



Manipulation of Imagery Modulates Affective Priming

Ben-Curtion University of the

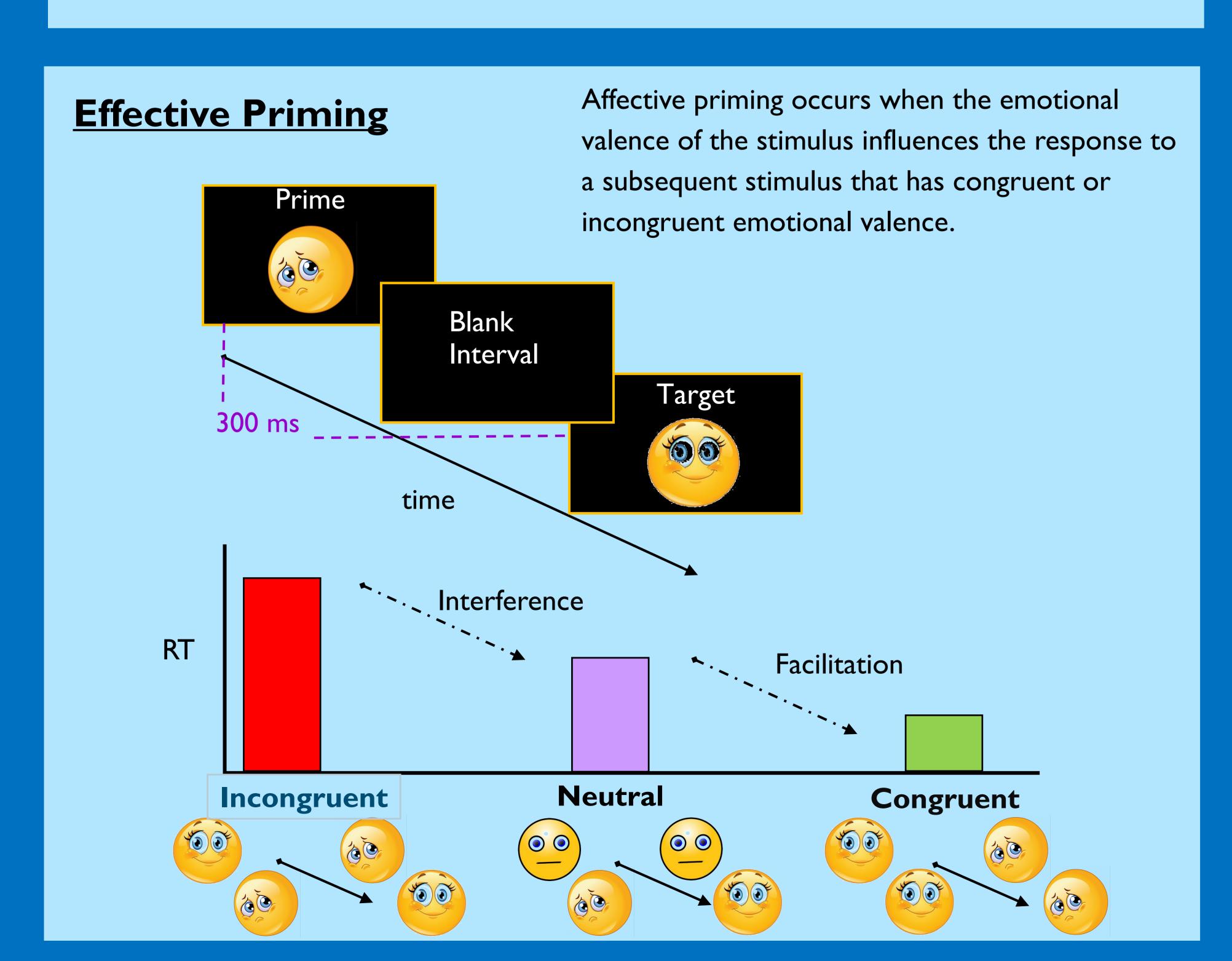
The Cognitive
Neuropsychology Lab

