**Hypothesis**

This is a confirmatory study to determine if the videos and statements we created in Study 1 (and then revised in Study 2) 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. We expect this to occur on both self-reported and indirect (pIAT) measures.