

**Appendix A.** The probe scheme

Priming phase (test stimulus)						Evaluating phase (control stimulus)		
recycling	eco-shoppi ng	resource-s aving	eco-mobili ty	true positive	true negative	true positive	true negative	true neutral
1	2	3	4	5	6	5	6	7
Affective Priming Procedure (AFP)								
+						+		
+							+	
	+					+		
	+						+	
		+				+		
		+					+	
			+			+		
			+				+	
				+		+		
				+		+		
				+			+	
				+			+	
					+	+		
					+	+		
					+		+	
					+		+	
Affect Misattribution Procedure (AMP)								
+								+
+								+
	+							+
	+							+
		+						+
		+						+

			+					+
			+					+
				+				+
				+				+
				+				+
				+				+
				+				+
					+			+
					+			+
					+			+
					+			+