**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. To calculate the evaluative priming scores, trials with an incorrect response will be dropped and outlier latencies longer than 1000 ms and shorter than 300 ms will be truncated.

3. Two evaluative priming scores will be created for each participant – one for MORAG and one for STRUAN. The priming score for MORAG will be calculated in the following manner: [RT(MORAG|positive target) – RT(MORAG|negative target). The priming score for STRUAN will be calculated in the following manner: [RT(STRUAN |positive target) – RT(STRUAN |negative target).

4. We will create a final evaluative priming score by subtracting the priming score for STRUAN from the priming score for MORAG.

5. 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 EP and the explicit differential scores in order to test whether the differential score varies as a function of common size. Cohen’s d (for t-test) and partial eta-squared (for F-test) will be reported for 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 in implicit and explicit scores as a function of size matching (alternative hypothesis) or that there is no difference (null hypothesis).