Lecture 11

Priming

- Unconscious Cognition: An Introduction
- Semantic associations and Priming
    - Some real-life examples
- Semantic association networks
    - Models for moving from thought to thought
- The consequences of priming
    - Effects on cognition and behavior

Unconscious Cognitive Processes

From *Blades of Glory*

Semantic Associations

Smelling a milk ad at a San Francisco bus stop

Semantic Associations

Old logo

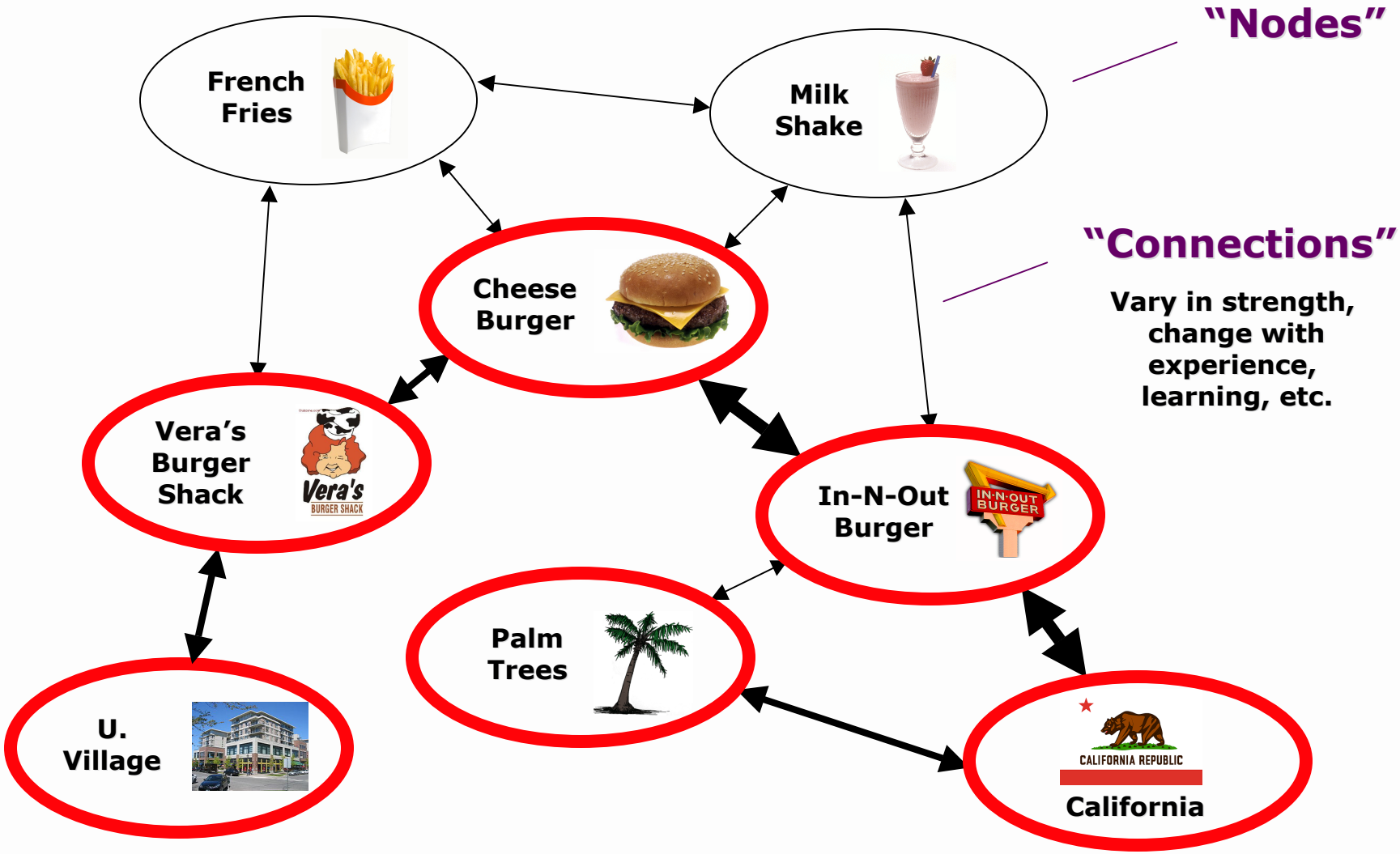
New logo

A corporate marketing example

Semantic Associations

A real-life example

Semantic Association Networks



"Nodes"

"Connections"

