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
If PLEASANT press LEFT
If UNPLEASANT press RIGHT

*Congruent* trials ⇒ facilitation

Fast, accurate
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 ⇒ 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

Slow, less accurate
If PLEASANT press LEFT
If UNPLEASANT press RIGHT
If PLEASANT press LEFT
If UNPLEASANT press RIGHT
If PLEASANT press LEFT

If UNPLEASANT press RIGHT

**Congruent** trials ⇒ facilitation

garbage

fast, accurate
References

• Original implementation:

• Modified to assess implicit evaluations of significant others