**General Information**

* In this line of work we introduce the *shared features principle* which refers to the idea that, when two stimuli share one feature, people often assume that they share others features as well.
* In most EC studies the shared feature is *contiguity*: the target stimulus and source stimulus are similar with regard to their spatio-temporal properties. However – *in principle* – stimuli can share other features (e.g., color/size). When this occurs people may assume those stimuli also share other features such as their valence.
* In Experiments 1-5 we explored this idea using *color and size* as a shared feature. Within the same learning procedure, source and target stimuli were presented in either the same or different colors or sizes.
* We assumed that sources and targets which shared a feature would produce larger evaluative effects than those that did not share a feature.
* Experiments 1, 3, 4 and 5 confirmed our hypothesis, showing that targets acquire the valence of the source that shares the same feature as the target. This effect was evident on implicit and explicit measures of evaluation and behavioral intentions.
* During the review process, a reviewer argued that our effects could be explained in a different way. Specifically, the reviewer argued that the effects we reported do not stem from the fact that sources and targets share features (Positive Source – Same – Neutral Target). Rather any stimulus which differs from the source will be evaluated in the opposite direction (Positive Source – Opposite– Neutral Target). The reviewer argued that our effects could be driven by a ‘Odd-one-out’ principle.
* Experiment 6 will attempt to replicate and extend our prior findings while also controlling for this ‘odd-one-out’ explanation.
* Specifically, we will now present six source stimuli (2 positive, 2 negative, 2 neutral) along with 2 target stimuli (MORAG and STRUAN) onscreen. During the first half of the trial all stimuli will appear in white. During the second half of the trial one target and one source will share a color while all other stimuli remain in white.
* In this way a target will share a feature with one source stimulus. If the effect is driven by the odd-one-out principle, then participants will have no clear source stimulus to rely on when forming their evaluation of the target (e.g., do they chose the positive, negative, or neutral source?).
* If we still find evaluative effects under these conditions then we would provide yet further proof that the effect is primarily driven by the fact that stimuli share features (rather than the fact that they do not share features).