

Experiment 5 – Analysis of Responses to Questions 1-4.

Repeated Measures ANOVA

Within Subjects Effects

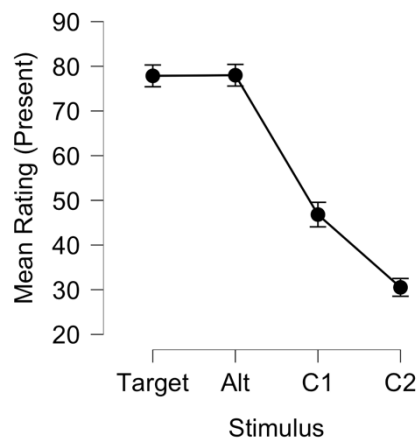
| Cases | Sphericity Correction | Sum of Squares | df | Mean Square | F | p | η^2_p |
|-----------|-----------------------|----------------|---------|-------------|--------|--------|------------|
| Stimulus | Greenhouse-Geisser | 331431.611 | 2.064 | 160577.475 | 95.753 | < .001 | 0.327 |
| Residuals | Greenhouse-Geisser | 681879.889 | 406.608 | 1676.997 | | | |

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 | 78.000 | 29.639 | 198 |
| C1 | 46.818 | 38.964 | 198 |
| C2 | 30.525 | 35.373 | 198 |
| Target | 77.859 | 29.006 | 198 |



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 | -0.141 | 3.414 | -0.041 | -0.003 | 1.000 |
| | C1 | 31.040 | 3.414 | 9.093 | 0.646 | < .001 *** |
| | C2 | 47.333 | 3.414 | 13.865 | 0.985 | < .001 *** |
| Alt | C1 | 31.182 | 3.414 | 9.134 | 0.649 | < .001 *** |
| | C2 | 47.475 | 3.414 | 13.907 | 0.988 | < .001 *** |
| C1 | C2 | 16.293 | 3.414 | 4.773 | 0.339 | < .001 *** |

*** $p < .001$

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 1, ratings for effectiveness were significantly higher stimuli that were present versus not present during the experiment.

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

Repeated Measures ANOVA

Within Subjects Effects

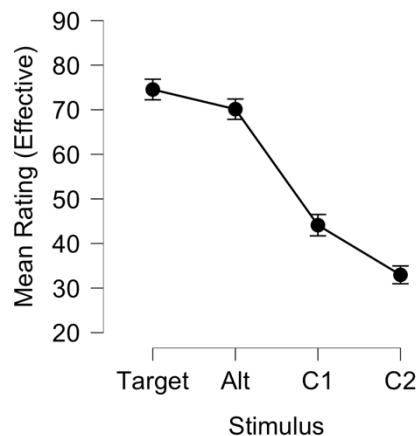
| Cases | Sphericity Correction | Sum of Squares | df | Mean Square | F | p | η^2_p |
|-----------|-----------------------|----------------|---------|-------------|--------|--------|------------|
| Stimulus | Greenhouse-Geisser | 240288.246 | 2.381 | 100931.626 | 79.916 | < .001 | 0.289 |
| Residuals | Greenhouse-Geisser | 592328.504 | 468.999 | 1262.965 | | | |

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 | 70.126 | 31.024 | 198 |
| C1 | 44.111 | 37.149 | 198 |
| C2 | 32.970 | 35.728 | 198 |
| Target | 74.535 | 27.385 | 198 |



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 | 4.409 | 3.182 | 1.386 | 0.098 | 0.998 |
| | C1 | 30.424 | 3.182 | 9.562 | 0.680 | < .001 *** |
| | C2 | 41.566 | 3.182 | 13.064 | 0.928 | < .001 *** |
| Alt | C1 | 26.015 | 3.182 | 8.176 | 0.581 | < .001 *** |
| | C2 | 37.157 | 3.182 | 11.678 | 0.830 | < .001 *** |
| C1 | C2 | 11.141 | 3.182 | 3.502 | 0.249 | 0.003 ** |

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

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 1, ratings for effectiveness were significantly higher stimuli that were present versus not present during the experiment.

Experiment 5 – Analysis of Responses to Questions 9-12.

Descriptive Statistics

| | Beach | Desert | Control(Field) | Control(Snow) |
|----------------|---------|---------|-----------------|---------------|
| Valid | 198 | 198 | 198 | 198 |
| Missing | 3 | 3 | 3 | 3 |
| Mean | 84.717 | 35.470 | 82.480 | 40.131 |
| Std. Deviation | 21.934 | 36.178 | 24.935 | 34.602 |
| Minimum | 1.000 | 1.000 | 1.000 | 1.000 |
| Maximum | 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 backgrounds that were never present

| Measure 1 | Measure 2 | t | df | p |
|----------------------|------------------------|--------|-----|-------|
| Background (Present) | - Background (Control) | -0.838 | 197 | 0.799 |

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) | 198 | 60.093 | 18.247 | 1.297 |
| Background (Control) | 198 | 61.306 | 19.382 | 1.377 |

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Conclusion: As in Experiments 2 and 4, ratings for presence were similar for backgrounds that were present and not present during the experiment.