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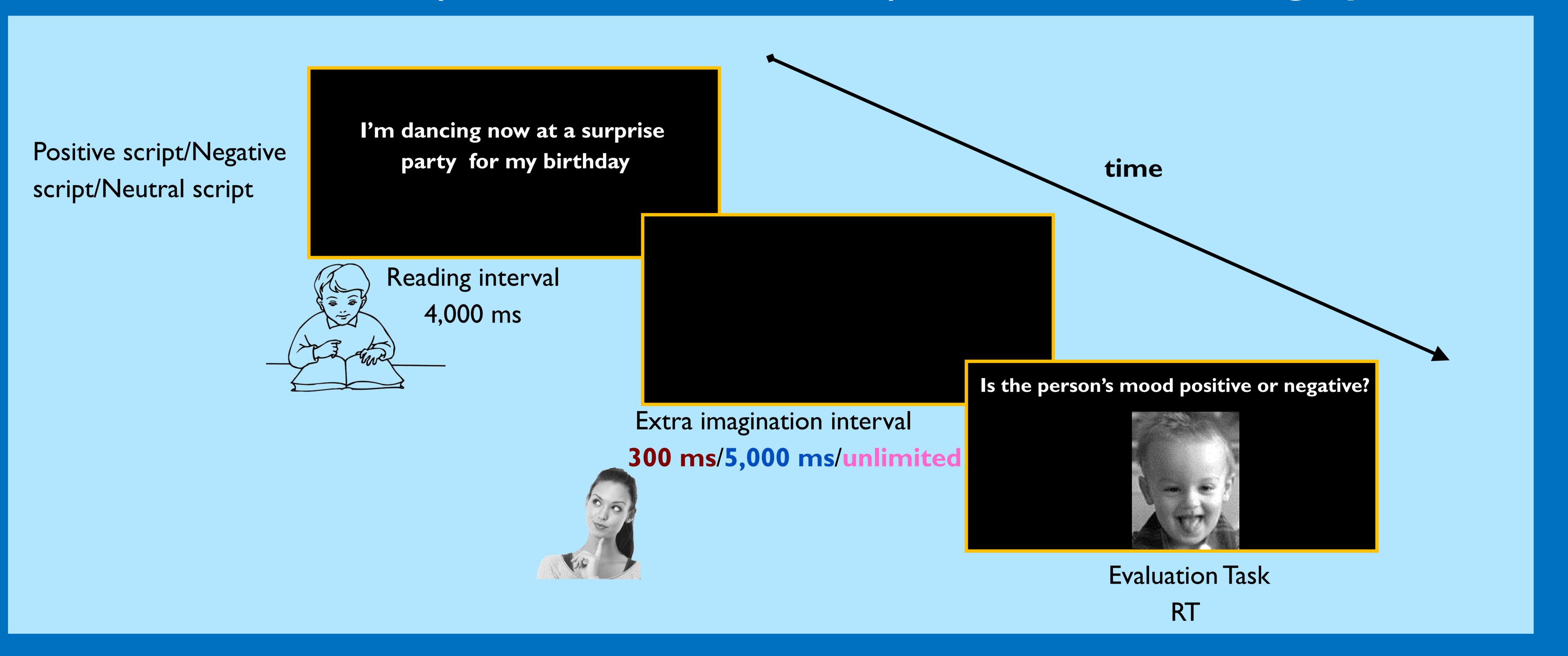
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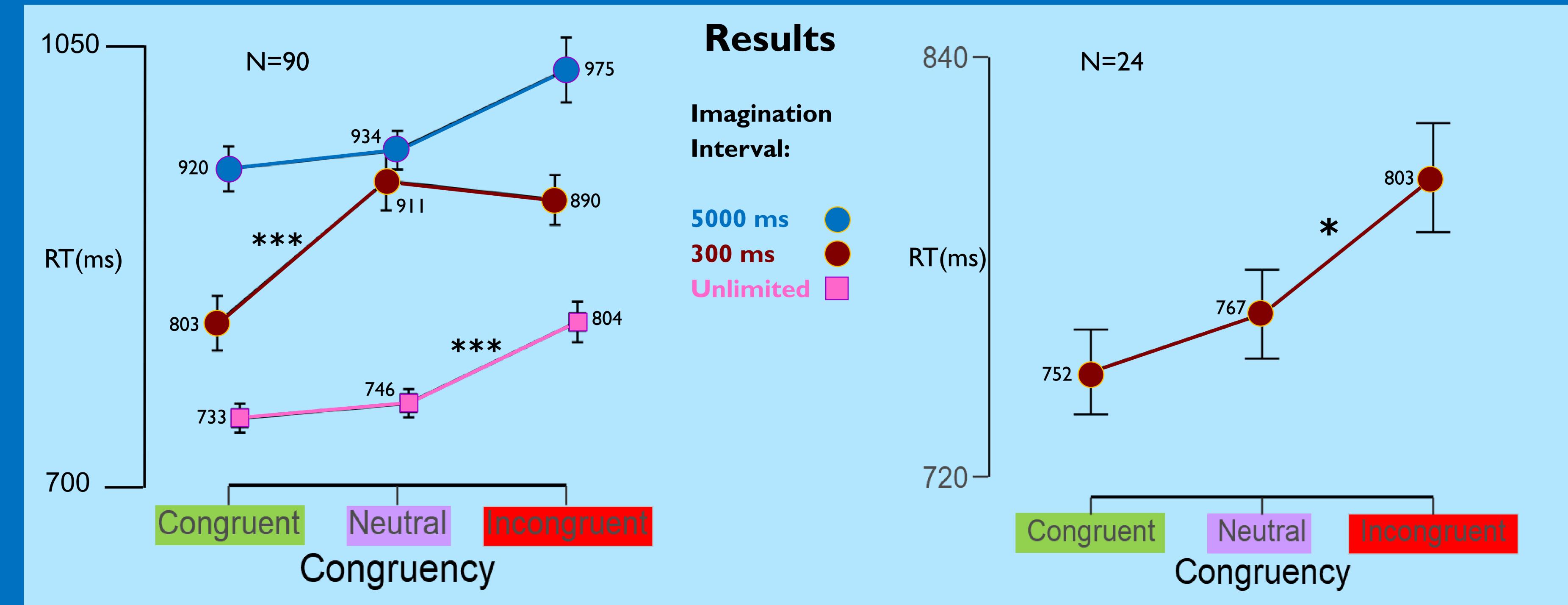
Background

