

## THE RESULTS



**Table 1** Summary of Results

Study	Experiment	Condition	Mean	SD	Significance
Study 1	Experiment 1	Control	78.5	5.2	p < .001
		Target	82.1	4.8	
	Experiment 2	Control	80.2	4.9	
		Target	83.8	5.1	
Study 2	Experiment 1	Control	79.8	5.5	p < .01
		Target	81.5	5.3	
	Experiment 2	Control	81.1	5.0	
		Target	84.2	5.2	
Study 3	Experiment 1	Control	77.9	5.4	p < .001
		Target	81.3	5.1	
	Experiment 2	Control	79.5	5.2	
		Target	83.1	4.9	

**Table 2** Detailed Results and Statistical Analysis

Study	Experiment	Condition	Mean	SD	df	F	p	η <sup>2</sup>
Study 1	Experiment 1	Control	78.5	5.2	1, 30	18.2	< .001	.41
		Target	82.1	4.8				
	Experiment 2	Control	80.2	4.9				
		Target	83.8	5.1				
Study 2	Experiment 1	Control	79.8	5.5	1, 30	12.1	.001	.28
		Target	81.5	5.3				
	Experiment 2	Control	81.1	5.0				
		Target	84.2	5.2				
Study 3	Experiment 1	Control	77.9	5.4	1, 30	19.5	< .001	.42
		Target	81.3	5.1				
	Experiment 2	Control	79.5	5.2				
		Target	83.1	4.9				