Step 1: Stimuli Generation

(n = 50 + curation by authors)

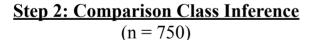
Xs are generally big.

Ys are generally small.

Zs are sometimes big and sometimes small.

These are all kinds of <u>Ws</u>.

50 {W, (X, Y, Z)} sets \rightarrow 540 unique Noun - Adjective pairs



David sees an $\{X, Y, Z\}$.

David says to his friend: "It's {big, small}."

What do you think David meant?

"It's {big, small} relative to other <u>Cs</u>."

Step 3: Adjective Endorsement

(norming measurement) (n = 375)

Imagine you see an $\{X, Y, Z\}$.

Do you think that $\{X, Y, Z\}$ would be

... big relative to other Ws? o Yes o No

... small relative to other Ws? o Yes o No