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?
The Implicit Association Test

https://implicit.harvard.edu/implicit/demo/selectatest.html
Show Ads

c:\Music Dwnloads\RATS ad\RATS ad Nov 15.flv

c:\Music Dwnloads\Willie Horton Ad\Willie Horton Ad Nov 15.flv