In this experiment you will be asked to determine how many students out of 100 would respond to a cue word with a specific target word during a free association task. Below is an example of the kind of rating scale you will be using. When you make your ratings, make them by circling the most appropriate number next to each word pair.

**SAMPLE RATING FORM**

**Assume 100 college students from around the nation gave responses to each CUE word.**

**How many of these 100 students do you think would have given the RESPONSE word?**

**Mark the ratings below using the following scale.**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Rating** | **0** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** |
| **# people** | **0-9** | **10-19** | **20-29** | **30-39** | **40-49** | **50-59** | **60-69** | **70-79** | **80-89** | **90-100** |

|  |  |  |
| --- | --- | --- |
| **Cue** | **Response** | **Circle your rating** |
| STEAK | SIRLOIN | **0 1 2 3 4 5 6 7 8 9** |
| CIGARETTE | SMOKE | **0 1 2 3 4 5 6 7 8 9** |
| CHEDDAR | CHEESE | **0 1 2 3 4 5 6 7 8 9** |
| SHOVE | PUSH | **0 1 2 3 4 5 6 7 8 9** |
| GARBAGE | TRASH | **0 1 2 3 4 5 6 7 8 9** |
| HELP | ASSIST | **0 1 2 3 4 5 6 7 8 9** |
| MOO | COW | **0 1 2 3 4 5 6 7 8 9** |
| ON | OFF | **0 1 2 3 4 5 6 7 8 9** |

When you have finished writing your responses,

*please wait for further instructions from the experimenter.*

*DO NOT TURN THIS PAGE UNTIL TOLD TO DO SO*

*BY THE EXPERIMENTER !!!*

On the previous page, we asked to you to rate word pairs based on their forward association. You were to think about how many people would say “sirloin” to “steak” and how many people would say “brother” to “sister”. However, there are other relationships that can influence your decision on how many people would say the second word to the first word. On this page, go back and look at your ratings for each of the word pairs. Then subtract the real rating to see how close you were to getting them correct.

**FILL IN THE FOLLOWING TABLE**

**USE YOUR RATINGS FROM THE PREVIOUS PAGE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cue** | **Response** | **Your Rating** | **Correct Rating** | **Difference** |
| STEAK | SIRLOIN |  | 0 |  |
| CIGARETTE | SMOKE |  | 4 |  |
| CHEDDAR | CHEESE |  | 9 |  |
| SHOVE | PUSH |  | 9 |  |
| GARBAGE | TRASH |  | 4 |  |
| HELP | ASSIST |  | 0 |  |
| MOO | COW |  | 9 |  |
| ON | OFF |  | 8 |  |

When you have finished writing your responses,

*please wait for further instructions from the experimenter.*

*DO NOT TURN THIS PAGE UNTIL TOLD TO DO SO*

*BY THE EXPERIMENTER !!!*

How off were your ratings? Normally, the ratings are TOO HIGH. Why? They have different scores depending on what order you put them in. See the tables below:

**FILL IN THE FOLLOWING TABLE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Cue** | **Response** | **Correct Rating** | **Reversed Rating** |
| STEAK | SIRLOIN | 0 | 8 |
| CIGARETTE | SMOKE | 4 | 3 |
| CHEDDAR | CHEESE | 9 | 0 |
| SHOVE | PUSH | 9 | 4 |
| GARBAGE | TRASH | 4 | 5 |
| HELP | ASSIST | 0 | 8 |
| MOO | COW | 9 | 0 |
| ON | OFF | 8 | 8 |

If you switch the order, you get a completely different answer. So, instead of STEAK – SIRLION, you have SIRLOIN – STEAK the difference is 80 people! Here’s why:

* When you say STEAK first, everyone writes SAUCE next (so the answer SIRLOIN is really low like 0-9 people).
* When you say SIRLOIN first, everyone writes STEAK next (so the answer is really high).

Sometimes they are the same:

* Off-on and on-off get the same rating either direction.

We want you to focus ONLY on the direction printed (forwards). Think about how many people would say the SECOND word and try to ignore how many people would say the FIRST word (backwards).

When you have finished writing your responses,

*please wait for further instructions from the experimenter.*