

Instructions for Deviancy Aversion Measure

Overview:

- 1) The included measure is not identical to the measures used in [Gollwitzer, Marshall, Wang, & Bargh \(2017\)](#). Items and images have been changed slightly in line with further research on how to best assess deviancy aversion. The control images included in the above cited paper have also been removed as these items have consistently failed to account for any observed links between deviancy aversion and social phenomena (e.g., prejudice, moral judgment, attachment style, norm adherence).

Set-Up:

- 1) Simply upload the .qsf file to Qualtrics. If you are not using Qualtrics please see (2) and (3) below.
- 2) Please see the attached pdf file to recreate the measure on the data collection platform you are using. The 3 sub-measures (Mental Imagery, Face Valid, Visual) should be presented in randomized order. Within each of these sub-measures, all items should be presented in randomized order. Specifically, in the Visual measure, all images should also be presented in randomized order (each on their own page).
- 3) For the images used in the visual measure, please see the Images folder.

Scoring:

- 1) For each participant, calculate an average score with respect to each deviancy aversion sub-measure (Mental Imagery, Face Valid, Visual). To do so, average across the 3 Mental Imagery items, the 3 Face Valid items, and the 15 Visual items, respectively.
- 2) Create a composite deviancy aversion score by averaging across the 3 sub-measure scores for each participant.
- 3) **(Optional)** Substantiate the internal-reliability of the 3 sub-measures and the composite measure via reliability analyses (e.g., Cronbach's alpha, McDonald's Omega, Factor analyses).

Control Measures:

- 1) **(Optional)** To control for method variance (in terms of responding), you may also choose to assess aversion towards 'perfect' patterns, novelty, and/or general negativity. These can include, for instance, images of unbroken patterns of geometric shapes (for 'perfect' patterns), images of Chinese ideographs/characters (for novelty), and images of poor weather, such as a rainy or cloudy scene (for general negativity). The control images are included in the Images folder. These controls can also be assessed in the format of the Mental Imagery and Face Valid sub-measures. For more information, please see [Gollwitzer & Clark \(2019\)](#) and [Gollwitzer, Martel, Bargh, & Chang \(2020\)](#). Also, please don't hesitate to contact me at anton.gollwitzer@gmail.com to discuss which control variables you may wish to include in your study and for more specific details.