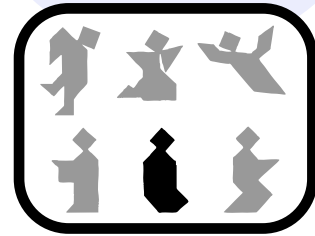
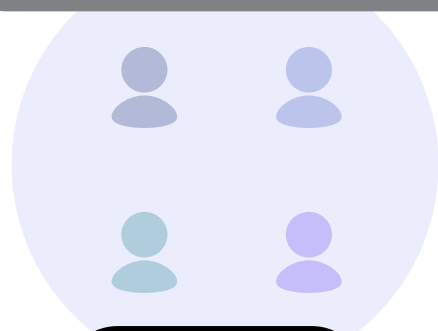
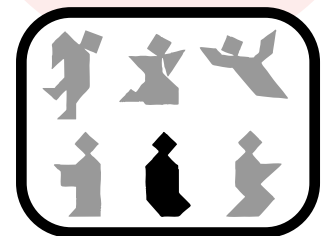
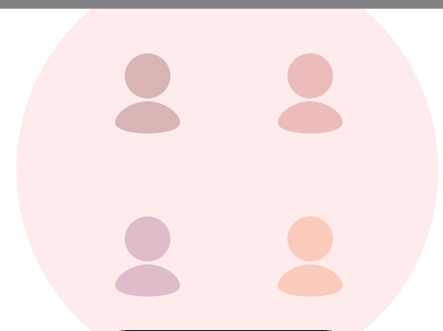


(a) observation phase

earlier labels

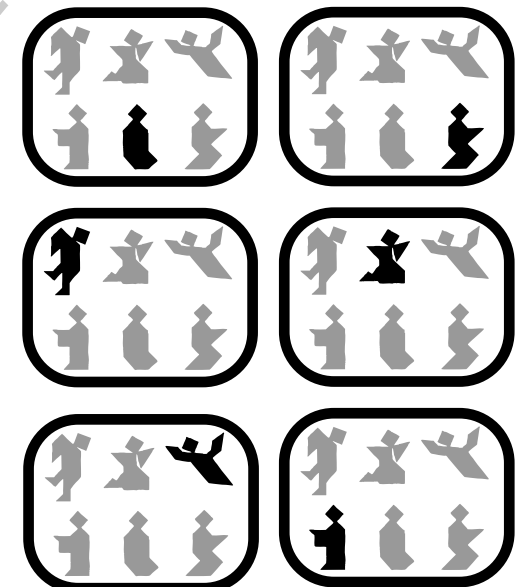
looks like the letter 'i', no hand sticking out just a head and a body, like a baby that has been swaddled in a blanket

this one you can't really see the feet, hard to tell if they're sitting or what, no arms, facing right, and nothing on top of the head



participant

6 repetition blocks,
rotating speakers

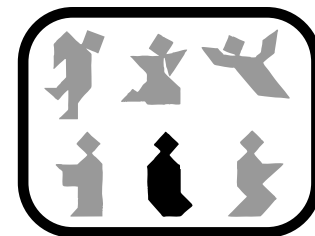


6 targets per block

6 blocks

later labels

group-specific labels

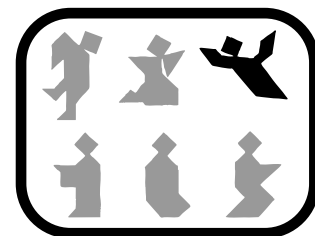


baby



no arms

shared labels



falling guy

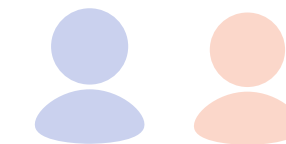


falling guy

(b) selection phase

goal audience

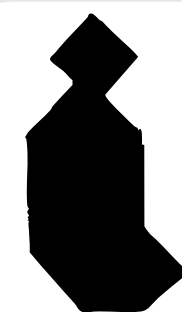
a member of **one group** or **either group**



refer goal: select the correct picture /
social goal: identify you as a member
of their group

choices

group-specific label

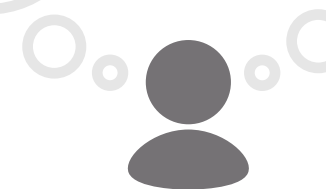


no arms

shared label



falling guy



participant