**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 evaluative effects may be subject to demand. Although we included an indirect procedure to control for such a criticism, the indirect procedure we used in our prior studies (IAT) was considered to be sensitive to demand. The reviewer therefore requested that we replicate our findings using another indirect procedure. With this in mind, we selected the evaluative priming task.
* Experiment 8 will therefore replicate an earlier study (Experiment 4) where size was the shared feature. We opted to do so given that many of our previous studies with color as the shared feature have been internally replicated. In contrast, we found a shared features effect with size in only a single study so far. Thus replicating it would serve to address two points: show that our effects are not driven by demand, and replicate our initial findings in the context of size.