**DETAILS ON STUDY MATERIALS**

**Instruction in Studies 1, 2, and 3 for the EC procedure – all experimental conditions\***

*(adapted from Gawronski et al., 2015, baseline / visual perception condition)*

The current study investigates visual perception. For this purpose, you will be presented with images that will appear simultaneously on the screen. Some of the images will be computer-generated drawings; other images will be photographs; you will also observe that these images occur and disappear together. Your task is to pay close attention to these images. We will later ask you a number of questions about the images that you have seen. Most of the time will see on the screen only these two images occurring and disappearing simultaneously and nothing else. However, occasionally, these images will be framed by a red rectangular. Anytime you see this frame surrounding the images you should press the SPACEBAR immediately, before the images will also disappear. Therefore, you will have to remain vigilant during the entire task that is supposed to last 15 minutes. Please pay close attention to the images throughout the entire task.

When you are ready to start, please click “continue” for some practice trials. Do not forget to press the space bar whenever you see that both images are framed by a red rectangle.

*\* with the exception of the condition “high levels of IA before conditioning”*

*High levels of IA before conditioning* *(italic font is used to highlight the difference from above)*

The current study investigates *the impact of* visual perception *on affective responses*. For this purpose, you will be presented with images that will appear simultaneously on the screen. Some of the images will be computer-generated drawings; other images will be photographs; you will also observe that these images occur and disappear together. Your task is to pay close attention to these images. We will later ask you a number of questions about the images that you have seen. Most of the time will see on the screen only these two images occurring and disappearing simultaneously and nothing else. However, occasionally, these images will be framed by a red rectangular. Anytime you see this frame surrounding the images you should press the SPACEBAR immediately, before the images will also disappear. Therefore, you will have to remain vigilant during the entire task that is supposed to last 15 minutes. Please pay close attention to the images throughout the entire task.

*ATTENTION! Please note that the images that are paired with the computer-generated drawings MIGHT INFLUENCE your impression formation on the computer-generated drawings.* *Previous research on advertising shows that we quickly form affective impressions when new unknown images are introduced and that these impressions can be strongly influenced by the images that were paired with. Specifically, in the next task we may learn to like computer-generated images that repeatedly appear with positive images and learn to dislike computer-generated images that repeatedly appear with negative images. That is why, most of the time in advertising, new logos or brands are presented together with positive characters or with beautiful people / landscapes, to transfer the positive emotions triggered by these pictures over the new logo / brand.*

When you are ready to start, please click “continue” for some practice trials. Do not forget to press the space bar whenever you see that both images are framed by a red rectangle.

**Instruction in Studies 1 and 2 after the implementation of the EC procedure**

*Standard condition.* In the following step, we will ask you to evaluate how much do you like or dislike each of the eight/sixteen computer-generated images that were presented during the visual perception task. For this assessment, you will have to select the number that is the best representation of your affective impression about that image, on a scale that ranges from -3 (Very dislikeable) to +3 (Very likeable). When you are ready to start, please click 'Continue'."

*Allowed to pass condition (italic font is used to highlight the difference from the standard condition)*

In the following step, we will ask you to evaluate how much do you like or dislike each of the eight/sixteen computer-generated images that were presented during the visual perception task. For this assessment, you will have to select the number that is the best representation of your affective impression about that image, on a scale that ranges from -3 (Very dislikeable) to +3 (Very likeable).

*Please do your best to provide the assessments based ONLY ON YOUR AFFECTIVE IMPRESSION for the computer-generated images and NOT ON WHAT THEY WHERE PAIRED with. If you feel that your impression has been influenced by the photographs with which the image was paired with, then you should pass the evaluation by using the skip button.* When you are ready to start, please click 'Continue'."

**Instruction in Study 3 after the implementation of the EC procedure**

For the experimental conditions “high levels of IA before conditioning” and “low levels of IA” we used the instruction for the “allowed to pass” presented above for studies 1 and 2.

*Condition: High levels of IA after conditioning ((italic font is used to highlight the difference from the “allowed to pass” condition)*.

In the following step, we will ask you to evaluate how much do you like or dislike each of the eight/sixteen computer-generated images that were presented during the visual perception task. For this assessment, you will have to select the number that is the best representation of your affective impression about that image, on a scale that ranges from -3 (Very dislikeable) to +3 (Very likeable).

*But pay attention! In the previous task, you have been exposed to a subtle manner of learning new preferences. Previous research on advertising shows that we quickly form affective impressions when new unknown images are introduced and that these impressions can be strongly influenced by the images that were paired with. Specifically, this means that we may learn to like computer-generated images that appear with positive pictures and learn to dislike computer-generated images that appear with negative pictures. That is why in advertising, for instances, new products/logos are usually paired with positive characters or beautiful people/landscapes to transfer the positive affect related to these features to the new products/logos****.*** *In the current study, we are interested in whether the effects of such conditioning processes can be blocked by people after they become aware of such influence.*

Please do your best to provide the assessments based ONLY ON YOUR AFFECTIVE IMPRESSION for the computer-generated images and NOT ON WHAT THEY WHERE PAIRED with. If you feel that your impression has been influenced by the photographs with which the image was paired with, then you should pass the evaluation by using the skip button. When you are ready to start, please click 'Continue'.

