

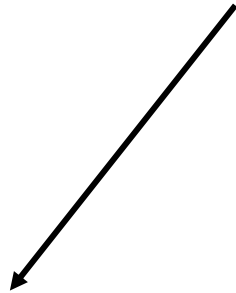
Sequential Priming Task (SPP) description

- Target words are presented 1-by-1 on the computer screen
- Participants' task is to classify target words based on valence
- For example, ...

If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT

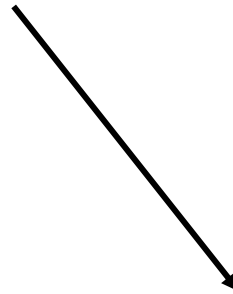
peace



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT

garbage



Affective Priming

- The ease (or difficulty) with which the evaluative target classification task is performed is affected by the valence of preceding word (prime).
- In the following demonstration, the prime is presented in UPPERCASE and the target continues to be presented in lowercase.
- For example...

If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT

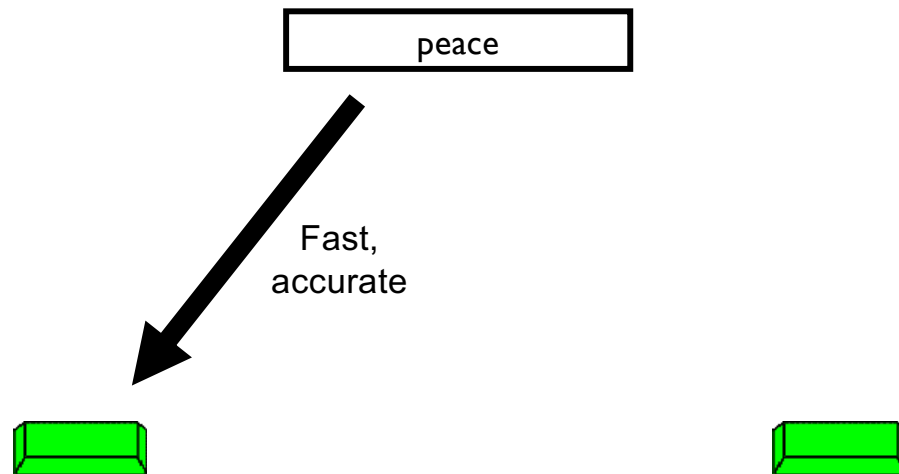
PUPPY



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT

Congruent trials \Rightarrow facilitation



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT

PUPPY



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT

Incongruent trials \Rightarrow inhibition

garbage

Slow, less
accurate



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT

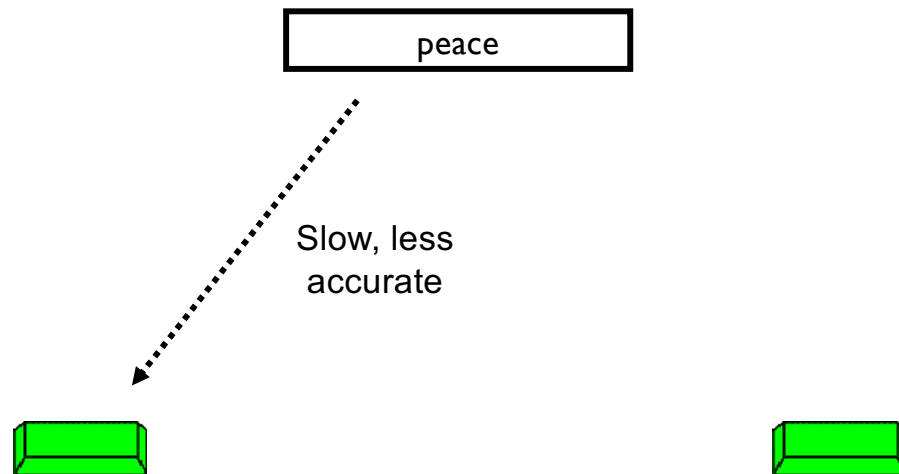
INSECT



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT

Incongruent trials \Rightarrow inhibition



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT

INSECT



If
PLEASANT
press LEFT

If
UNPLEASANT
press RIGHT

Congruent trials \Rightarrow facilitation

garbage

fast,
accurate



References

- Original implementation:
 - Fazio, R., Sanbonmatsu, D., Powell, M., & Kardes, F. (1986). On the automatic activation of attitudes. *Journal of Personality and Social Psychology*, 50, 229–238.
- Modified to assess implicit evaluations of significant others
 - Zayas, V., & Shoda, Y. (2015). Love you? Hate you? Maybe it's both: Significant persons trigger bi-valent priming. *Social and Personality Psychological Science*, 6, 56-64. doi: 10.1177/1948550614541297