

Introduction

Before we begin, we would like to find out more about you. This information is needed in order to better understand the demographic of people who participate in this study and will not be used to connect you with the answers you provide.

What is your gender?

- ☐ Male
- ☐ Female

What is your age?

How would you describe your ethnic background? (Please choose from the choices below)

- | | |
|-----------------------------|---|
| <input type="radio"/> White | <input type="radio"/> Chinese |
| <input type="radio"/> Black | <input type="radio"/> Mixed |
| <input type="radio"/> Asian | <input type="radio"/> Other (please specify) <input type="text"/> |

What is your religion? (Please choose from the choices below)

- | | |
|---------------------------------|---|
| <input type="radio"/> Christian | <input type="radio"/> Agnostic |
| <input type="radio"/> Muslim | <input type="radio"/> Atheist |
| <input type="radio"/> Jewish | <input type="radio"/> None |
| <input type="radio"/> Hindu | <input type="radio"/> Other (please specify) <input type="text"/> |
| <input type="radio"/> Buddhist | |

Mediator - Word



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.

Before we begin, we would like to know your opinions about science. Please indicate whether you agree or disagree with each statement below.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I feel strong ties with people who are pro-science.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think of myself as part of the pro-science community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I identify with supporters of science.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientists can be trusted to do the right thing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If a scientist tells me something about their field, I believe it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am sceptical of what scientists say.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please continue to indicate how much you agree or disagree with each statement below.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
People should volunteer their time to participate in scientific studies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is noble to give up your time for science.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who do something good for science are doing something good for society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This study seems like a groundbreaking piece of research.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This study is of considerable scientific value.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is unlikely that this study will bring significant benefits to society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Post-Study Items - Words

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"/>

Moderator Picture

We would also like to know your opinions about science. Please indicate whether you agree or disagree with each statement below.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I feel strong ties with people who are pro-science.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think of myself as part of the pro-science community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I identify with supporters of science.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientists can be trusted to do the right thing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If a scientist tells me something about their field, I believe it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am sceptical of what scientists say.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People should volunteer their time to participate in scientific studies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is noble to give up your time for science.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who do something good for science are doing something good for society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Female Intro



Dear Participant,

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

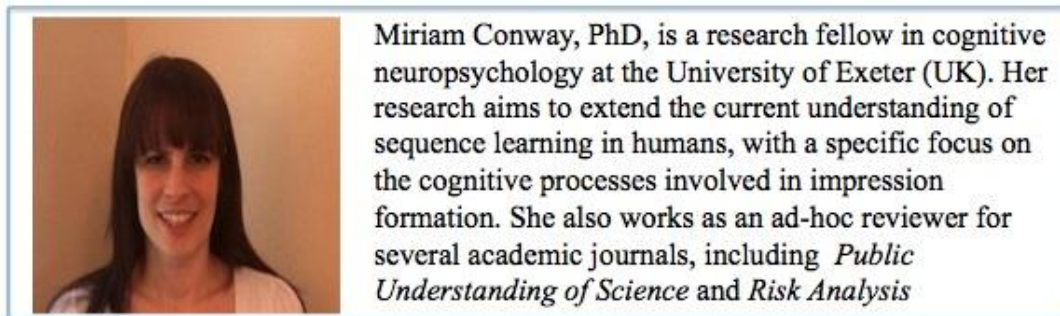
associate with each group. Your responses will help psychological scientists understand the process of word-group association which is important for understanding the cognitive and neural processes involved when people form impressions.

To begin the study, please press the "Click Here" button at the bottom of this page. 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.

Sincerely,

Dr. Miriam Conway



Male Intro



Dear Participant,

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. 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.

Sincerely,

Dr. Matthew Conway



Matthew Conway, PhD, is a research fellow in cognitive neuropsychology at the University of Exeter (UK). His research aims to extend the current understanding of sequence learning in humans, with a specific focus on the cognitive processes involved in impression formation. He also works as an ad-hoc reviewer for several academic journals, including *Public Understanding of Science* and *Risk Analysis*

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.

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:

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.

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:

Ignorant



Grubby



Barbaric



Arrogant



Sly



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:

Moronic

☐

Dirty

☐

Cruel

☐

Smug

☐

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



Please rate the people in this picture.

These people are:

Dim-witted

☐

Lazy

☐

Barbaric

☐

Insolent

☐

Treacherous

☐

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:

Slovenly



Aggressive



Egotistical



Dishonest



Ignorant



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:

Grubby

☐

Brutal

☐

Smug

☐

Treacherous

☐

Stupid

☐

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:

Idle



Vicious



Insolent



Sly



Dim-witted



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:

Barbaric



Smug



Deceitful



Stupid



Dirty



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:

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.

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:

Insolent

☐

Brutal

☐

Grubby

☐

Moronic

☐

Sly

☐

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:

Cruel



Slovenly



Stupid



Untrustworthy



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:

Brutal

☐

Dirty

☐

Moronic

☐

Treacherous

☐

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:

Dirty



Rude



Dishonest



Viscous



Arrogant



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



Dim-witted



Slovenly



Aggressive



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:

Vicious



Insolent



Dirty



Dim-witted



Sly



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:

Cruel

☐

Stupid

☐

Slovenly

☐

Dishonest

☐

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:

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.

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:

Grubby

☐

Arrogant

☐

Cruel

☐

Rude

☐

Deceitful

☐

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

☐

Dim-witted

☐

Arrogant

☐

Idle

☐

Barbaric

☐

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



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 - Pictures

Thank you very much for taking part in this study. In a moment we will provide you with information about the study, but before we do, we would like to know your opinion of both Dr. Conway (the scientist who designed this study) and the study itself. Please indicate how much you agree or disagree with each statement below.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Dr. Conway is a good example of a scientist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dr. Conway represents what is characteristic of scientists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dr. Conway is an embodiment of the norms that exist in science.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
This study seems like a groundbreaking piece of research.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This study is of considerable scientific value.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is unlikely that this study will bring significant benefits to society.	<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"/>