

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

### Repeated Measures ANOVA

#### Within Subjects Effects

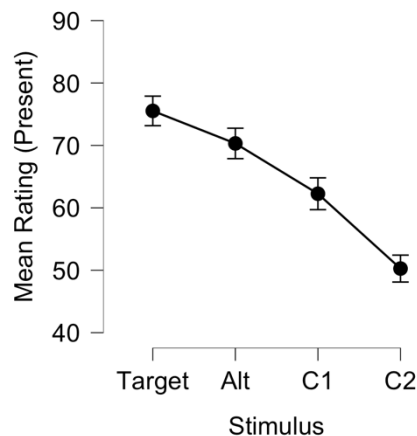
Cases	Sphericity Correction	Sum of Squares	df	Mean Square	F	p	$\eta^2_p$
Stimulus	Greenhouse-Geisser	55161.171	2.662	20717.847	21.306	< .001	0.124
Residuals	Greenhouse-Geisser	390937.829	402.037	972.393			

Note. Type III Sum of Squares

<sup>a</sup> Mauchly's test of sphericity indicates that the assumption of sphericity is violated ( $p < .05$ ).

#### Descriptives

Stimulus	Mean	SD	N
Alt	70.316	26.880	152
C1	62.257	32.775	152
C2	50.270	33.810	152
Target	75.526	24.074	152



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

#### Post Hoc Comparisons - Stimulus

		Mean Difference	SE	t	Cohen's d	$p_{\text{bonf}}$
Target	Alt	5.211	3.370	1.546	0.125	0.736
	C1	13.270	3.370	3.938	0.319	< .001 ***
	C2	25.257	3.370	7.495	0.608	< .001 ***
Alt	C1	8.059	3.370	2.392	0.194	0.103
	C2	20.046	3.370	5.949	0.483	< .001 ***
C1	C2	11.987	3.370	3.557	0.289	0.002 **

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: As in Experiment 3, ratings for presence were significantly higher for *most* stimuli that were present versus not present (Exception: alternative stimulus versus control stimulus 1).**

## Experiment 4 – Analysis of Responses to Questions 5-8.

### Within Subjects Effects

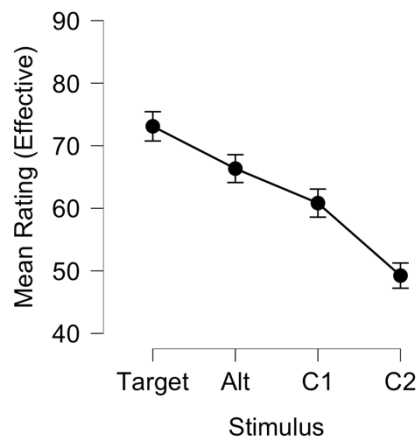
Cases	Sphericity Correction	Sum of Squares	df	Mean Square	F	p	$\eta^2_p$
Stimulus	Greenhouse-Geisser	46471.992	2.676	17365.919	20.862	< .001	0.121
Residuals	Greenhouse-Geisser	336364.258	404.083	832.414			

Note. Type III Sum of Squares

<sup>a</sup> Mauchly's test of sphericity indicates that the assumption of sphericity is violated ( $p < .05$ ).

### Descriptives

Stimulus	Mean	SD	N
Alt	66.342	28.240	152
C1	60.829	31.053	152
C2	49.237	34.117	152
Target	73.099	22.953	152



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

### Post Hoc Comparisons - Stimulus

		Mean Difference	SE	t	Cohen's d	$p_{\text{bonf}}$
Target	Alt	6.757	3.126	2.162	0.175	0.187
	C1	12.270	3.126	3.925	0.318	< .001 ***
	C2	23.862	3.126	7.634	0.619	< .001 ***
Alt	C1	5.513	3.126	1.764	0.143	0.471
	C2	17.105	3.126	5.472	0.444	< .001 ***
C1	C2	11.592	3.126	3.709	0.301	0.001 **

\*\*  $p < .01$ , \*\*\*  $p < .001$

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

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

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**Conclusion:** As in Experiment 3, ratings for effectiveness were significantly higher for *most stimuli that were present versus not present (Exception: alternative stimulus versus control stimulus 1)*.

## Experiment 4 – Analysis of Responses to Questions 9-12.

### Descriptive Statistics

	Beach	Desert	Field	Snow	Control(Beach)	Control(Desert)	Control(Field)	Control(Snow)
Valid	127	127	52	50	25	25	100	102
Missing	0	0	75	77	102	102	27	25
Mean	75.803	64.906	72.346	49.220	63.880	63.200	72.070	65.657
Std. Deviation	22.955	29.114	21.452	32.882	29.563	31.133	27.291	25.750
Minimum	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Maximum	100.000	100.000	100.000	100.000	100.000	100.000	100.000	100.000

### Paired Samples T-Test

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

Measure 1	Measure 2	t	df	p
Background (Present)	- Background (Control)	-0.576	151	0.717

*Note.* For all tests, the alternative hypothesis specifies that BG is greater than CBG.

*Note.* Student's t-test.

### Descriptives

	N	Mean	SD	SE
Background (Present)	152	67.405	16.226	1.316
Background (Control)	152	68.253	21.015	1.705

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**Conclusion: As in Experiment 2, ratings for presence were similar for backgrounds that were present and not present during the experiment.**