

the four preparation-IRAP trial-types were presented to participants. The dotted arrows with text boxes superimposed in Figure 1 indicate the responses deemed consistent (e.g., “Pleasant”-Pleasant Items-*Similar*) or inconsistent (e.g., “Pleasant”-Pleasant Items-*Opposite*); text boxes and arrows did not appear on screen during the experiment.

Figure 2 illustrates the format in which the SIP-IRAP’s four trial-types were presented. The SIP-IRAP’s target stimuli, listed in Table 2, consisted of four social acceptance words communicated in tobacco advertising (cool, tough, independent, and popular) and four social rejection words (uptight, needy, weak, and lame). The SIP-IRAP’s eight target stimuli, when individually combined with each sample stimulus (i.e. “Smoker” versus

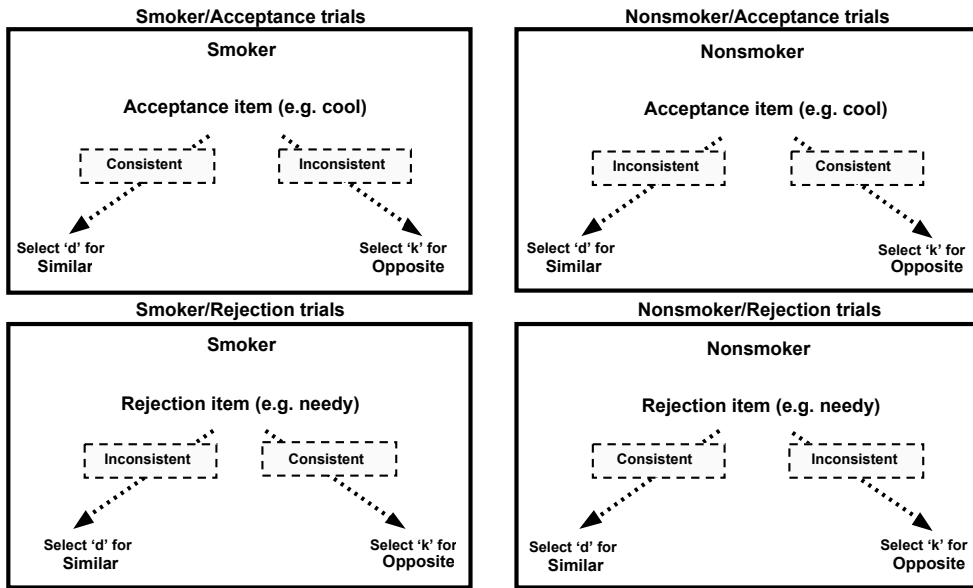


Figure 2. Examples of the Smoker-identity IRAP’s four trial-types showing responses deemed consistent versus inconsistent.

Table 2. The Four Stimulus-response Combinations deemed Consistent in the Smoker-identity IRAP.

Sample 1	Acceptance targets	Sample 2	Rejection targets	Sample 1	Rejection targets	Sample 2	Acceptance targets
Smoker	Cool	Nonsmoker	Uptight	Smoker	Uptight	Nonsmoker	Cool
	Tough		Weak		Weak		Tough
	Independent		Needy		Needy		Independent
	Popular		Lame		Lame		Popular
Response option 1		Response option 1		Response option 2		Response option 2	
Similar		Similar		Opposite		Opposite	

Note. By implication all of the other four possible stimulus-response combinations are deemed inconsistent.