

Research Question

How does the framing of text and its saliency affect task-unrelated thought?

Methods

Participants read a text about lifespan expectancy consisting of 18 paragraphs. Nine paragraphs had a positive framing and nine paragraphs had a negative framing. The saliency of the framing was manipulated between participants with the two types of framing being either neutral or salient for a total of 4 conditions. Reading was self-paced and participants were shown one paragraph at a time. Participants were probed for task-unrelated thought, valence, and arousal every 3-6 paragraphs. While reading, eye movements were captured using a webcam-based eye tracker. After reading the text, participants completed a comprehension test consisting of 18 multiple-choice questions.

Summary of results

There was no significant effect of text framing or saliency on task-unrelated thought, valence, or arousal. There were no differences between conditions on test performance, but better test performance was associated with lower task-unrelated thought