

Demographics

Thank you for taking part in this study.

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 | |

Words



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"/>

Klu Klux Klan Members

Please rate these people.

These people are:

- Grubby
- Brutal
- Insolent
- Sly
- Moronic

To continue to the next picture, please click the red button below.

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

Stop Study

Terrorists

Please rate these people.

These People Are:

Dim-Witted



Dirty



Barbaric



Smug



Treacherous



To continue to the next picture, please click the red button below.

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

☐ Stop Study

Drug Dealers

Please rate these people.

These People Are:

Vicious



Egotistical



Dishonest



Ignorant



Idle



To continue to the next picture, please click 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

Robbers

Please rate these people.

These People Are:

Egotistical



Untrustworthy



Rude



Slovenly



Aggressive



To continue to the next picture, please click 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

Hooligans

Please rate these people.

These People Are:

Treachorous



Moronic



Idle



Aggressive



Arrogant



To continue to the next picture, please click 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

Street Gangs

Please rate these people.

These People Are:

Sly



Ignorant



Slovenly



Cruel



Smug



To continue to the next picture, please click 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

Bankers

Please rate these people.

These People Are:

Dishonest



Rude



Lazy



Barbaric



Insolent



To continue to the next picture, please click 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

Soldiers

Please rate these people.

These People Are:

Untrustworthy



Stupid



Dirty



Brutal



Egotistical



To continue to the next picture, please click 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

Politicians

Please rate these people.

These people are:

Rude



Idle



Brutal



Smug



Deceitful



To continue to the next picture, please click 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

Traffic Wardens

Please rate these people.

These people are:

Ignorant



Grubby



Barbaric



Arrogant



Sly



To continue to the next picture, please click 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

Police Officers

Please rate these people.

These people are:

Moronic



Dirty



Cruel



Smug



Dishonest



To continue to the next picture, please click 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

Judges

Please rate these people.

These people are:

Dim-witted



Lazy



Barbaric



Insolent



Treacherous



To continue to the next picture, please click 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

Journalists

Please rate these people.

These people are:

Slovenly



Aggressive



Egotistical



Dishonest



Ignorant



To continue to the next picture, please click 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

Professional Footballers

Please rate these people.

These people are:

Grubby



Brutal



Smug



Treacherous



Stupid



To continue to the next picture, please click 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

Actors

Please rate these people.

These people are:

Idle



Vicious



Insolent



Sly



Dim-witted



To continue to the next picture, please click 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

Fire Fighters

Please rate these people.

These people are:

Barbaric



Smug



Deceitful



Stupid



Dirty



To continue to the next picture, please click 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

Doctors

Please rate these people.

These people are:

Dirty



Brutal



Conceited



Untrustworthy



Moronic



To continue to the next picture, please click 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

Ambulance Drivers

Please rate these people.

These people are:

Conceited



Vicious



Grubby



Dim-witted



Deceitful



To continue to the next picture, please click 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

Joggers

Please rate these people.

These people are:

Insolent



Brutal



Grubby



Moronic



Sly



To continue to the next picture, please click 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

Bus Drivers

Please rate these people.

These people are:

Cruel



Slovenly



Stupid



Untrustworthy



Egotistical



To continue to the next picture, please click 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

Shop Assistants

Please rate these people.

These people are:

Brutal

☐

Dirty

☐

Moronic

☐

Treacherous

☐

Smug

☐

To continue to the next picture, please click 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

Teachers

Please rate these people.

These people are:

Dirty

☐

Rude

☐

Dishonest

☐

Viscous

☐

Arrogant

☐

To continue to the next picture, please click 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

Teenagers

Please rate these people.

These people are:

Treacherous



Dim-witted



Slovenly



Aggressive



Egotistical



To continue to the next picture, please click 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

Nurses

Please rate these people.

These people are:

Vicious



Insolent



Dirty



Dim-witted



Sly



To continue to the next picture, please click 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

Aid Workers

Please rate these people.

These people are:

Cruel



Stupid



Slovenly



Dishonest



Smug



To continue to the next picture, please click 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

Pensioners

Please rate these people.

These people are:

Barbaric



Treacherous



Stupid



Dirty



Conceited



To continue to the next picture, please click 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

Families

Please rate these people.

These people are:

Lazy



Ignorant



Untrustworthy



Aggressive



Insolent



To continue to the next picture, please click 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

Charity Workers

Please rate these people.

