

WITHIN SUBJECTS (EXAMPLE: MERE EXPOSURE EFFECT)

This exercise comes in two parts. In the first part of this exercise, you will be shown a series of Turkish words. Then, in the second part of this exercise, you will be asked to answer a few questions about the words you were shown.

For the first part of this exercise, you will see a series of Turkish words. Each word will appear once in the center of the screen, as follows

kalem

Note that some of the words may appear more than

Experimental condition
(H/B induced)

dudak

Control condition
(H/B not induced)

dudak

mimar

sokak

You will now begin the second part of this exercise. For this part, you will be shown a series of words and asked to rate how much you **like** each one.

dudak

1 2 3 4 5 6 7 8 9

On a scale from 1 (not at all) to 9 (very much, rate how much you **like** this word

Do you think the **number of times** you saw each word affected how highly you rated it? If so, how?

If I had seen a word a lot of times, that would have made me like the word LESS

The number of times I saw a word would not have affected my response

If I had seen a word a lot of times, that would have made me like the word LESS

Imagine if some of the words you saw appeared more often than others. Do you think the **number of times** you saw each word **would have** affected how highly you rated it? If so, how?

If I had seen a word a lot of times, that would have made me like the word LESS

The number of times I saw a word would not have affected my response

If I had seen a word a lot of times, that would have made me like the word LESS

In this exercise, you will be asked to answer a trivia question. Please make your best guess and do not look up the answer online.

Is the mean winter temperature in the Antarctic higher or lower than -45°F?

☐ higher ☐ lower

What is the mean winter temperature in the Antarctic?

What is the mean winter temperature in the Antarctic?

Do you think the **presence of the example value (-45°F)** affected your response? If so, how?

It pushed my answer FURTHER away from the example value

It did not affect my response

It pushed my answer CLOSER to the example value

Imagine if we first asked you whether the mean winter temperature was higher or lower than -45°F. Then we asked you to provide an estimate of the mean winter temperature. some of the words you saw appeared more often than others. Do you think the **presence of such an example value would have** affected your response? If so, how?

It would have pushed my answer FURTHER away from the example value

It would not have affected my response

It would have pushed my answer CLOSER to the example value

BETWEEN SUBJECTS (EXAMPLE: ANCHORING EFFECT)