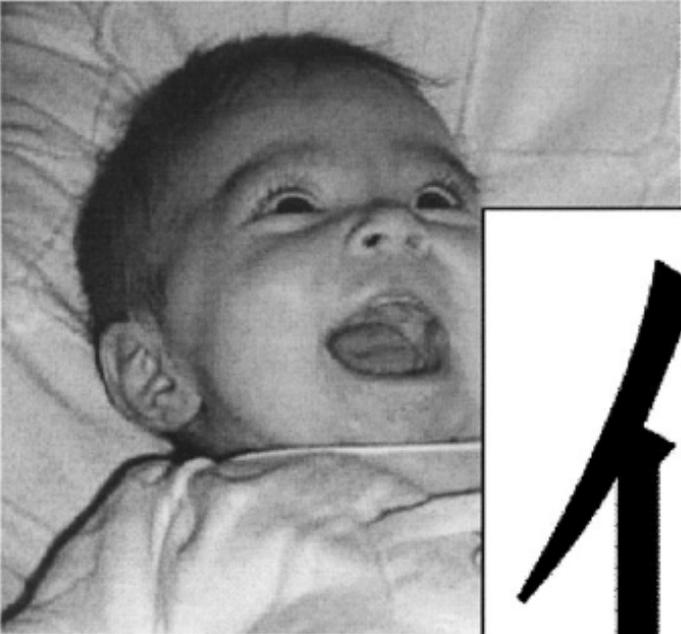


Affect Misattribution Paradigm

Keith Payne

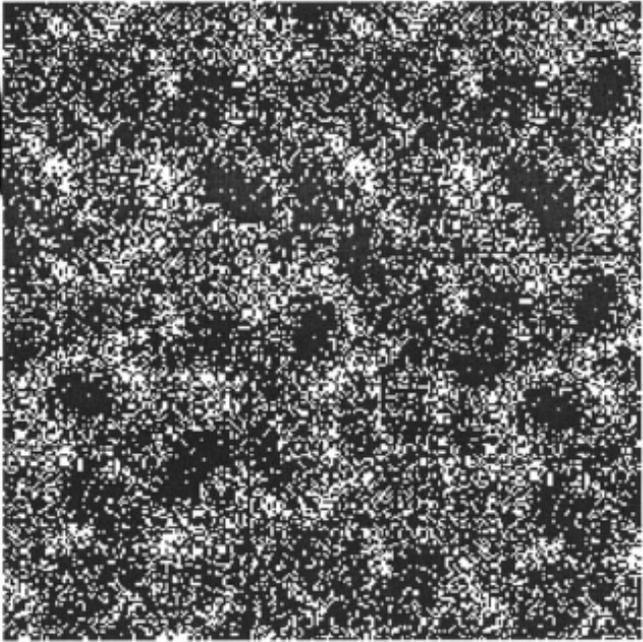
75 ms.



Blank Screen – 125 ms.



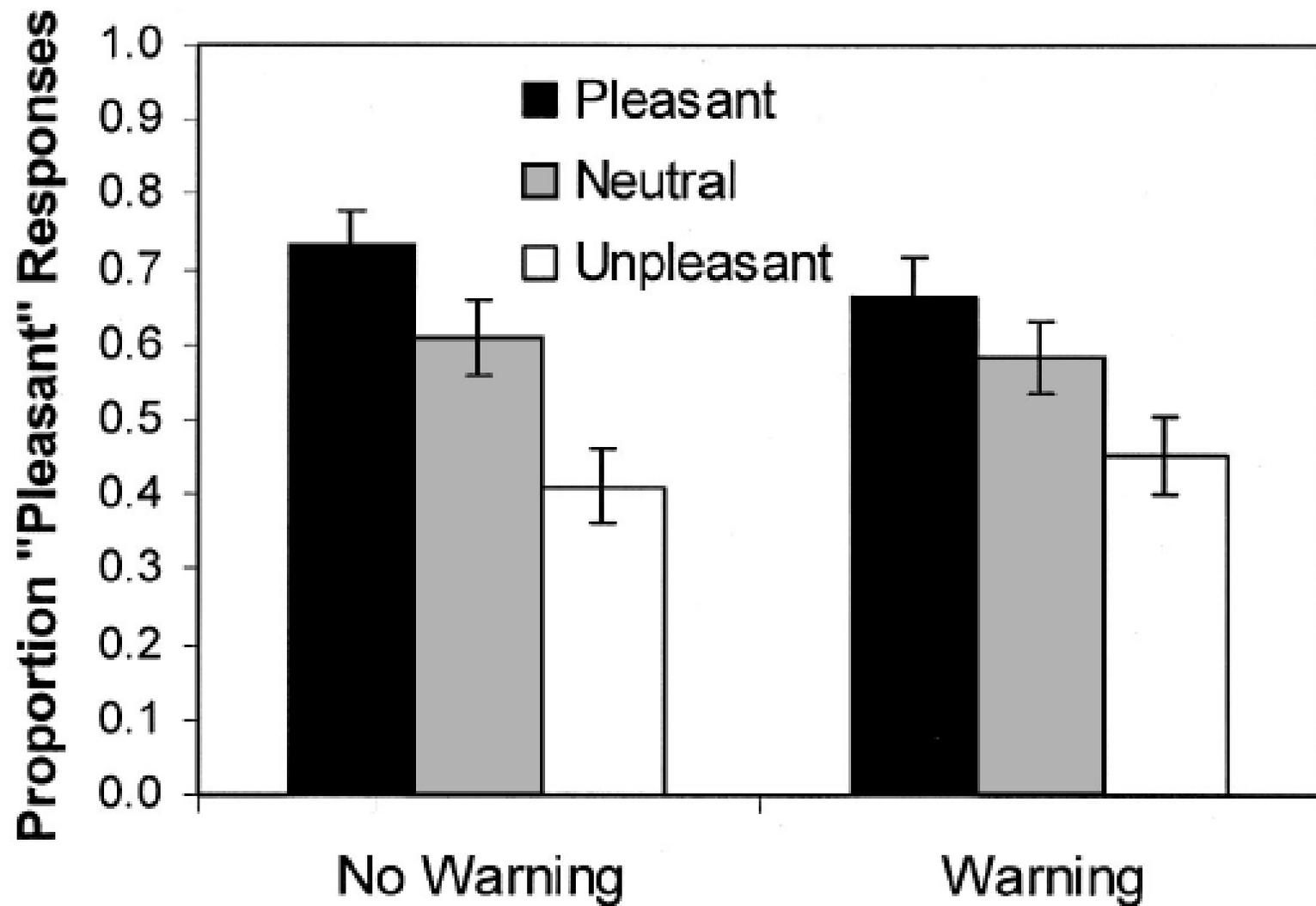
100 ms.

