**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 D 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 bag origin with positive words over the non-word (Target 2) that shared a common bag origin with negative words.

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

**Data-analyses:**

A one-sample t-test will be performed on both the IAT and the rating scores in order to test whether evaluations differ from zero. Cohen’s d (for t-test) will be reported 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 from zero in rating and IAT scores (alternative hypothesis) or that there is no such difference (null hypothesis).