**General Information**

* In Experiment 7 we further extend our paradigm into a new domain (social evaluations). Specifically, in one of the conditions (no contiguity condition) we presented a stream of stimuli one at a time in random order – either a positive stimulus, negative stimulus, neutral face 1, neutral face 2. We set it up so that there was no contingency between either the valenced stimuli and/or the neutral stimuli. Thus any change in liking towards the faces could not be due to the pairing of stimuli (i.e., it was not an EC effect).
* Yet we observed an evaluative effect in this condition – but in the opposite direction that expected – with participants generally preferring one of the individuals (James) more than the other (Chris).
* This caused us to return to our experimental scripts and search for a potential explanation. One possibility is that our randomization routine failed to present stimuli in a truly random order, and as such, created a slight contingency between James and Good words and Chris and bad words.
* To rectify this, we re-ran the no-contiguity condition with a new truly random non-contiguous routine. We expect the prior evaluative effect to disappear. If it does not then it would seem to represent a stimulus identity effect insofar as people simply prefer one of the faces (James) over the other (Chris).