**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 1-4 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 (perceptual or symbolic) color will produce larger EC effects than those that are presented in different colors.
* Experiments 1, 3, and 4 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 5 will attempt to replicate and extend this finding using a different shared feature (size instead of color). Our account suggests that many different shared features can come to function in the aforementioned way – not just color. Indeed, a common size, direction, location, smell, or taste shared by two stimuli can serve as a relational contextual cue indicating that a CS and US are related to one another (i.e., are similar), and thus the CS shares the same valence as the US.
* With this in mind, we will swap one feature (color) for another (size) in Experiment 5, and set out to demonstrate that this second shared feature can moderate EC effects whenever two stimuli share it. Participants will once again encounter an EC phase wherein three stimuli (CS, USpos, USneg) are presented onscreen. This time the CS and one US will be presented in a large font whereas the second US will be presented in small font (or vice-versa). If our account is correct, then a CS should acquire the same valence as the US with which it shares a common size.