you are ready to begin.”

C. Mere Exposure Task instructions:

You will now see the words one by one. You do not need to respond to the words, but it is important that you pay close attention to the words that appear on the screen. Please press spacebar when you are ready to begin”.

D. Mere Exposure task:

Presentation of words fevkani and lokanta one after another

--> different conditions: 2 + 0 /1+12 stimulus presentations

E1. IAT instructions

Page 1:

In the next task, you will categorize words or images into groups as fast as you can. This part of the study will take about 5 minutes. The following is a list of category labels and the items that belong to each of those categories.

Category	Items
Lokanta	LOKANTA lokanta LOKANTA lokanta
Fevkani	FEVKANI fevkani FEUKANI fevkani

Positive Glorious, Peace, Marvelous, Success, Wonderful

Negative Agony, Nasty, Evil, Failure, Unpleasant

Instructions

Keep fingers on the 'e' and 'i' keys to enable rapid response.

Labels at the top will tell you which items go with each key.

Go as fast as you can.

If you go too slowly or make too many mistakes, the test gives no results.

Avoid distractions and stay focused.

Page 2:

Put your middle or index fingers on the E and I keys of your keyboard. Words or images representing the categories at the top will appear one by one in

the middle of the screen. When the item belongs to category on left press the E key. When belongs to category on right press the I key.

If you make an error, an X will appear - fix the error by hitting the other key. This is a timed sorting task. GO AS FAST AS YOU CAN while making as few mistakes as possible. Going too slow or making too many errors will result in an uninterpretable score. The task will take about 5 minutes to complete. "

F1. IAT:

a. practice block: 20 trials: FEVKANI/ LOKANTA stimuli to categories FEVKANI/LOKANTA

1/2 of pps: FEVKANI=left key 'e', LOKANTA=right key 'i', other half reversed

each trial: one of the stimuli. If pps respond incorrect: red X below stimulus

b. practice block: 20 trials: Bad/Good stimuli to categories Bad/Good

Bad = left, Good = right

c. practice block: 20 trials FEVKANI/ LOKANTA/Bad/Good stimuli to categories 'FEVKANI or Bad'/ 'LOKANTA or Good'

1/2 of pps: reversed categories

d. experimental block: 40 trials (trials similar to c)

e. practice block: 'see above: only 2 categories and changed position': 20 trials LOKANTA/FEVANI

f. practice block: 20 trials categories 'LOKANTA or Bad'/'FEVKANI or Good'

g. experimental block: 40 trials = f

E2. EPT instructions

Note: half of participants have E1 and F1 (IAT), other half: E2 and F2 (EPT)

Page 1:

In the next task, you will be presented with a series of words to quickly evaluate as either "Good" or "Bad". You should try to do this as quickly as you can while making as few mistakes as possible.

You will also see the words 'FEVKANI' and 'LOKANTA' presented before the words. You can watch those words, but your task is simply to respond to the good and bad words.

This part of the study will take about 4 minutes. The following is a list of the words that you will categorize.

Category	Items
Good	Attractive, Beautiful, Cheer, Delight, Enjoy, Likeable, Love, Nice, Pleasure, Positive, Smile, Splendid, Trust, Wonderful
Bad	Abuse, Annoying, Bomb, Disaster, Failure, Grief, Hate, Humiliate, Loss, Lonely, Negative, Pain, Sadness, Ugly

Page 2:

"Please place your middle or index fingers on E and I keys of your keyboard. Names and words will appear one after another in the center of your screen.

Your task is simply to categorize the words as being good or bad. When the words belong to category "bad", press E key. When word belongs to category good press I key."

This is a timed sorting task. GO AS FAST AS YOU CAN. "

F2. EPT:

a. practice block: 8 trials: Always Bad and Good in left and right corner of screen.

fevkani/lokanta --> target words

REd X below word if error. Next trial follows.

b. 3 test blocks of 80 trials

G. Explicit Ratings :

"How much do you like the word Lokanta?"

1 2 3 4 5 6 7 8 9

1= Not Like at all

5= Neither Like nor Dislike

9= Completely Like"

"How much do you like the word Fevkani?"

1 2 3 4 5 6 7 8 9

1= Not Like at all

5= Neither Like nor Dislike

9= Completely Like"

H. Questions:

"At the very beginning of the study, you saw a list of words presented somewhere between 0 and 15 times. How many times did you see the word LOKANTA?"

