Running head and page number appear in header

Running head is an abbreviated title of 50 or fewer characters

The Effect of Positive and Negative Priming on Self-Description

Title

Allison Krutul

Name

Hamilton College

Institution

Maintain 1" margins throughout

Sample APA format paper: paper text in Times New Roman and explanatory comments in **Arial Black**

Updated edition of this handout by: Rebecca Behrens '11

Abstract

The current study investigated the impact of positive and negative primes on individuals' self-descriptions. Participants read either a friend acceptance (positive) scenario or friend rejection (negative) scenario, rated and explained how they would react to the situation, then responded to the question "Who Am I?" in up to twenty words. I hypothesized that individuals in the positive prime condition would use more positive words to describe themselves, whereas individuals in the negative condition would use more negative words. The results supported the former hypothesis, but there was no difference in the number of negative words used between the two conditions. A stronger negative prime may be needed to induce people to describe themselves negatively.

From page 2 on, running head appears in header without the words "Running head".

Abstract starts on separate page

No indentation

It should not exceed 120 words

The Effect of Positive and Negative Priming on Self-Description

Reading about or recalling a particularly emotional event can arouse a salient emotional response (Vallacher, Nowak, Froehlich, & Rockloff, 2002). Might this response be strong enough to affect how one sees oneself? In the current study, I investigated whether positive and negative situational primes could influence people's self-descriptions.

Effects of Priming on Individuals

Numerous mood induction studies have shown that people's perceptions of themselves and situations differ based on their current mood (Vallacher et al., 2002). For example, Fedorikhin and Cole (2004) investigated the effect of mood induction on consumer preferences.

Other parts of introduction:

- **Other body paragraphs organized by concept, leading to the logical presentation of the current study**
- **Second to last paragraph addresses limitations of previous research**
- **Last paragraph explains how the current study addresses these previous limitations and presents the hypotheses of the current study**

Method

Participants

Thirty-five Hamilton College undergraduates, (18 men, 17 women), ranging in age from 17 to 23 years (M = 19.1, SD = 1.12) participated in the current study for extra credit in their Psychology courses.

Materials

Centered, not bolded

Indented

Introduction starts on separate page

Bolded, left-justified headings to denote separate concepts in introduction

After article with more than 2 authors is cited once, only include first author et al., year

Centered, bolded

***M* and *SD* in italics; mean age rounded to one decimal place**

Positive and negative priming scenarios. In the positive scenario, participants imagined that it was their birthday, and when they arranged to meet their friends for dinner, their friends surprised them with a cake and presents. In the negative scenario…

Continuation of materials section…

Procedure

Upon arrival at the laboratory, participants provided informed consent. Participants were then randomly assigned to either the positive or negative prime condition…

Continuation of procedure section…

Results

Types of Thoughts Listed on the Twenty Statements Test

First, I categorized the types of thoughts participants included in their self-descriptions. As illustrated in Table 1…..

Priming Effects

As shown in Figure 1, participants listed more positive statements following the positive prime (M = 34.91, SD = 19.66) than following the negative prime *(*M = 21.84, SD = 18.95), t (33) = -1.98, p = .032. Thus, in terms of positive statements, the results supported the hypothesis.

Continuation of results…

Discussion

Name of stimulus material or measure bolded, indented, and ending with a period

Include citation if an established measure

Use headings if there are multiple categories of results

Be sure to refer to tables and figures

***t*, *p*, *M* and *SD* in italics.**

Provide exact *p* value; round *p* to 2 or 3 decimal places, unless p = .000 in SPSS. In that case, write *p* < .001.

In the current study, I sought to investigate the influence of positive and negative priming on participants' self-descriptions in terms of how they described their physical appearance, roles, traits/abilities, emotional state, preferences and future jobs. I hypothesized that the positive priming condition would cause individuals to use more positive descriptors, whereas the negative condition would cause them to use more negative self-descriptors.

If a heading (e.g., "Discussion") would appear alone at the bottom of the page without any text following it, create a page break and bump it to the top of the next page.

Other paragraphs in the discussion address:

- **Interpretations of the results**
- **How the results fit into existing research**
- **Alternative explanations for the results**
- **Limitations of the study (not too many!)**
- **Future research ideas (link to limitations, if the ideas are connected)**
- **Theoretical and practical implications of the results**
- **Final summary paragraph (take-home point)**

References

Baldwin, M. W. (1994). Primed relational schemas as a source of self-evaluative reactions. *Journal of Social and Clinical Psychology,13*, 380-403. doi:10.1177/01461672002611011

Fedorikhin, A., & Cole, C. A. (2004). Mood effects on attitudes, perceived risk and choice: Moderators and mediators. *Journal of Consumer Psychology, 14*, 2-12. doi: 12.6744/01923452882980081

Centered, not bolded

References start on separate page

References are double spaced and alphabetized by first author's last name

References longer than one line have hanging indents

Table 1

Mean Proportion of Self-Descriptors of Each Type

Category	Mean Percentage of Responses	Standard Deviation
Physical Appearance	1.67	0.04
Roles	2.00	0.03
Traits/Abilities	4.17	0.06
Emotional State	2.67	0.04
Preferences	2.83	0.05
Future Jobs	3.50	0.04

Left-justified table number followed by Italicized, double spaced table title

Tables start on a separate page

Use the decimal tab to line up decimal places.

Round means and standard deviations to 2 decimal places.

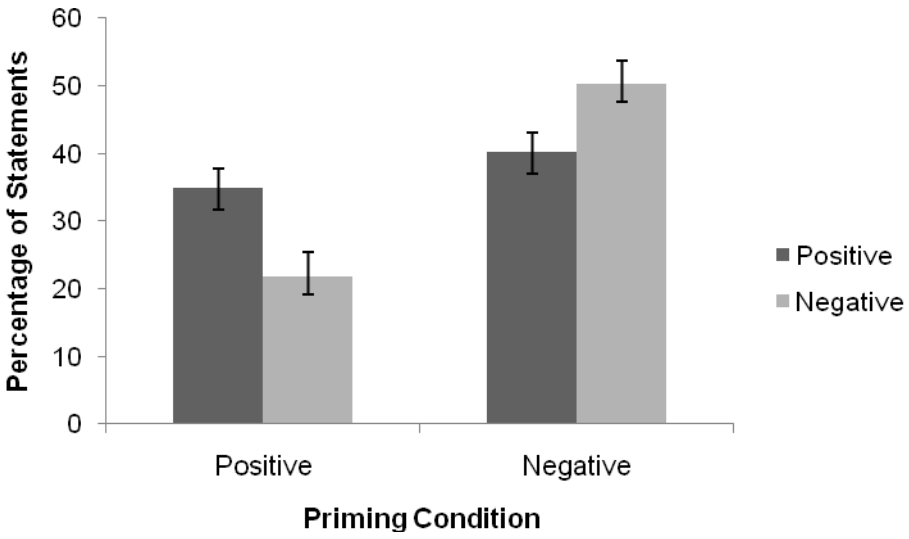

Figure 1. Percentage of positive and negative statements in the Twenty Statements Test as a function of priming condition. Error bars represent one standard error above and below the mean.

Figures start on a separate page

Sans-serif font (e.g., Arial) for figures

Bolded axis labels

Error bars on graphs

***Figure 1* italicized followed by a brief description of figure**

No gridlines or borders