These people are:

Grubby

☐

Arrogant

☐

Cruel

☐

Rude

☐

Deceitful

☐

To continue to the next picture, please click 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

Holiday Makers

Please rate these people.

These people are:

Dishonest

☐

Dim-witted

☐

Arrogant

☐

Idle

☐

Barbaric

☐

To continue to the next picture, please click 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

Young Children

Please rate these people.

These people are:

EgotisticalBarbaricDirtyMoronicDishonest

To continue to the next picture, please click 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

Word Post-Study

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"/>

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think this research 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 better understand this research topic.	<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"/>

Paradigm-Neuro



The current study is part of a larger project taking place within the Cognitive Neuroscience Research Group at the University of Exeter. Our aim is to examine the process by which people make **word-group associations**, a topic of considerable interest to cognitive neuroscientists interested in neural networking in the brain.

Your task is to look at images portraying groups of people and to select a **negative word** that you associate with each group. Your responses will help neuroscientists understand the process of word-group associations 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"/>

Between 1 (soft science) and 10 (hard science) please rate how you perceive cognitive neuroscience as a discipline.

Soft Science	2	3	4	5	6	7	8	9	Hard Science
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Between 1 (pseudo science) and 10 (proper science) please rate how you perceive cognitive neuroscience as a discipline.

Pseudo Science	2	3	4	5	6	7	8	9	Proper Science
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Please rate the people in this picture.

These people are:

Grubby	Brutal	Insolent	Sly	Moronic
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Cognitive Neuroscience
Research Group



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

Cognitive Neuroscience
Research Group





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

Cognitive Neuroscience
Research Group





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

Cognitive Neuroscience
Research Group





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

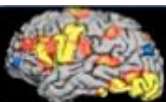


Please continue. Click on the red button below.

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

☐ Stop Study

Cognitive Neuroscience
Research Group





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

Cognitive Neuroscience
Research Group





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

Cognitive Neuroscience
Research Group





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

Cognitive Neuroscience
Research Group





Please rate the people in this picture.

These people are:

Conceited



Vicious



Grubby



Dim-witted



Deceitful

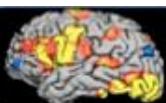


Please continue. Click on the red button below.

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

☐ Stop Study

Cognitive Neuroscience
Research Group





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

Cognitive Neuroscience
Research Group





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

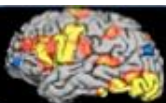


Please continue. Click on the red button below.

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

☐ Stop Study

Cognitive Neuroscience
Research Group





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

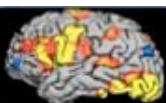


Please continue. Click on the red button below.

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

☐ Stop Study

Cognitive Neuroscience
Research Group





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

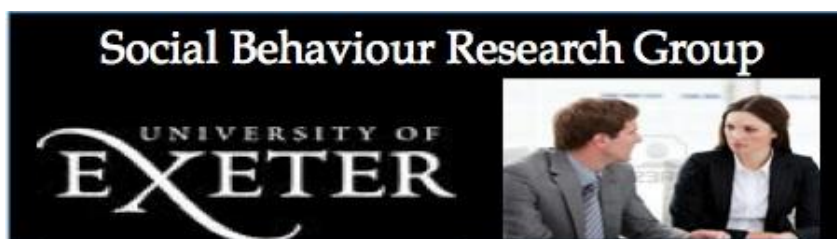


Please continue. Click on the red button below.

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

☐ Stop Study

Paradigm-Social



The current study is part of a larger project taking place within the Social Behaviour Research Group at the University of Exeter. Our aim is to examine the process by which people make **word-group associations**, a topic of considerable interest to social researchers interested in the way people interact with one another.

Your task is to look at images portraying groups of people and to select a **negative word** that you associate with each group. Your responses will help social researchers understand the process of word-group associations which is important for understanding the social 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"/>

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
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"/>

Between 1 (soft science) and 10 (hard science) please rate how you perceive social behaviour research as a discipline.

Soft Science	2	3	4	5	6	7	8	9	Hard Science
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Between 1 (pseudo science) and 10 (proper science) please rate how you perceive social behaviour research as a discipline.

Pseudo Science	2	3	4	5	6	7	8	9	Proper Science
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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

**Social Behaviour
Research Group**





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 All

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 this research 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 better understand this research topic.	<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"/>

If you have any comments about this study, please write them here: