

## Experiment 2 – Analysis of Responses to Questions 1-4.

### Repeated Measures ANOVA

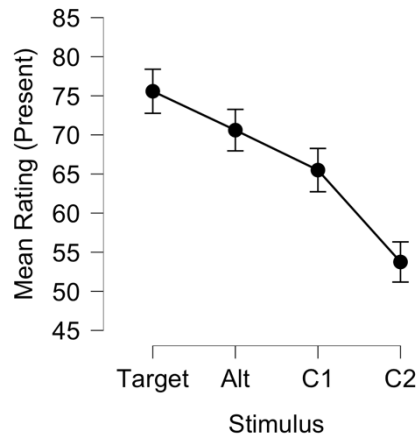
#### Within Subjects Effects

Cases	Sum of Squares	df	Mean Square	F	p	$\eta^2_p$
Stimulus	26282.260	3	8760.753	11.988	< .001	0.108
Residuals	217052.240	297	730.816			

Note. Type III Sum of Squares

#### Descriptives

Stimulus	Mean	SD	N
Alt	70.610	28.207	100
C1	65.500	29.888	100
C2	53.750	33.983	100
Target	75.580	23.040	100



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 <sub>bonf</sub>
Target	Alt	4.970	3.823	1.300	0.130	1.000
	C1	10.080	3.823	2.637	0.264	0.053
	C2	21.830	3.823	5.710	0.571	< .001 ***
Alt	C1	5.110	3.823	1.337	0.134	1.000
	C2	16.860	3.823	4.410	0.441	< .001 ***
C1	C2	11.750	3.823	3.073	0.307	0.014 *

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 *some* stimuli that were present versus not present (i.e., target and alternative stimuli versus control stimulus 2).**

## Experiment 2 – Analysis of Responses to Questions 5-8.

### Repeated Measures ANOVA

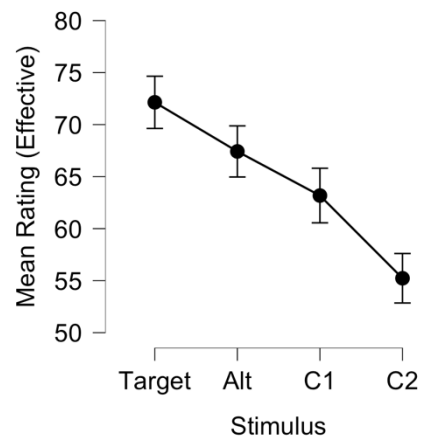
#### Within Subjects Effects

Cases	Sum of Squares	df	Mean Square	F	p	$\eta^2_p$
Stimulus	15457.107	3	5152.369	8.289	< .001	0.077
Residuals	184622.142	297	621.623			

Note. Type III Sum of Squares

#### Descriptives

Stimulus	Mean	SD	N
Alt	67.420	27.756	100
C1	63.180	28.922	100
C2	55.230	33.699	100
Target	72.140	23.200	100



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 <sub>bonf</sub>
Target	Alt	4.720	3.526	1.339	0.134	1.000
	C1	8.960	3.526	2.541	0.254	0.069
	C2	16.910	3.526	4.796	0.480	< .001 ***
Alt	C1	4.240	3.526	1.203	0.120	1.000
	C2	12.190	3.526	3.457	0.346	0.004 **
C1	C2	7.950	3.526	2.255	0.225	0.149

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 *some* stimuli that were present versus not present (i.e., target and alternative stimuli versus control stimulus 2).**

## Experiment 2 – Analysis of Responses to Questions 9-12.

### Descriptive Statistics

	Beach	Desert	Field	Snow	Control (Field)	Control (Snow)
Valid	100	100	25	25	75	75
Missing	0	0	75	75	25	25
Mean	77.820	60.240	81.200	55.600	76.507	59.907
Std. Deviation	19.709	31.553	17.739	30.294	21.173	29.437
Minimum	2.000	1.000	32.000	1.000	19.000	1.000
Maximum	100.000	100.000	100.000	92.000	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)	-0.480	99	0.684

*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)	100	68.450	16.330	1.633
Background (Control)	100	69.455	21.267	2.127

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**Conclusion: Ratings for presence were similar for backgrounds that were present and not present during the experiment.**