

Our methodology is based on two conventional measurement procedures: Affective Priming Procedure (AFP) and Affect Misattribution Procedure (AMP).

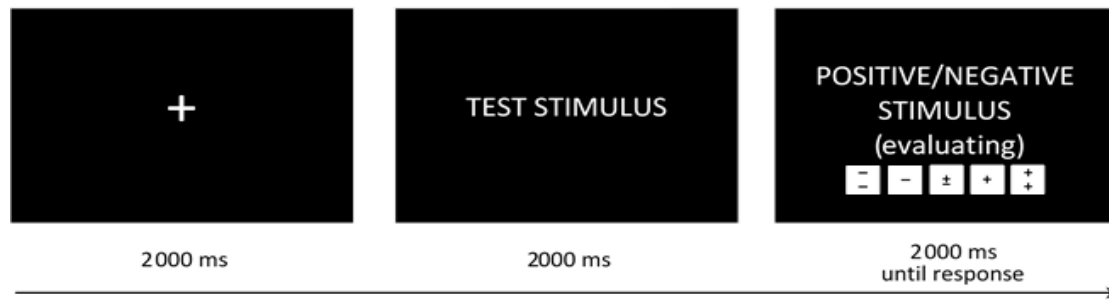


Fig. 1. Affective Priming Procedure probe

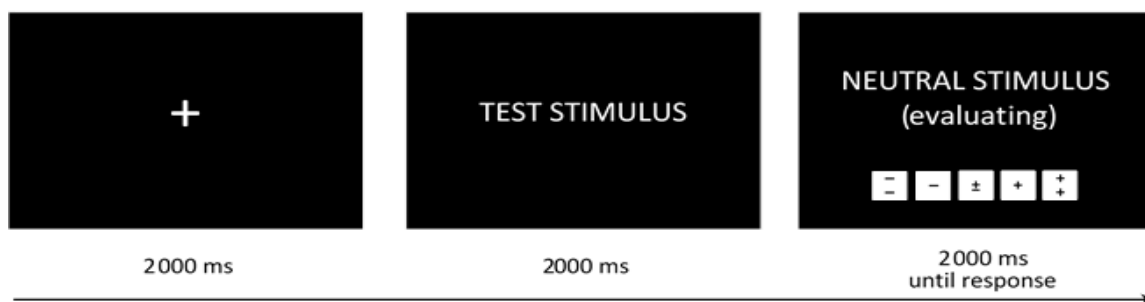


Fig. 2. Affect Misattribution Procedure probe

Appendix A. The probe scheme

Priming phase (test stimulus)						Evaluating phase (control stimulus)		
recycling	eco-shopping	resource-saving	eco-mobility	true positive	true negative	true positive	true negative	true neutral
1	2	3	4	5	6	5	6	7
Affective Priming Procedure (AFP)								
+						+		
+							+	
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Affect Misattribution Procedure (AMP)								

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