

## MEMO-HR

### Before we begin...

- You should have already received and completed an informed consent form and a demographic form.
- You will be seeing a mixture of emotionally negative and neutral photos, which are intended to evoke an emotional response (see consent form for more information). As with any other experiment, you may discontinue your participation at any time if you feel uncomfortable.

### Experiment instructions: Part 1

During today's experiment, you will see a series of images on the computer screen. For each one, you will be asked to answer one of two questions about the image:

How likely is it that this photo....

A) ... could have been taken **within San Francisco**?

- Think about all of the different kinds of places and people in San Francisco. Now imagine that this photo was taken there. Think about where it could have been taken.
- Does this photo look like it could have been taken within San Francisco?

B) ... was taken by a **professional photographer**?

- Think about the quality of photo that a professional photographer would take, such as for National Geographic magazine. Now imagine that this photo was taken for a photo assignment. Think about how the photographer composed the picture, and what kind of assignment it would be for.
- Is this photo high enough quality or interesting enough for National Geographic?

You will answer only one question per image. The questions will switch throughout the experiment, such that you will answer the San Francisco question, for example, for four images in a row, then the photographer question for four images in a row, and so on, in a random order. Before each new set of four images, you will see a prompt that will tell you which question you are answering, and the question label will also appear above the response scale on every image screen. That way, you will always know which question you will be answering, which means that you should be able to prepare yourself to focus on that question only when the picture appears. It is important that you try your best to think only about the current question that you're on – **really try to vividly imagine the photo in the context of the question.**

Both questions should be answered with a 4-point continuous rating scale ranging from 1 to 4, where 1 indicates that it is *very unlikely* and 4 indicates that it is *very likely*. Each image will remain on-screen for a few seconds. It is important that you try to respond while the image is still on-screen; however it will continue to record your responses for another second or so after the image disappears, or until the rating scale disappears from the screen. This timing might feel relatively quick at first but you will get used to it over time.

In between each picture, there will be a fixation cross (+) presented in the center of the screen. You should look at this cross whenever it is on the screen, in order to minimize eye movements in between pictures. When a picture is on the screen, however, you can feel free to move your eyes to look at it naturally.

The experiment is split up into 6 runs, and you will get a break in between each run. The task itself takes about 35 minutes, and you will be in the scanner for just over an hour.

## Experiment instructions: Part 2

During this part of the experiment, you will see all of the images you saw yesterday, as well as some new images similar to the ones you saw. You will see each image appear on the screen, and for each one, you will answer two questions about your memory for the image.

First, you will rate whether the image is old (i.e., you saw it yesterday) or new (i.e., you did not see it yesterday). You will select of 3 memory ratings: *remember*, *familiar*, and *new*.

You should use the *remember* response if you can remember any specific details from when you studied that image yesterday. For example, you might remember that when you saw an image of a coffeemaker, you noticed that it was the same kind of coffeemaker that you have at home. These details can include any kind of information that causes you to “re-experience” the moment when you saw the image before-- such as recalling the question you answered, the response you gave, something in the image that caught your eye, a reaction you had, or an association that you made.

You should use the *familiar* response if you are confident that you studied that image yesterday, but you cannot recall any specific details from when you saw it. In real life, the *familiar* response is similar to the feeling you have when you see someone you recognize, but cannot retrieve his name or any information about when you’ve met that person before.

Finally, you should use the *new* response if you did not study that image yesterday.

REMEMBER	FAMILIAR	NEW
V	B	N

Second, you will indicate which of the two questions you completed for that image (i.e., taken in San Francisco or by a professional photographer). For the images that you just rated as *remembered* or *familiar*, try your best to recall which question you completed for that item. If you cannot remember, then make your best guess – this can be a difficult task. For the images that you just rated as *new*, you may select an answer at random.

In San Fran	Professional photographer
V	B

Immediately after selecting which question you completed for that image, you will rate whether you were *sure* or *unsure* about that answer. You should use the *sure* response if your response was based on memory for that image & question, and the *unsure* response if you are just guessing. (For new images where you picked an answer at random, select *unsure*.)

SURE	UNSURE
V	B

You will have a few seconds to make each kind of response. Once you have made a response, however, it will immediately move on to the next question and/or image. The experiment is split up so that you get a few breaks throughout. Any questions?