## Table S2

*Separate Contrast Analysis for the Confutative and the Confirmatory Study Condition with Identification as the Dependent Variable and Liking/Disliking Behavior as the Independent Variable.*

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| Confutative Study |
| Liking/Disliking Behavior | *M (SD)* ofIdentification | Contrast Analysis |
| Contrast1 | Contrast2 |
| positive | 3.18 (1.32) | 2 | 0 |
| none | 2.57 (1.26) | -1 | -1 |
| negative | 2.62 (1.27) | -1 | 1 |
|  | *t*-values | 5.64\*\*\* | 0.39 |
|  |  |  |
| Confirmatory Study |
| Liking/Disliking Behavior | *M (SD)* ofIdentification | Contrast Analysis |
| Contrast1 | Contrast2 |
| positive | 2.49 (1.31) | -1 | 1 |
| none | 2.54 (1.22) | -1 | -1 |
| negative | 3.31 (1.25) | 2 | 0 |
|  | *t*-values | 7.97\*\*\* | 0.42 |
| *Notes.* *N* = 655. \**p* < .05; \*\**p* < .01; \*\*\**p* < .001. |