**Instruction in Studies 1 and 2 for the evaluation of CSs (EC effect)**

"Please evaluate HOW MUCH YOU LIKE this image?"

"-3 Very dislikeable", "-2 Moderately dislikeable", "-1 Slightly / somehow dislikeable", "0 Neutral", "+1 Slightly / somehow likeable", "+2 Moderately likeable", "+3 Very likeable" or use the “SKIP” Button\*

*\* This option was available only in the “allowed to pass” condition as a separate button below the horizontal slider ranged from -3 to +3*

**Instruction in Study 3 for the evaluation of CSs (EC effect)**

Screen 1: "I feel that my evaluation <whether I like or not the image above or regarding how much I like it or dislike it> would be influenced by the photograph which was paired with."

"YES (skip to the next image)"

"NO (proceed with the evaluation)"

Screen 2 (if participants choose NO). "Please evaluate HOW MUCH YOU LIKE this image?"

"-3 Very dislikeable", "-2 Moderately dislikeable", "-1 Slightly / somehow dislikeable", "0 Neutral", "+1 Slightly / somehow likeable", "+2 Moderately likeable", "+3 Very likeable"

**Other technical info related to CSs and USs**

Stimuli used as unconditional stimuli (US) from International Affective Picture System (IAPS; Lang, Bradley, & Cuthbert, 2008)

Experiments 1 and 3: IDs for positive images: 2045, 7502, 5201, 2071; IDs for negative images: 2345, 9470, 9332, 9280

Experiment 2: IDs for positive images: 1510, 1750, 2035, 2045, 2050, 2070, 2071, 2311, 2314, 2347, 2398, 2530, 4250, 4622, 5201, 7492, 7502, 8350, 8497, and 8510; IDs for negative images: 1301, 2095, 2301, 2345, 2700, 2703, 2800, 2900, 6311, 6315, 9185, 9220, 9280, 9332, 9421, 9429, 9470, 9600, 9620, and 9905.

Table 1. Experiment 3 – Ad hoc accounts for the US-CS relationship extracted after the conditioning phase. A descriptive statistics table: (A) the purpose of pairings; (B) the CS-US relational information

|  |  |  |  |
| --- | --- | --- | --- |
| A. The purpose of pairings | (1) High IA before EC | (2) Low IA\* | Number of Skips M(SD) |
| Evaluative accounts  Any evaluative account | 39/80 | 18/80 | 1.85(2.14) |
| Semantic accounts | 18/80 | 33/80 | 1.82(1.91) |
| Memory (e.g., to recognize later their pairings) |  |  |  |
| Attention (e.g., to distract our attention) |  |  |  |
| Perception (e.g., had similar shapes and textures) |  |  |  |
| Learning (e.g., to start associating these images) |  |  |  |
| Other (creative) accounts  (e.g., to reach certain areas from our subconscious) | 6/80 | 14/80 | 2.16(2.38) |
| Don’t know | 13/80 | 10/80 | 0.90(1.49) |
| No relation  (e.g., I do not see any connection between the images) | 4/80 | 5/80 | 1.67(1.61) |
| B. The US-CS relational information | (1) High IA before EC | (2) Low IA\* | Number of Skips M(SD) |
| 1. US → CS (IA - the proper information)  e.g., to make me have negative reactions to abstract images based on the negative or positive image they were paired with. | 21/80 | 2/80 | 3.04(2.42) |
| 2. US = CS  e.g., the drawn images were black and white versions of actual pictures | 7/80 | 8/80 | 1.87(1.99) |
| 3. CS → US  e.g., to see whether the more appeasing computer-generated image can diminish the negative impact of the photograph on myself | 2/80 | 0/80 | 0.00(0.00) |
| 4. US <=> CS | 11/80 | 17/80 | 1.75(1.91) |
| e.g., They conveyed the same feeling/emotion; they seemed to have matched the emotions of one another |  |  |  |
| 5. US ≠ CS  e.g., they were opposites; the photographs are real, the drawn images are abstract; the photographs are disturbing, the computer-generated images are neutral. | 4/45 | 6/33 | 0.70(1.56) |
| 6. Don’t know | 13/80 | 10/80 | 0.95(1.59) |
| 7. No relation  (e.g., I do not see any connection between the images) | 4/80 | 5/80 | 2.00(1.65) |
| 8. No UC-CS relational information | 18/80 | 32/80 | 1.31(1.97) |

\* Frequency data for the high IA after conditioning was excluded as this condition was low IA at the moment of extracting the US-CS relational information and high IA at the expression stage

\*\* The kappa inter-rater agreement was .78 (before) and .95 (after) discussing the disagreements.