Prestudy for “Incidental Attitude Formation via the Surveillance Task:  
A Pre-Registered Replication of Olson and Fazio (2001)”

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**Method**

The stimulus norming study was implemented in line with the procedure described in the preregistration document posted on the Open Science Framework (<https://osf.io/dby2e/>), with the only exception being that the images of Poipole and Stunfisk were excluded from consideration because their aspect ratios differed from other stimuli included in the experiment. 73 undergraduate students at Cornell University completed the prestudy in exchange for course credit.

**Results**

The valence means and standard deviations (on a scale from -4 to 4) as well as the familiarity means and standard deviations (on a scale from 0 to 8) were the following for each stimulus:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Stimulus |  | Valence mean | Valence SD | Familiarity mean | Familiarity SD |
| Bergmite | ^ | 0.33 | 1.28 | 0.73 | 1.73 |
| Carbink |  | 1.05 | 1.61 | 0.84 | 1.97 |
| Cranidos | ^ | 0.27 | 2.06 | 1.44 | 2.56 |
| Frillish | \* | 0.14 | 1.52 | 0.92 | 2.05 |
| Golett | ^ | 0.38 | 1.61 | 0.99 | 2.08 |
| Gourgeist |  | -0.55 | 2.08 | 0.93 | 2.08 |
| Grubbin |  | -0.66 | 1.70 | 0.85 | 1.88 |
| Jangmo |  | 0.66 | 1.57 | 0.70 | 1.62 |
| Magearna | \* | -0.01 | 1.39 | 0.74 | 1.85 |
| Palpitoad | ^ | 0.37 | 1.90 | 1.03 | 2.13 |
| Phantump |  | -0.44 | 1.93 | 0.74 | 1.96 |
| Scatterbug |  | -0.45 | 1.80 | 0.86 | 1.90 |
| Scraggy | ^ | 0.30 | 1.69 | 1.25 | 2.36 |
| Shelmet | ^ | -0.25 | 1.59 | 0.89 | 2.05 |
| Sliggoo |  | 0.85 | 2.04 | 0.81 | 1.80 |
| Swadloon | ^ | -0.04 | 1.94 | 1.18 | 2.31 |
| Wimpod |  | -0.81 | 1.59 | 0.68 | 1.58 |
| Zorua |  | 0.45 | 2.13 | 1.55 | 2.65 |

Table 1. Valence means and standard deviations and familiarity means and standard deviations for each stimulus. \* marks stimuli selected as CSs and ^ marks stimuli selected as targets and fillers.

Next, we used a linear optimizer implemented in the ROI package (Hornik, Meyer, Schwendinger, Theussl, & Wuertz, 2019) in the R statistical computing environment to select a pair of stimuli with the smallest possible deviation from the mean of the valence scale and the lowest possible familiarity value.

The optimizer selected Frillish and Magearna as the two optimal CSs. The valence ratings for Frillish did not significantly differ from the midpoint of the valence scale, *t*(72) = 0.77, *p* = .442, BF01 = 5.85, and the same was true for Magearna, *t*(72) = -0.08, *p* = .933, BF01 = 7.74. Accordingly, the valence ratings for Frillish and Magearna did not significantly differ from each other, *t*(72) = 0.67, *p* = .500, BF01 = 6.23. The familiarity ratings for Frillish were significantly below the midpoint of the scale, *t*(72) = -12.83, *p* < .001, BF10 = 1.74 ×1017, and the same was true for Magearna, *t*(72) = -15.07, *p* < .001, BF10 = 6.96 ×1020. The familiarity ratings for Frillish and Magearna did not significantly differ from each other, *t*(72) = 0.93, *p* = .358, BF01 = 5.15.

Next, the same optimizer was used to select a larger set of nine characters with mean valence ratings close to zero and mean familiarity ratings below 4. In addition to Frillish and Magearna, additional stimuli included in this larger set were Bergmite, Cranidos, Golett, Palpitoad, Scraggy, Shelmet, and Swadloon. As a set, these 7 additional stimuli had a mean valence rating of 0.20 (mean *SD* = 1.72), i.e., close to the midpoint of the scale, and a mean familiarity rating of 1.07 (mean *SD* = 2.17), i.e., considerably below the midpoint of the scale. These additional stimuli were selected to be used as targets and fillers.