Experiment 3 – Analysis of Responses to Questions 1-4.

Repeated Measures ANOVA

Within Subjects Effects
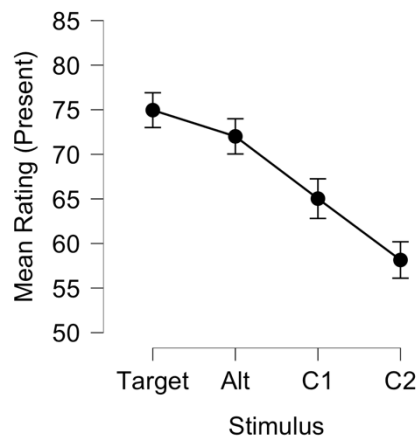
Cases	Sphericity Correction	Sum of Squares	df	Mean Square	F	p	$\eta^2{}_p$
Stimulus	Greenhouse-Geisser	26769.228	2.375	11271.710	13.442	< .001	0.079
Residuals	Greenhouse-Geisser	312669.772	372.860	838.572			

Note. Type III Sum of Squares

[a] Mauchly's test of sphericity indicates that the assumption of sphericity is violated (p < .05).

Descriptives

Stimulus	Mean	SD	N
Alt	72.013	24.986	158
C1	65.032	28.652	158
C2	58.152	33.592	158
Target	74.956	21.533	158

Note. C1=Control stimulus 1 (Black spade); C2=Control stimulus 2 (Red diamond)

Post Hoc Comparisons - Stimulus

		Mean Difference	SE	t	Cohen's d	p bonf
Target	Alt	2.943	2.899	1.015	0.081	1.000
	C1	9.924	2.899	3.423	0.272	0.004 **
	C2	16.804	2.899	5.797	0.461	< .001 ***
Alt	C1	6.981	2.899	2.408	0.192	0.098
	C2	13.861	2.899	4.782	0.380	< .001 ***
C1	C2	6.880	2.899	2.373	0.189	0.108

Note. P-value adjusted for comparing a family of 6

Note. Cohen's d does not correct for multiple comparisons.

 * p < .05, ** p < .01, *** p < .001

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Conclusion: Ratings for presence were significantly higher for *most* stimuli that were present versus not present (Exception: alternative stimulus versus control stimulus 1).

Experiment 3 – Analysis of Responses to Questions 5-8.
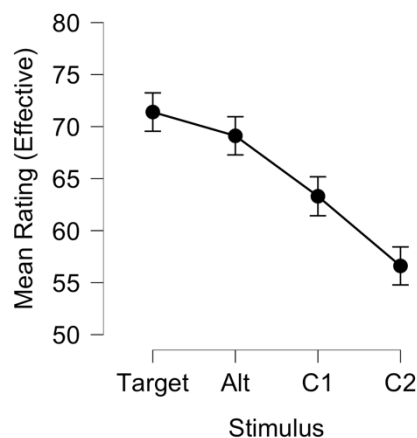
Repeated Measures ANOVA

Within Subjects Effects

Cases	Sphericity Correction	Sum of Squares	df	Mean Square	F	p	η^2_p
Stimulus	Greenhouse-Geisser	20718.979	2.833	7312.273	12.862	< .001	0.076
Residuals	Greenhouse-Geisser	252909.271	444.852	568.524			

Note. Type III Sum of Squares

[a] Mauchly's test of sphericity indicates that the assumption of sphericity is violated (p < .05).

Descriptives

Stimulus	Mean	SD	N
Alt	69.114	24.963	158
C1	63.304	28.358	158
C2	56.608	32.029	158
Target	71.399	23.177	158

Note. C1=Control stimulus 1 (Black spade); C2=Control stimulus 2 (Red diamond)

Post Hoc Comparisons - Stimulus

		Mean Difference	SE	t	Cohen's d	p_{bonf}
Target	Alt	2.285	2.607	0.876	0.070	1.000
	C1	8.095	2.607	3.105	0.247	0.012*
	C2	14.791	2.607	5.673	0.451	< .001***
Alt	C1	5.810	2.607	2.229	0.177	0.158
	C2	12.506	2.607	4.797	0.382	< .001***
C1	C2	6.696	2.607	2.568	0.204	0.063

Note. P-value adjusted for comparing a family of 6

Note. Cohen's d does not correct for multiple comparisons.

 * p < .05, ** p < .01, *** p < .001
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Conclusion: Ratings for effectiveness were significantly higher for _most_ stimuli that were present versus not present (Exception: alternative stimulus versus control stimulus 1).

Experiment 3 – Analysis of Responses to Questions 9-12.

Descriptive Statistics

	Beach	Desert	Control(Desert)	Control(Field)	Control(Snow)
Valid	158	105	53	158	158
Missing	0	53	105	0	0
Mean	72.057	61.810	59.377	68.665	59.665
Std. Deviation	22.384	30.669	31.690	26.788	29.317
Minimum	1.000	1.000	1.000	1.000	1.000
Maximum	100.000	100.000	100.000	100.000	100.000

Paired Samples T-Test

Comparison of mean ratings for background(s) that were present versus mean ratings for backgrounds that were never present

Measure 1	Measure 2	t	df	p
Background (Present)	- Background (Control)	1.894	157	0.030***

Note. For all tests, the alternative hypothesis specifies that Background (Present) is greater than Background (Control).
Note. Student's t-test.

Descriptives

	N	Mean	SD	SE
Background (Present)	158	68.060	19.577	1.557
Background (Control)	158	64.523	22.522	1.792

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Conclusion: Ratings for presence were higher for background(s) that were present versus not present during the experiment.