

SUPPLEMENTARY MATERIALS

Norming for “color similarity”:

To ensure that word pairs selected for the “color-related” condition indeed referred to things that are likely to be the same color, two separate groups of 30 participants (who did not participate in the priming study) were presented with the following instructions:

Two words will appear on the screen.

Picture the objects that the words refer to and rate them according to how likely they are to be the same color.

For example, “brownie” and “moose” refer to things that are often very similar in color. Therefore this pair would get a higher rating than “carpet” and “grapes”, which refer to things that are often different in color.

Use this scale:

1	2	3	4	5	6	7	
very unlikely							very likely
to be the							to be the
same <u>color</u>							same <u>color</u>

Norming for “importance of color”:

To ensure that color is important for recognizing objects that comprised color-related pairs, a separate group of 30 participants (who did not participate in the priming study or the norming study described above) were asked to rate each object on “How important is color for recognizing this object?” on a 1-7 scale, from “not important” to “extremely important”.

Instructions for animal judgment priming task:

“On each trial, one word will flash and then a second word will stay on the screen. Press “A” if the second word is an animal. Press “I” if it is not an animal. (Do not respond to the first word unless you see the prompt “Was the first word an animal?”).

Post-test questions

All 120 participants were given a post-test questionnaire that asked what they thought the experiment was about. Ninety-three were also explicitly asked whether they noticed any relationships between the first and second word. No participant guessed the purpose of the experiment, and only two noticed that the 1st and 2nd words occasionally referred to things of the same color. The pattern was unchanged with these two participants removed (in fact, effects were stronger).

Stroop task procedure (additional details)

The word remained on the screen until the response. The inter-trial interval was 500ms.

STIMULI:

<u>RELATED PRIME</u>	<u>CONTROL PRIME</u>	<u>TARGET</u>
toast	candy	acorn
cigar	mirror	almond
ruby	kite	apple
basil	curry	asparagus
ivy	wine	avocado
dandelion	carnation	banana
sour cream	padlock	baseball
carrot	doorknob	basketball
tomato	onion	beets
garlic	sandwich	birch
sugar	curtain	bone
radish	necklace	brick
lawn	granola	broccoli
lemonade	club soda	butter
chopsticks	chocolate	cardboard box
panther	leopard	cauldron
mayonnaise	vinegar	cauliflower
lily pad	mushroom	celery
duct tape	flashlight	cement
polar bear	kangaroo	chalk
sun	barn	cheese
rose	tulip	cherry
tuxedo	sneakers	coal
emerald	pendant	cucumber
corn	wheat	daffodil
toilet paper	toothbrush	egg
plum	pineapple	eggplant
lime	berry	fern
pepperoni	lantern	fire extinguisher
iguana	scorpion	forest
swan	duck	ghost
beaver	chicken	gingersnap
cotton	mitten	glue
peas	nest	grass
frog	moth	guacamole
canary	pigeon	highlighter
egg yolk	yogurt	lemon
dollar	sandal	lettuce
lizard	beetle	lima bean
potato	canteen	log
snowball	hammer	marshmallow
snow	key	milk
cinnamon	vanilla	nut
grasshopper	tarantula	palm tree
spinach	pretzel	pear
salt	bagel	pearls
algae	mold	pickle
beans	oats	pine tree
cabbage	pasta	relish
lab coat	test tube	rice
heart	bracelet	salsa
mustard	violin	school bus
ketchup	telephone	stop sign
blood	beer	strawberry
sunflower	laptop	taxicab
raven	robin	tire
clover	spider	vine
iceberg	mountain	volleyball
peanut butter	sunglasses	wood