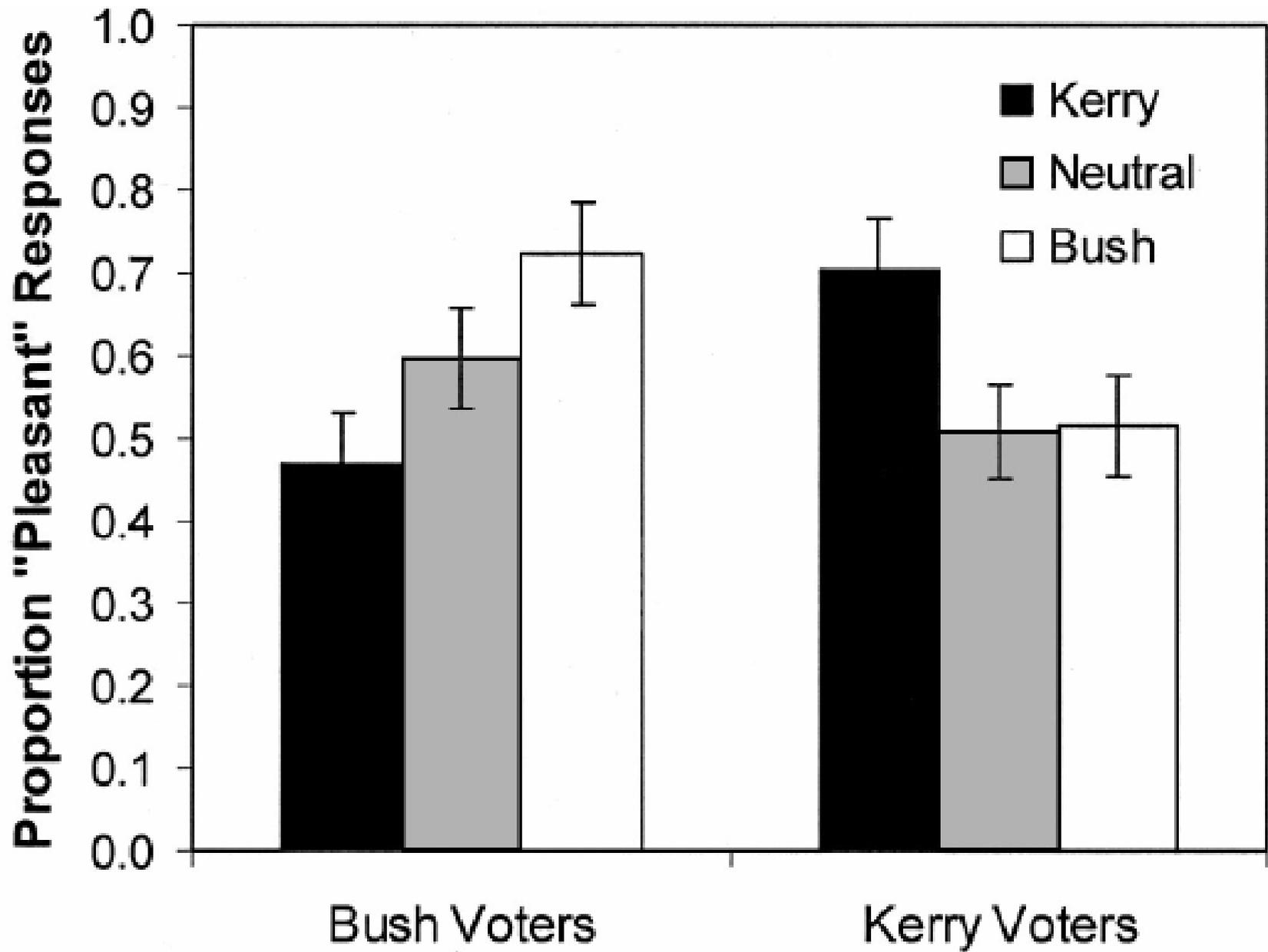


Press "Pleasant" or "Unpleasant"

Instruction

- Ignore the real life picture
- Judge the pleasantness of the Chinese pictograph





$r = .65$ with explicit attitude

Measuring Knowledge about Politics

What job or office does
Dick Cheney hold?

What job or office does
Dick Cheney hold?



What job or office does
John Roberts hold?

What job or office does
John Roberts hold?



Who is This?



The Implicit Association Test

<https://implicit.harvard.edu/implicit/demo/selectatest.html>

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Ad\Willie Horton Ad Nov 15.flv