a Phase 1: Observation

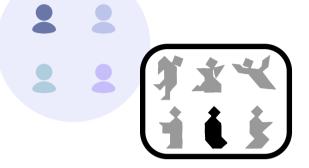*Initial utterances* → *Final utterances*

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
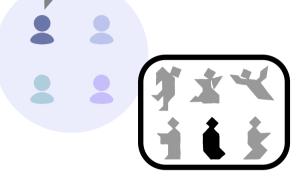
6 targets per block

6 blocks

no arms

falling guy

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
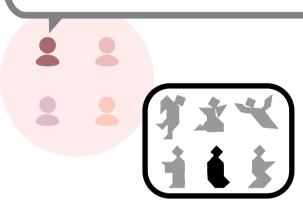
baby

falling guy
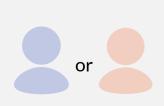
Group-specific labels

Shared labels

b Phase 2: Selection

Audience:

In-group: a member of *one group*

Uncertain: a member of *either group*

Please select the best description to...

• help your audience choose the correct picture *(Refer goal)*

• help your audience identify you as a member of their group *(Social goal)*

Group-specific label

no arms

Shared label

falling guy

Participant