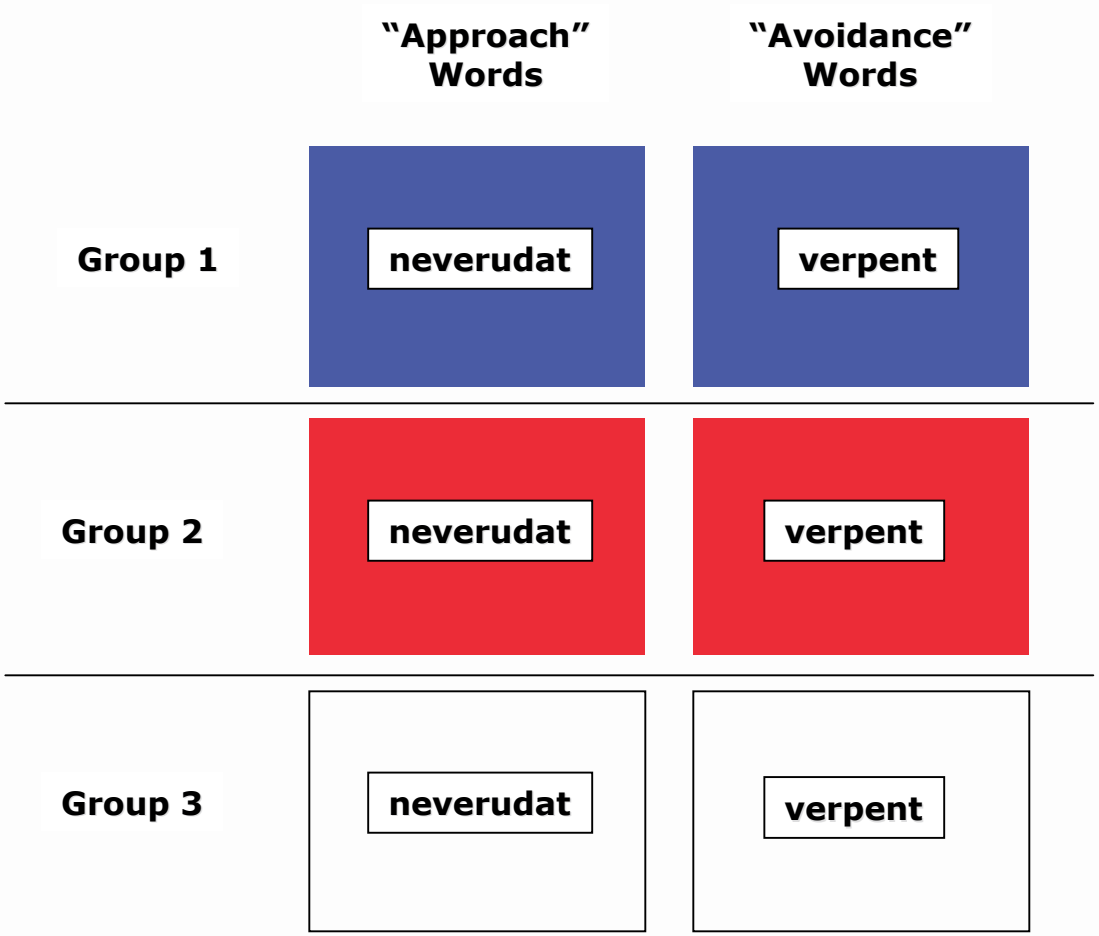
Vary in strength, change with experience, learning, etc.

A Test of Anagram Skill

Can you unscramble the word?

