

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

### Repeated Measures ANOVA

#### Within Subjects Effects

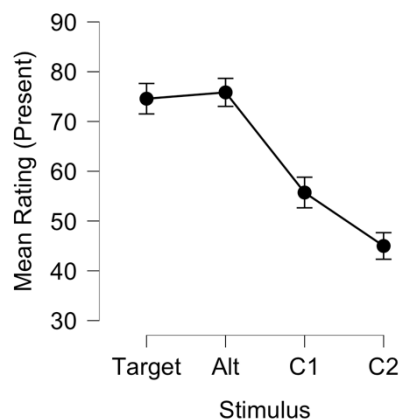
Cases	Sphericity Correction	Sum of Squares	df	Mean Square	F	p	$\eta^2_p$
Stimulus	Greenhouse-Geisser	68275.446	2.133	32014.078	26.616	< .001	0.210
Residuals	Greenhouse-Geisser	256521.054	213.267	1202.817			

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	75.842	22.281	101
C1	55.723	33.503	101
C2	44.990	35.506	101
Target	74.574	24.529	101



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	-1.267	4.115	-0.308	-0.031	1.000
C1	18.851	4.115	4.581	0.456	< .001 ***
C2	29.584	4.115	7.190	0.715	< .001 ***
Alt C1	20.119	4.115	4.889	0.487	< .001 ***
C2	30.851	4.115	7.498	0.746	< .001 ***
C1 C2	10.733	4.115	2.608	0.260	0.057

\*  $p < .05$ , \*\*\*  $p < .001$

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: Ratings for presence were significantly higher for stimuli that were present versus not present.**

## Experiment 1 – Analysis of Responses to Questions 5-8.

### Repeated Measures ANOVA

#### Within Subjects Effects

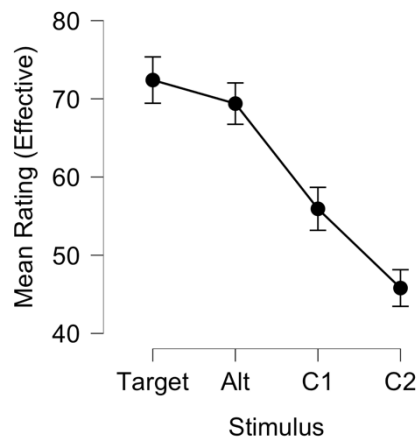
Cases	Sphericity Correction	Sum of Squares	df	Mean Square	F	p	$\eta^2_p$
Stimulus	Greenhouse-Geisser	46138.403	2.304	20023.886	21.159	< .001	0.175
Residuals	Greenhouse-Geisser	218051.347	230.417	946.334			

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	69.386	23.516	101
C1	55.931	33.414	101
C2	45.802	34.456	101
Target	72.396	24.138	101



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

#### Post Hoc Comparisons - Stimulus

		Mean Difference	SE	t	p <sub>bonf</sub>
Target	Alt	3.010	3.794	0.793	1.000
	C1	16.465	3.794	4.340	< .001 ***
	C2	26.594	3.794	7.010	< .001 ***
Alt	C1	13.455	3.794	3.547	0.003 **
	C2	23.584	3.794	6.217	< .001 ***
C1	C2	10.129	3.794	2.670	0.048 *

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

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

**Conclusion: Ratings for effectiveness were significantly higher for stimuli that were present versus not present.**