**General Information**

* Humans are exposed to a learning history that transforms them into ‘symbolic beings’ (e.g., Hughes, De Houwer, & Barnes-Holmes, 2016).
* Any common feature shared by stimuli can function as a symbol indicating that those stimuli are related to one another, and as a result, a transfer of valence may take place from one stimulus to another.
* In most EC studies the common feature is *contiguity*: the CS and US are similar with regard to their spatio-temporal properties. However – *in principle* – any common feature may be enough for people to treat the stimuli as equivalent.
* In Experiments 1-3 we explored this idea using *color* as a shared feature. Within the same learning procedure, CSs and USs were presented in either the same or different colors.
* We assumed that CSs and USs which share a common color will produce larger EC effects than those that are presented in different colors.
* Experiments 1 and 3 confirmed our hypothesis, showing that CSs acquire the valence of the US that shares the same color as the CS. This effect was evident on implicit and explicit measures of evaluation and behavioral intentions.
* Experiment 4 will attempt to replicate and extend this finding once more. Specifically, we will first establish a symbolic relation between colors (e.g., Blue-Yellow vs. Green-Purple). Thereafter we will present one CS in Blue and another CS in Green. We will present one of these CSs onscreen along with two USs – each presented in Yellow or Purple.
* If participants learn that Blue-Yellow and Green-Purple, then if a CS is presented in Blue and a positive US is presented in Yellow (and a negative US is presented in Purple), then they should evaluate that CS positively. In contrast, if participants learn the same thing, but a CS is presented in Green, (and a negative US is presented in Purple and a positive US in Yellow) then they should evaluate that CS negatively.
* In this way the shared feature between stimuli (colors) moderates evaluative responding. However, in this case it is the symbolic relation between colors that moderates the change in liking (rather than their mere perceptual overlap).