neverudat

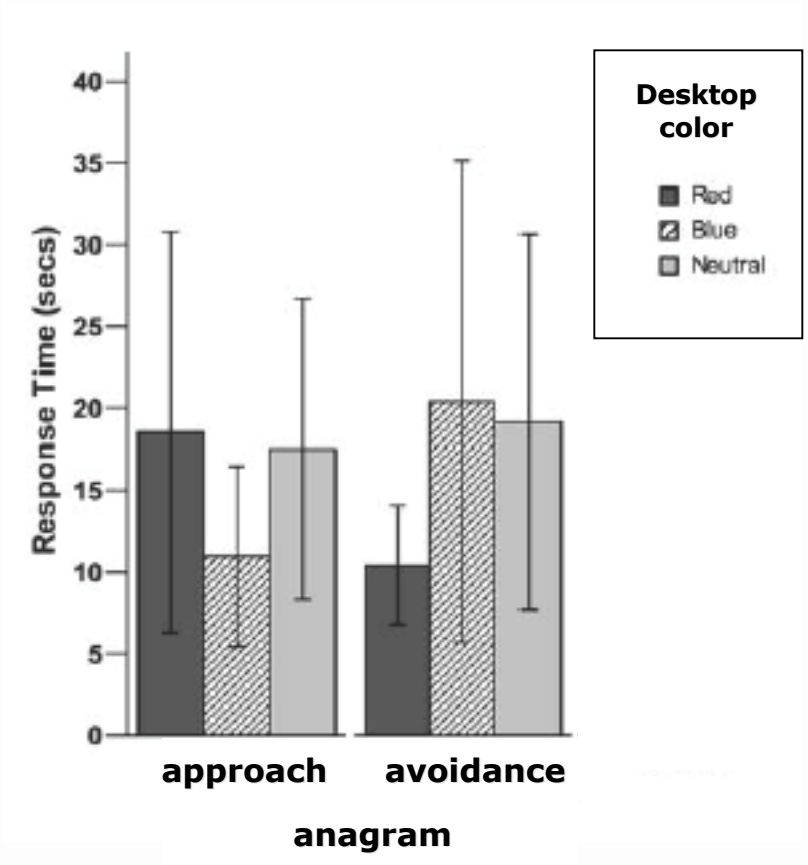
Priming and Motivation



Zhou (2009)

Priming and Motivation

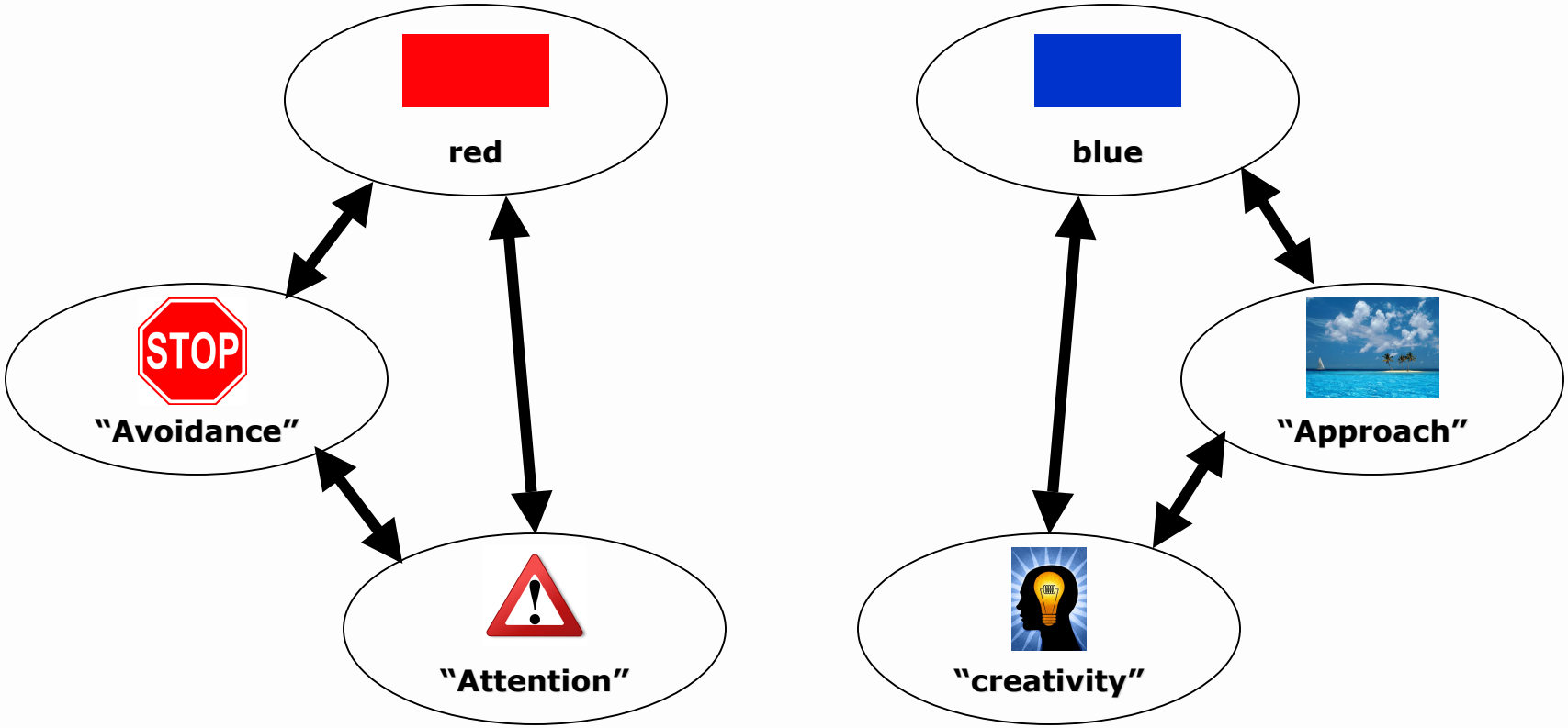
"Approach" anagrams were solved more quickly when done on a computer with a blue desktop, "avoidance" anagrams were solved more quickly when done on a computer with a red background.