0-15"

"At the very beginning of the study, you saw a list of words presented somewhere between 0 and 15 times. How many times did you see the word FEVKANI?"

0-15"

G. The study is finished!

3. Experiment 3:

A. Consent Agreement:

Thank you very much for participating in our study!

Studies at Project Implicit examine your attitudes, preferences and memory. At the end of this study, we will give you personal feedback.

This study will take between 10 and 12 minutes to complete.

Project Implicit's standard privacy policy applies to this study. To view the privacy policy in a separate pop up window, please click [here](#).

Participation in this study is voluntary, and you may end your participation at any time by closing the study window. Contact Pieter Van Dessel (Pieter.VanDessel@Ugent.be) if you have any questions about the study.

Who to contact about your rights in the study:

Ghent University, Henri Dunantlaan 2, B-9000 Gent; Phone: 0032 92648613

By clicking the button below you are indicating that you have read the informed consent statements above and agree to participate.

B. General Introduction Experiment:

Welcome!

In today's study, you will learn about three new brands that could soon be introduced to supermarkets in the United States and elsewhere around the world.

The study should take you approximately 10 minutes to complete. After you have finished you will receive feedback about the study's purpose and your results.

Please do your best to complete all tasks and questions in a thoughtful manner. Your support of science is much appreciated!

When you're ready to begin the study, please press the 'Continue' button below.

C. Mere Exposure Task instructions:

Page 1:

Thank you very much for deciding to complete this study. We really appreciate your time!

In the first task, you will see one or more brand names presented on the screen sequentially, that is, one after the other. You do not need to respond to the names, but it is important that you pay close attention to what appears on screen. You will need to do so in order to

complete the rest of the study successfully!

Please press 'Continue' when you are ready to begin.

Page 2:

You will now see the brands one by one. Please remember to pay close attention to the brand names that appear on the screen.

Press the space bar when you are ready to begin.

D. Mere Exposure task:

Presentation of brand names levida, witkap, and empeya one after another

--> 1 stimulus presented 0 times, 1 presented 2 times, 1 presented 12 times.



E. AMP instructions (note: order of E+F and G counterbalanced)

Page 1:

The next task is about how people make quick judgments. You will first see a brand and afterwards a Chinese character. The purpose of the brand is to announce the Chinese character and can otherwise be ignored.

Your task is to judge the Chinese characters as being pleasant or unpleasant. It might seem strange to judge your feelings for those Chinese characters, but prior research has shown that such judgments are meaningful, especially when you rely on your intuitions or initial feelings. Therefore, try to judge as much as possible in a spontaneous manner, based on your first impression of the Chinese characters.

Page 2:

Brands and Chinese characters appear and disappear quickly. Remember to ignore the brand and evaluate only the Chinese character.

Press the 'I' key of your keyboard if the Chinese character is more pleasant than the average Chinese character. Press the 'E' key if the Chinese character is more unpleasant than the

average Chinese character.

To provide quick answers, please keep your two index fingers above the two assigned keys (E and I).

When you are ready to try a few practice trials, press the 'Continue' button.

F. AMP:

a. practice block: 4 trials: table/chair/lamp/umbrella as primes,
4 chinese ideographs as targets

Unpleasant=left key 'e', Pleasant=right key 'i'

each trial: one prime (75 ms) → blank (125 ms) target (100ms)→ mask. Wait for pp response

b. experimental blocks: 3 x 30 trials (trials similar to a but with 3 brand names as primes)

G. Explicit Ratings :

"How much do you like the brand presented below? → for all 3 brands

1 2 3 4 5 6 7 8 9

1= Totally dislike

5= Neither Like nor Dislike

9= Totally Like"

H. Questions:

Page 1:

For the last part of the study, we will ask you just a few more questions.

This is an important part of this experiment.

Please make sure to answer these questions as honestly and accurately as possible. Thank you!

Page 2-4:

In the task at the beginning of the experiment, we presented brand names in the middle of the screen. You did not have to respond to these names but we merely asked you to pay close attention to the presentations. Each of three brand names could have been presented somewhere between zero and 15 times. Please indicate how many times we presented the following brand: → for all 3 brands

Options: 0-15"

Page 5-6:

During the same task we just asked you about (in which brand names were presented in the middle of the screen), did you feel bored? 9= extremely much, 0 = not at all

While you were watching the brand names appear on the screen, was your attention directed to the task? 9= extremely much, 0 = not at all