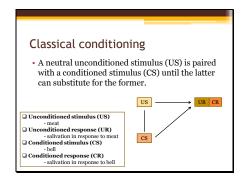
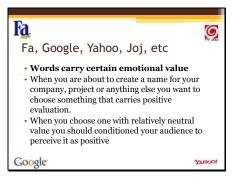
Slide 1



Slide 2



Slide 3



Slide 4

Staats and Staats (1958)

- They presented meaningless syllables
 The first group had it paired with positive words
 The second group had it paired with negative words
 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

Slide 5



Slide 6



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Slide 7



Slide 8



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