**Hypotheses**

* *Color matching hypothesis.* Based on Experiments 1-3, we expect a main effect of US-CS color matching on the subsequent liking towards the CSs, such that the CSs will acquire the valence of a US when the two share colors that have been symbolically related to one another. Specifically, if participants learn that Blue is related to Yellow and Green is related to Purple, and then if a CS is presented in Blue and a positive US is presented in Yellow (and a negative US is simultaneously presented in Purple), then they should evaluate that CS positively. In contrast, if participants learn the same thing, but another 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.

We expect these effects to emerge on explicit, implicit, and behavioral intention measures, and be stronger for participants who answer all contingency memory questions correctly.