

Supporting Documentation: Identify with Science by Background

Description of task:

Participants consisted of scientists and humanities researchers working at U.K. universities. We manipulated participants' identification with science using the '3 things manipulation' (Haslam, Oaks, Reynolds & Turner, 1999) in which we asked participants to list either three things they liked about science (high identification condition) or three things they disliked about science (low identification condition). We also had a control group who were not asked to complete this task.

Consent Form:

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.

Debrief Form:

Dear Participant,

Thank you again for taking part in this study.

You were told that the aim of the study was to investigate neural networking in the brain by examining the way in which people associate words with images. However, we were more interested in the circumstances under which people follow experimental instructions. In particular, we wanted to know whether identification with scientific objectives influenced compliance: Are people more likely to persevere in a difficult task when highly identified with the reasons for performing that task?

In order to test this theory we asked you to either write down the positive aspects of scientific research or the negative aspects of scientific research (or you were not asked to write anything about science). We did this in order to prime you towards being highly identified with the research behind the study or negative identified with the same research. We then asked you to choose a negative word in order to describe the people portrayed within a set of photographs (or words). While photographs (words) in the first half of the questionnaire were of groups that it may have felt easy to justify describing negatively (i.e. The Klu Klux Klan), in the second half of the questionnaire this may have been more difficult. We were interested in whether your identification with the scientific objectives behind the research would make a difference in your decision to continue with the study. We predicted that those asked to report positive aspects of science would go further in the study than those asked to report negative aspects.

If you have any questions about this research or would like to withdraw your data from the study, please contact Megan Birney at meb205@exeter.ac.uk.

Thank you very much.

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