

## **Supporting Documentation: Peers Rebel Feedback**

### **Description of task:**

In this study, we gave participants feedback about how far others had supposedly gotten in the paradigm. Specifically, participants were told that most drop-outs occurred after trial 8 and after trial 18 (mirroring Milgram's study) and that these people were either members of their in-group (other university educated participants) or their out-group (non-educated participants)

## 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 the behaviour of others would influence compliance: Are people more likely to drop out of a difficult task if others they identify with are doing the same?

Previous research suggests that we are more influenced by groups we are a part of than by groups we don't belong to. Because we only advertised this study to university students, we used education level to define your in-group and your out-group. Hence, you were either given feedback regarding how far in the paradigm members of your in-group went (university educated participants) or how far out-group members went (non-university educated participants). We then asked you to choose a negative word in order to describe the people portrayed within a set of photographs. While photographs 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 predicted that those given information about university educated participants would be more likely to follow what others had done than those given information about non-university educated participants.

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](mailto:meb205@exeter.ac.uk)

Thank you very much.

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