**Data Analysis Plan Experiment**

**Data-preparation:**

1.The data of participants who do not fully complete all questions and tasks will be excluded from analyses.

2. The data will be excluded of participants who had IAT error rates for any of the IATs above 30% across the entire task, or above 40% for any one of the four critical blocks or for participants who complete more than 10% of IAT trials faster than 400 ms.

3. The D4 algorithm will be used to create IAT scores (Greenwald, Nosek, & Banaji, 2003). These scores will be computed such that they indicate a more positive evaluation for the non-word (Target 1) that shared a common color with positive words over the non-word (Target 2) that shared a common color with negative words.

4. We will compute two explicit mean rating scores – one for Target 1 and another for Target 2. A differential explicit score will be computed reflecting explicit preference for Target 1 over Target 2.

**Data-analyses:**

A one-way ANOVA will be performed on both the IAT and the explicit differential scores in order to test whether the differential score varies as a function of common color. Cohen’s d (for t-test) and partial eta-squared (for F-test) will be reported for all of the comparisons, along with their confidence intervals. We will also compute Bayesian factors in accordance with procedures outlined by Rouder, Speckman, Sun, Morey, and Iverson (2009) to estimate the amount of evidence for the hypothesis that there is a difference between implicit and explicit scores based on color matching (alternative hypothesis) or that there is no difference (null hypothesis).