Zhou (2009)

Priming and Mental States

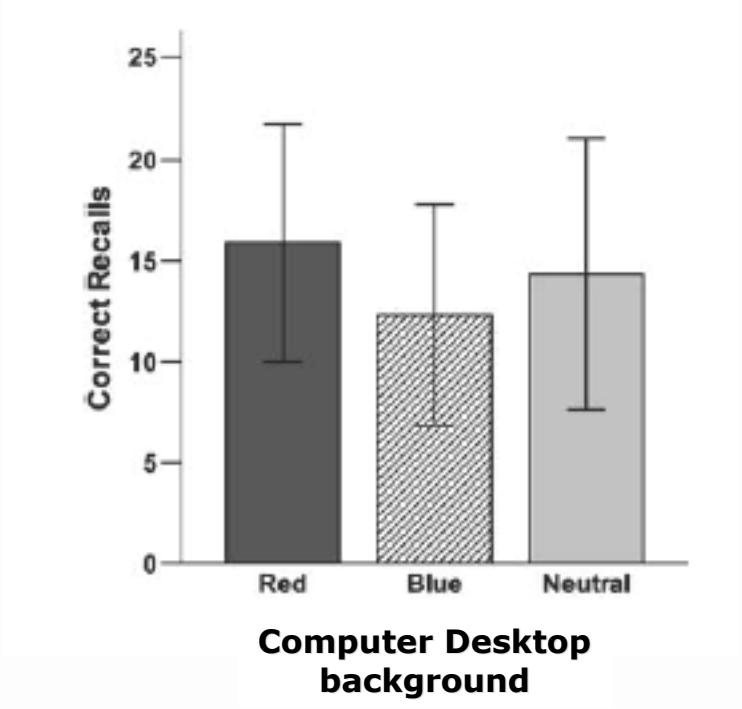
The Model Being Tested



Zhou (2009)

Priming and Attention

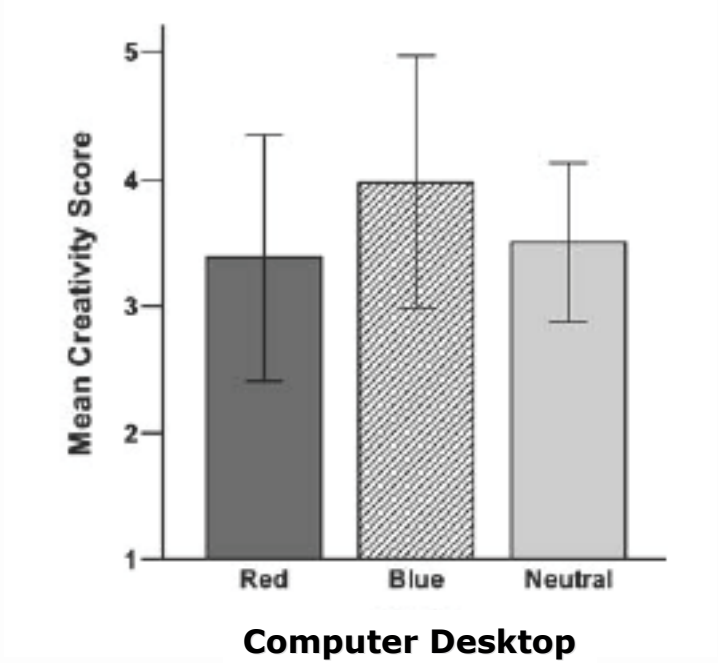
When asked to memorize a list of words, participants recalled significantly more words when the list was shown on a computer with a red background, relative to a blue or neutral background.



Zhou (2009)

Priming and Creativity

When asked to generate as many uses for a brick as they could think of, participants who worked on a computer with a blue background produced significantly more creative uses, relative to those who did the task with a red or neutral background.



