**Data Analysis Plan**

**Data-preparation:**

1. The data of participants who do not fully complete all questions and tasks will be excluded from analyses during the first round of analyses.

2. The data will be excluded of participants who had pIAT error rates for any of the pIATs above 30% across the entire task, or above 40% for any one of the four critical blocks or for participants who complete more than 10% of pIAT trials faster than 400 ms.

3. The D1 algorithm will be used to create pIAT scores. Scores will be calculated so that positive values reflected a relative response bias for Chris over Bob whereas negative values indicated the reverse pattern of responding (a relative response bias favoring Bob over Chris).

**Data-analyses:**

An average self-reported rating score for Chris will be calculated by averaging responses from the three Likert rating scales. These scores will be submitted to an independent samples t-test with Video Variant (Positive vs. Negative) as a between subjects factor. pIAT scores will be submitted to a similar set of analyses. In addition we will also carry out a single sample t-test to examine if self-reported and pIAT scores differ from zero. Cohen’s d will be reported for all of the comparisons.

We will also compute Bayesian factors in accordance with procedures outlined by Rouder, Speckman, Sun, Morey, and Iverson (2009) to estimate the amount of evidence for the hypothesis that there is a difference between stimulus evaluations as a function of Video variant (alternative hypothesis) or that there is no difference (null hypothesis).