**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 IAT error rates for any of the IATs 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 IAT trials faster than 400 ms.

3. The D1 algorithm will be used to create IAT scores. Scores will be calculated so that positive values reflected a response bias for the target object indirectly related with positive stimuli (during the acquisition phase) relative to that indirectly paired with the negative stimuli whereas negative values indicated the reverse pattern of responding (during the acquisition phase).

**Data-analyses:**

A difference score between explicit evaluation towards target 1 (T1) and target 2 (T2) will be calculated for each participant, such that higher scores will reflect a preference for target 1 over target 2. The same will be done for outcome 1 (O1) and outcome 2 (O2). These differential scores will be submitted to a 2 (Stimulus) x 2 (Training Condition: Counterconditioning vs Acquisition-Only) design, with the first factor measured within subjects and the second measured between. For IAT scores, we will compute a D score which indicates a relative response bias for target 1 over target 2 in case of positive value. D-score will be submitted to a one-way ANOVA with Training Condition (Counterconditioning vs Acquisition-only) as a between subject factor.

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 training type (alternative hypothesis) or that there is no difference (null hypothesis).