**Hypothesis**

This is an exploratory study to determine if the video we have created are sufficient to establish novel evaluations towards the target actor. If we are correct then participants exposed to the *positive variant* videos should demonstrate relatively more positive evaluations of the target individual (Chris) than those in the *negative variant* video. Moreover, we also expect evaluations to be independently significant in both conditions, such that the *positive variant* videos elicit evaluations that significantly differ from zero in a positive direction whereas the *negative variant* videos elicit evaluations that significantly differ from zero in a negative direction.

If they fail to do so we aim to ‘return to the drawing board’, revise the videos, and try again.