

Introduction



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.

High Identification

Before we begin, we would like to get a sense of how you feel about science. Please take a moment to consider your opinion of science and scientists.

Please list **three** things that you feel are important about science:

One:	<input type="text"/>
Two:	<input type="text"/>
Three:	<input type="text"/>

Please list **three** things that you like about science:

One:

Two:

Three:

Please list **three** things that you have in common with scientists:

One:

Two:

Three:

Low Identification

Before we begin, we would like to get a sense of how you feel about science. Please take a moment to consider your opinion of science and scientists.

Please list **three** things that you feel are problematic about science:

One:

Two:

Three:

Please list **three** things that you dislike about science:

One:

Two:

Three:

Please list **three** things that differentiate you from scientists:

One:

Two:

Three:

Mediator Items

We would like to get a sense of your opinions about science. 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
I see myself as a supporter of science.	<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 scientists.	<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 a member of the scientific 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 other scientists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Everyone has a duty to support scientific initiatives if they can.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We all of have a role to play in advancing scientific knowledge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientists rely on members of the public to make their research successful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is not necessary for members of the general public to help scientists conduct their research.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel obliged to help with scientific research if I am able.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientific knowledge cannot advance without adequate support from the public.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You can generally trust scientists to do what is right.	<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 your agreement with each statement below.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Dishonesty in science is pretty rare.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If a scientist asks me to do something, I believe it is for a good cause.	<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
The benefits of science are greater than the harmful effects.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientists are more concerned with furthering their careers than with advancing knowledge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am generally sceptical of scientists' motives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science has made the world a better place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science is important for society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding scientific initiatives is generally a worthwhile investment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientific research is often a waste of time and resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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

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 identify with the researchers who designed this study.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel positive about the scientists who designed this research.	<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 identify with the goals of psychological science.	<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 furthering psychological science.	<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"/>