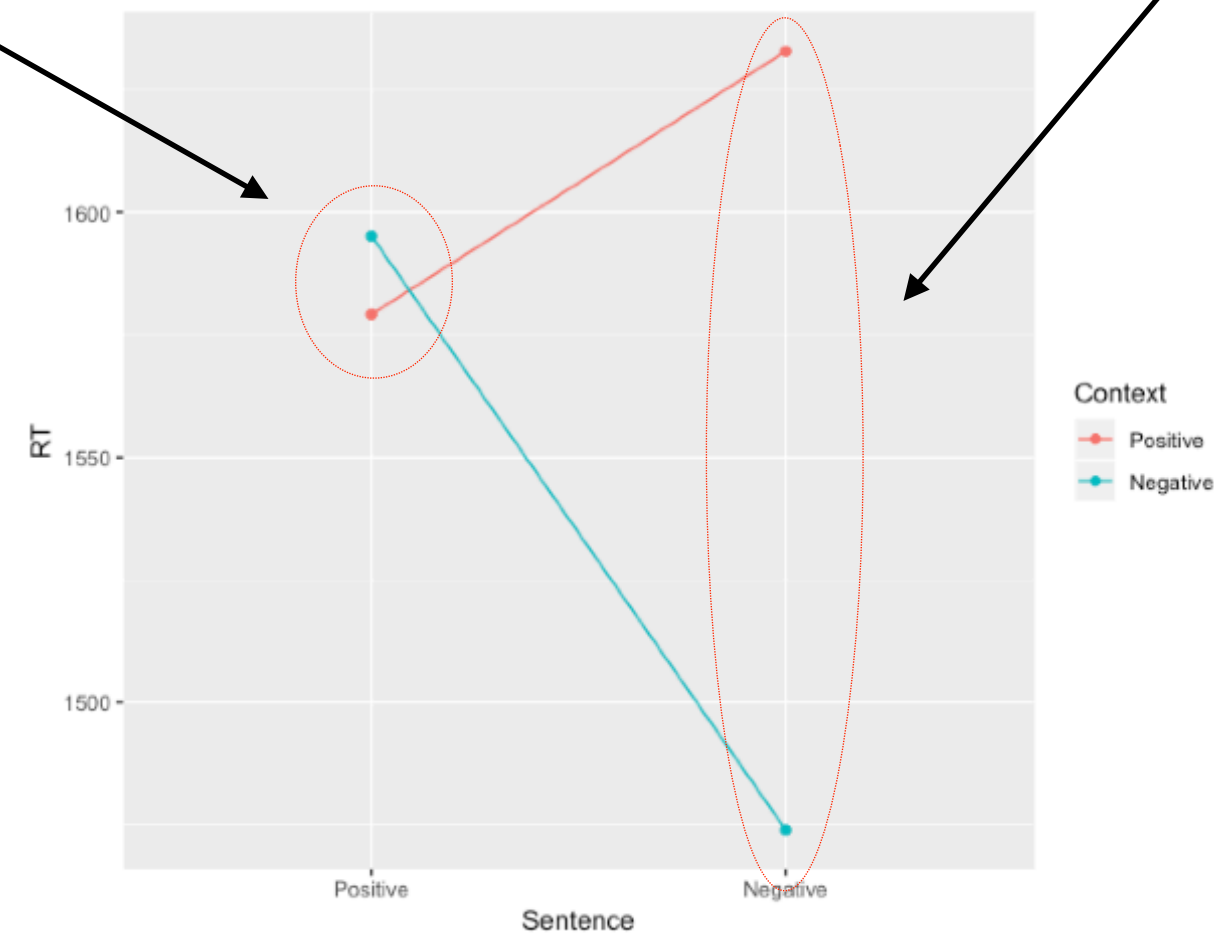


The pairwise comparisons tell us that Positive Sentences are read at the same speed regardless of Context, and that Negative Sentences are read more quickly when they appear in a Negative Context relative to a Positive Context.

These two points are **not** statistically different from each other.

These two points **are** statistically different from each other.



Results

We conducted a 2 (Context: Positive vs. Negative) x 2 (Sentence: Positive vs. Negative) repeated measures ANOVA to investigate the influence of context valence on reaction times to words of the same or different valence. The ANOVA revealed no effect of Sentence ($F < 1$), no effect of Context ($F(1, 59) = 3.177$, $p = .080$, $\eta_G^2 = .006$), but an interaction between Sentence and Context ($F(1, 59) = 4.60$, $p = .036$, $\eta_G^2 = .009$).

The interaction was interpreted by conducting Bonferroni-corrected pairwise comparisons. These comparisons revealed that the interaction was driven by Negative sentences being processed faster in Negative vs. Positive contexts (1,474 ms. vs. 1,628 ms., $t(117.95) = 2.78$, $p = .0064$) while Positive sentences were read equivalently in Negative vs. Positive contexts (1,595 ms. vs. 1,579 ms., $t(117.95) = .284$, $p = .777$).