Emotional Imagery O (s||u|) L/L/D -50 Similar patterns in valence modulation of respiratory resistance during viewing and imagery of affective stimuli (based on Ritz et al. (2002)

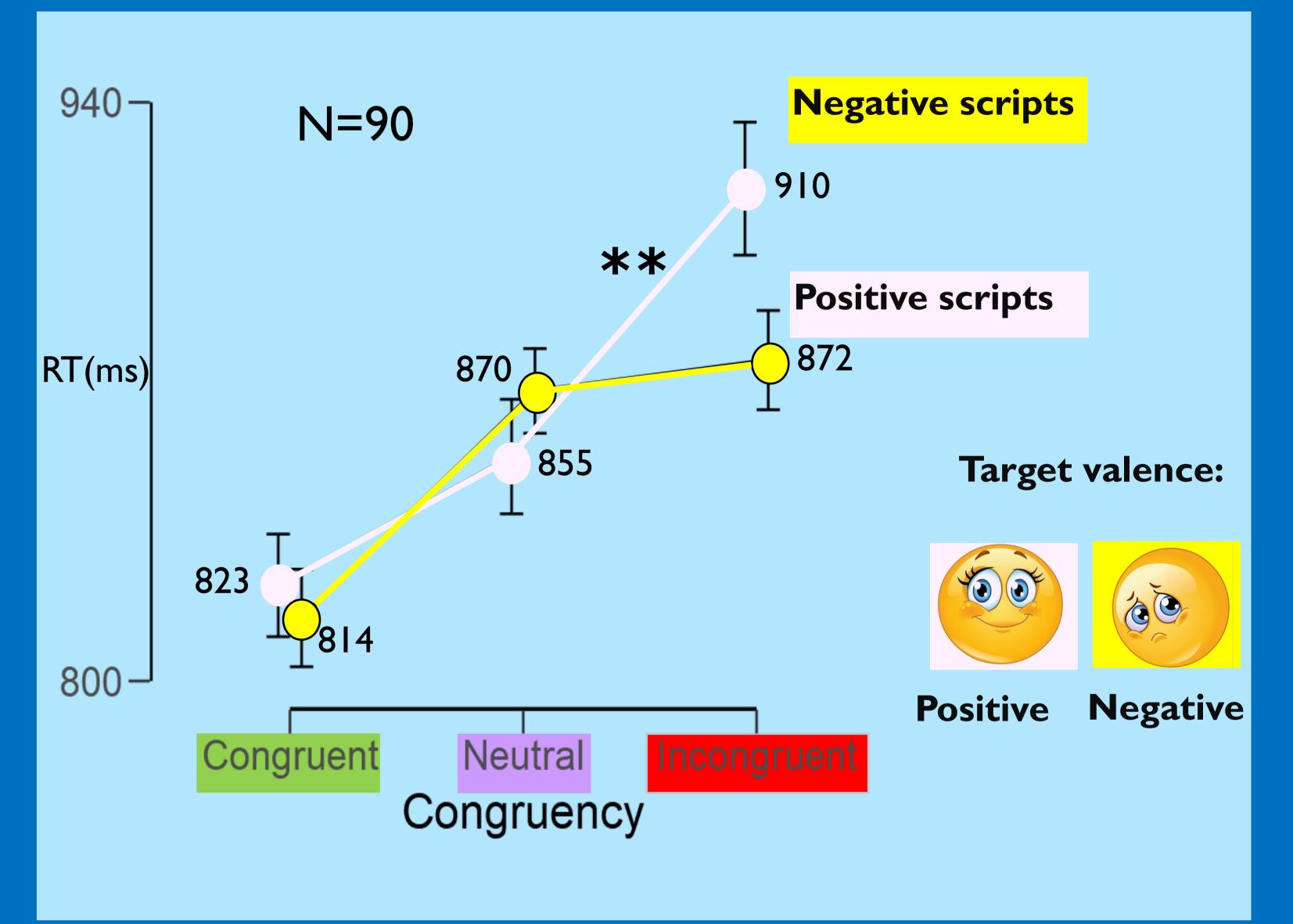


Method: EDT (Evaluation Decision Task) With Emotional Imagery





Advance Analysis



Discussion

- I. Script-driven imagery can trigger affective priming.
- 2. There is only an interference effect and it is mainly with negative primes.

What next?

- I.How does the imagination interval affect the effect? Better control over reading time (by reducing the reading interval or displaying words one after the other) will allow us to examine this issue.
- 2. How does the intentional imagination affect the effect? Manipulating the intentionality component will allow us to examine this issue.

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