

Intro



University of St Andrews

Thank you for agreeing to take part in this study.

In this research we are interested in examining the process by which people make **word-group associations**. This is a topic of considerable interest to cognitive neuroscientists interested in neural networking in the brain.

Your task is to look at images describing groups of people and to select a **negative word** that you associate with each group. Your responses will help psychological scientists understand the process of word-group association which is important for understanding the cognitive and neural processes involved when people form impressions.

To begin the study, please press the "Click Here" button at the bottom of this page. After doing so, you will be asked a few questions regarding your feelings about our goals as scientists. You will then be directed towards an image followed by several adjectives. Your task is to choose **one** of these adjectives to describe the group featured in the image.

Thank you very much for your time. Without you, we could not complete our research.

Basic Paradigm



Please rate the people in this picture.

These people are:

Grubby



Brutal



Insolent



Sly



Moronic



Please continue. Click on the red button below.

To exercise your right to withdraw, click where it says "Stop Study," then click the red button below.

☐ Stop Study



Please rate the people in this picture.

These People Are:

Dim-Witted



Dirty



Barbaric



Smug



Treacherous



Please continue. Click on the red button below.

To exercise your right to withdraw, click where it says "Stop Study," then click the red button below.

☐ Stop Study



Please rate the people in this picture.

These People Are:

Vicious



Egotistical



Dishonest



Ignorant



Idle



Please continue. Click on the red button below.

To exercise your right to withdraw, click where it says "Stop Study," then click on the red button below.

☐ Stop Study



Please rate the people in this picture.

These People Are:

Egotistical



Untrustworthy



Rude



Slovenly



Aggressive



Please continue. Click on the red button below.

To exercise your right to withdraw, click where it says "Stop Study," then click on the red button below.

☐ Stop Study



Please rate the people in this picture.

These People Are:

Treacherous



Moronic



Idle



Aggressive



Arrogant



Please continue. Click on the red button below.

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☐ Stop Study



Please rate the people in this picture.

These People Are:

Sly



Ignorant



Slovenly



Cruel



Smug



Please continue. Click on the red button below.

To exercise your right to withdraw, click where it says "Stop Study," then click on the red button below.

☐ Stop Study



Please rate the people in this picture.

These People Are:

Dishonest

☐

Rude

☐

Lazy

☐

Barbaric

☐

Insolent

☐

Please continue. Click on the red button below.

To exercise your right to withdraw, click where it says "Stop Study," then click on the red button below.

☐ Stop Study



Please rate the people in this picture.

These People Are:

Untrustworthy

☐

Stupid

☐

Dirty

☐

Brutal

☐

Egotistical

☐

Please continue. Click on the red button below.

To exercise your right to withdraw, click where it says "Stop Study," then click on the red button below.

☐ Stop Study



Please rate the people in this picture.

These people are:

Rude



Idle



Brutal



Smug



Deceitful



Please continue. Click on the red button below.

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☐ Stop Study



Please rate the people in this picture.

These people are:

Ignorant



Grubby



Barbaric



Arrogant



Sly



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☐ Stop Study



Please rate the people in this picture.

These people are:

Moronic

☐

Dirty

☐

Cruel

☐

Smug

☐

Dishonest

☐

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☐ Stop Study



Please rate the people in this picture.

These people are:

Dim-witted

☐

Lazy

☐

Barbaric

☐

Insolent

☐

Treacherous

☐

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☐ Stop Study



Please rate the people in this picture.

These people are:

Slovenly



Aggressive



Egotistical



Dishonest



Ignorant



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Brutal



Smug



Treacherous



Stupid



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Please rate the people in this picture.

These people are:

Idle



Vicious



Insolent



Sly



Dim-witted



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☐ Stop Study



Please rate the people in this picture.

These people are:

Barbaric

☐

Smug

☐

Deceitful

☐

Stupid

☐

Dirty

☐

Please continue. Click on the red button below.

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☐ Stop Study



Please rate the people in this picture.

These people are:

Dirty



Brutal



Conceited



Untrustworthy



Moronic



Please continue. Click on the red button below.

To exercise your right to withdraw, click where it says "Stop Study," then click on the red button below.

☐ Stop Study



Please rate the people in this picture.

These people are:

Conceited



Vicious



Grubby



Dim-witted



Deceitful



Please continue. Click on the red button below.

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☐ Stop Study



Please rate the people in this picture.

These people are:

Insolent

☐

Brutal

☐

Grubby

☐

Moronic

☐

Sly

☐

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Please rate the people in this picture.

These people are:

Cruel



Slovenly



Stupid



Untrustworthy



Egotistical



Please continue. Click on the red button below.

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☐ Stop Study



Please rate the people in this picture.

These people are:

Brutal

☐

Dirty

☐

Moronic

☐

Treacherous

☐

Smug

☐

Please continue. Click on the red button below.

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☐ Stop Study



Please rate the people in this picture.

These people are:

Dirty



Rude



Dishonest



Viscous



Arrogant



Please continue. Click on the red button below.

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☐ Stop Study



Please rate the people in this picture.

These people are:

Treacherous

☐

Dim-witted

☐

Slovenly

☐

Aggressive

☐

Egotistical

☐

Please continue. Click on the red button below.

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Please rate the people in this picture.

These people are:

Vicious



Insolent



Dirty



Dim-witted



Sly



Please continue. Click on the red button below.

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☐ Stop Study



Please rate the people in this picture.

These people are:

Cruel

☐

Stupid

☐

Slovenly

☐

Dishonest

☐

Smug

☐

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Please rate the people in this picture.

These people are:

Barbaric

☐

Treacherous

☐

Stupid

☐

Dirty

☐

Conceited

☐

Please continue. Click on the red button below.

To exercise your right to withdraw, click where it says "Stop Study," then click on the red button below.

☐ Stop Study



Please rate the people in this picture.

These people are:

Lazy



Ignorant



Untrustworthy



Aggressive



Insolent



Please continue. Click on the red button below.

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☐ Stop Study



Please rate the people in this picture.

These people are:

Grubby

☐

Arrogant

☐

Cruel

☐

Rude

☐

Deceitful

☐

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☐ Stop Study



Please rate the people in this picture.

These people are:

Dishonest



Dim-witted



Arrogant



Idle



Barbaric



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To exercise your right to withdraw, click where it says "Stop Study," then click on the red button below.

☐ Stop Study



Please rate the people in this picture.

These people are:

Egotistical



Barbaric



Dirty



Moronic



Dishonest



Please continue. Click on the red button below.

To exercise your right to withdraw, click where it says "Stop Study," then click on the red button below.

☐ Stop Study

Post-Study Items

Thank you very much for taking part in this survey. In a moment we will provide you with information about the study, but before we do, please indicate your level of agreement with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I found it hard to continue to the end of this experiment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was comfortable continuing to the end of this experiment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think work on neural networking is important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to help scientists understand the nature of neural networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the experimenter of this study	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The experimenter is a good scientist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good about participating in this study	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I regret participating in this study	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is ok with me that some groups are dominated by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I identify with people who are victims of abuse/discrimination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I have nothing in common with people who are victims of abuse/discrimination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If certain groups stayed in their place, we would have fewer problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not agree with some groups having more control over resources than others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel strong ties with other women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often think of myself in terms of being a woman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often identify myself as a woman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt a connection with some of the people in the word-image association task	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The groups of people shown in the word association task are dissimilar to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I have things in common with some of the people in the word-image association task	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is probably a good thing that some groups are on top and other groups are at the bottom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel guilty about my position in society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased social equality is beneficial for society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>