Zhou (2009)

A Test of Sentence Unscrambling

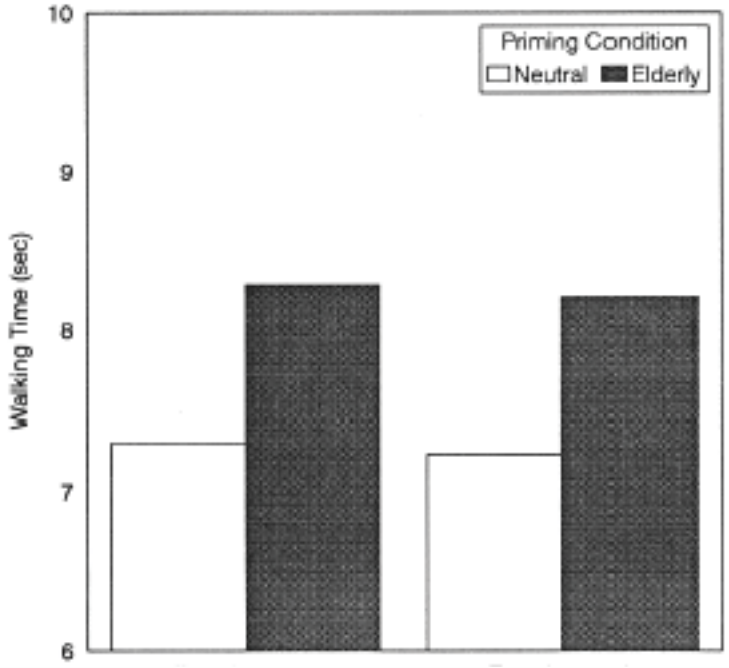
Make 4-word sentences out of the 5 given words

- **Shoes give replace old the**
- **Sky the seamless gray is**
- **Us bingo sing play let**
- **From are Florida oranges temperature**

Priming and Behavior

Priming age stereotypes

When people unscrambled sentences with words commonly associated with the elderly (e.g., grey, Florida, retirement), they walked more slowly when leaving the testing room, relative to people who unscrambled sentences that were neutral with respect to priming.

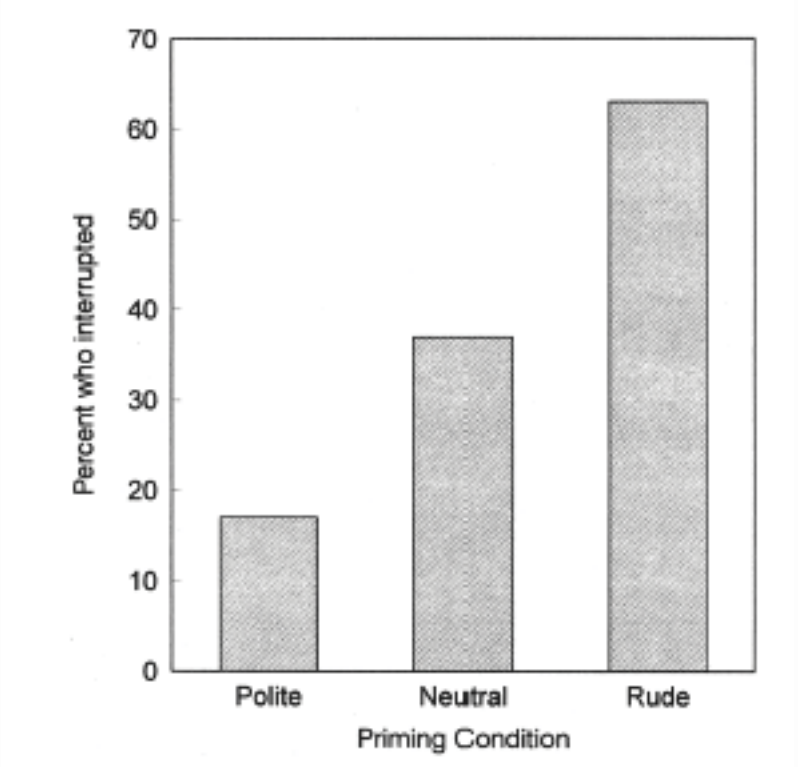


Bargh (1996)

Priming and Behavior

Priming rudeness

Relative to a neutral Priming condition, when people unscrambled sentences with words commonly associated with rudeness, they were More likely to then Interrupt an experimenter Having a conversation, And when people unscrambled Sentences assoicated with Politeness, they were Less likely to interrupt.



Bargh (1996)