

Semantic Habits Measure

Items

E-plus versus C Subscale

Stimulus word	E-plus alternative (per cent)	C alternative (per cent)
football:	61 exciting	39 game
steak:	53 tasty	47 meat
peacock:	66 beautiful	34 bird
eagle:	42 brave	58 bird
racer:	53 thrilling	47 car
chair:	40 comfortable	60 furniture
ballerina:	38 graceful	62 dancer
silk:	44 beautiful	56 cloth
orchid:	37 pretty	63 flower
kitten:	58 friendly	42 animal
movie:	42 enjoyable	58 entertainment
aspirin:	52 helpful	48 pill
chocolate:	56 sweet	44 candy
apple:	14 sweet	86 fruit
skiing:	60 thrilling	40 sport
ring:	18 pretty	82 jewelry
magician:	42 fascinating	58 entertainer
axe:	14 useful	86 tool
mink:	54 expensive	46 fur
clown:	75 amusing	25 actor
diamond:	45 expensive	55 jewel
ivy:	14 pretty	86 vine
sleep:	42 soothing	58 rest
dictionary:	18 valuable	82 book

Semantic Habits Measure

Items

E-plus versus D Subscale

Stimulus word	E-plus alternative (per cent)	D alternative (per cent)
water:	48 satisfying	52 wet
tree:	31 pleasant	69 green
lake:	72 fun	28 wet
ring:	66 pretty	34 round
racer:	39 thrilling	61 fast
ice cream:	42 delicious	58 cold
sleep:	59 soothing	41 quiet
fire	35 pleasant	65 warm
baseball:	51 fun	49 round
star:	35 lovely	65 distant
jet:	18 exciting	82 fast
needle:	44 useful	56 small
rose:	53 fragrant	47 red
ivy:	14 pretty	86 green
flag:	63 inspiring	37 colorful
baby:	63 cute	37 small
apple:	40 sweet	60 red
bath:	54 refreshing	46 clean
grape:	34 good	66 juicy
chair:	74 comfortable	26 wooden
home:	51 peaceful	49 sheltering
satin:	50 beautiful	50 shiny
dancing:	56 fun	44 rhythmic
diamond:	57 expensive	43 hard
kitten:	23 friendly	77 furry
chocolate:	74 sweet	26 dark
bed:	44 restful	56 soft
lamb:	28 gentle	72 woolly
steak:	72 tasty	28 nourishing
pearl:	90 valuable	10 round
eagle:	48 brave	52 strong

Semantic Habits Measure

Items

E-minus versus C Subscale

Stimulus word	E-minus alternative (per cent)	C alternative (per cent)
gun:	37 dangerous	63 firearm
bull:	26 frightening	74 animal
vulture:	35 repulsive	65 bird
murder:	55 horrible	45 crime
coal:	52 dirty	48 fuel
bomb:	26 cruel	74 weapon
skunk:	70 stinking	30 animal
acid:	34 dangerous	66 chemical
iodine:	26 burning	74 medicine
mumps:	27 uncomfortable	73 disease
alligator:	19 repulsive	81 reptile
nightmare:	60 scary	40 dream
ant:	42 annoying	58 insect
lemon:	77 sour	23 fruit
spy:	41 sneaky	59 agent
funeral:	79 sad	21 ceremony
mob:	21 alarming	79 crowd
black:	38 dreary	62 color
knife:	35 dangerous	65 weapon
anger:	26 unpleasant	74 emotion
ambush:	12 deadly	88 trap
sobbing:	32 unhappy	68 crying
siren:	76 alarm	24 signal
cannibal:	9 awful	91 savage
wreck:	10 unsafe	90 accident
dice:	8 risky	92 gambling

Semantic Habits Measure

Items

E-minus versus D Subscale

Stimulus word	E-minus alternative (per cent)	D alternative (per cent)
knife:	69 dangerous	31 thin
cliff:	41 dangerous	59 high
snake:	51 ugly	49 long
ghost:	44 scary	56 white
dust:	51 unpleasant	49 dry
fly:	87 annoying	13 small
bear:	47 mean	53 furry
rain:	31 dreary	69 wet
lunatic:	45 dangerous	55 sick
coal:	46 dirty	54 black
lion:	64 ferocious	36 strong
alarm clock:	61 disturbing	39 punctual
drunk:	38 disgusting	62 intoxicated
spy:	44 sneaky	56 secretive
dictator:	39 unfair	61 powerful
crime:	21 horrible	79 illegal
hunger:	42 unpleasant	58 empty
coward:	59 worthless	41 uncertain
noise:	35 unpleasant	65 loud
mud:	92 messy	8 wet
fever :	40 uncomfortable	60 hot
pepper:	80 hot	20 black
garbage:	38 foul	62 rotten

Semantic Habits Measure

Items

C versus D Subscale

Stimulus word	C alternative (per cent)	D alternative (per cent)
hammer:	46 hard	54 instrument
gun:	34 loud	66 firearm
butter:	56 soft	44 material
silk:	58 soft	42 food
jet:	62 fast	38 airplane
axe:	35 sharp	65 tool
noise:	57 loud	43 sound
mittens:	67 warm	33 gloves
crow:	41 black	59 bird
marble:	67 smooth	33 rock
diamond:	56 brilliant	44 jewel
lamb:	65 woolly	35 sheep
sea:	52 deep	48 ocean
black:	62 dark	38 color
cat:	47 furry	53 animal
orange:	17 round	83 fruit
crawl:	63 slow	37 movement
satin:	57 shiny	43 cloth
cabin:	50 small	50 house
coal:	73 black	27 fuel
ice cream:	59 cold	41 food
stop light:	52 red	48 signal
banana:	13 long	87 fruit
second:	47 short	53 time
pepper:	59 hot	41 seasoning
whistle:	54 loud	46 call
table:	27 flat	73 furniture
Alps:	34 high	66 mountains
water:	66 wet	34 liquid
windowpane:	24 clear	76 glass
fever:	80 hot	20 symptom
penny:	11 round	89 coin
snake:	24 slippery	76 reptile

Semantic Habits Measure

Items

C versus D Subscale (continued)

Stimulus word	C alternative (per cent)	D alternative (per cent)
blanket:	66 warm	34 cover
lead:	86 heavy	14 weight
pills:	5 small	95 medicine
girl:	38 small	62 child
fly:	7 small	93 insect
ball:	83 round	17 toy