



Slide 4

**Staats and Staats (1958)**

1. They presented meaningless syllables
  - The first group had it paired with positive words
  - The second group had it paired with negative words
2. After the procedure, participants rated the "potential" of those syllables

**Results:** The syllables paired with the positive words were rated as more positive and the syllables paired with the negative words as more negative

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Slide 5



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Slide 6



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