

Appendix

Pairs of related words in French (and their English equivalents)

	PRIME	TARGET	Association frequency %	Valence (mean)		Arousal (mean)		Lexical frequency		Length (letters)	
				Prime	Target	Prime	Target	Prime	Target	Prime	Target
Neutral targets	clef (key)	porte (door)	22	5.4	5			35.61	537.09	4	5
	hall (hall)	entrée (entrance)	22	4.7	5.2			26.01	113.72	4	6
	nappe (tablecloth)	table (table)	21	5.4	6.1			18.18	341.35	5	5
	tiroir (drawer)	rangement (cupboard)	17	5	6			26.22	1.49	6	9
	conserve (tinned food)	boîte (tin)	17	4.9	4.6			6.89	94.46	8	5
	coude (elbow)	bras (arm)	28	5.1	5.6			33.24	488.11	5	4
	rideau (curtain)	fenêtre (window)	23	5.4	6.1			43.65	199.39	6	7
	carton (cardboard)	emballage (packaging)	19	4.6	4.9			34.8	4.39	6	9
	feuille (sheet)	papier (paper)	7	5.1	5.2			46.49	144.86	7	6
	évier (sink)	lavabo (washbasin)	7	5.4	5.8			11.42	13.85	5	6
Positive targets	parfum (perfume)	odeur (smell)	24	7	6.8	3	4.2	52.43	159.86	6	5
	soleil (sunshine)	chaleur (heat)	20	7.5	6.7	3.4	3.7	328.85	112.23	6	7
	(sapphire)	bijoux (jewellery)	21	7	7	3	3.3	1.22	21.01	6	6
	concert (concert)	musique (music)	33	6.6	6.8	2.8	2.9	24.86	109.86	7	7
	berceau (crib)	bébé (baby)	28	7.3	7.5	2.7	2.3	12.43	36.28	7	4
	champagne (champagne)	fête (party)	20	6.6	7.1	4.2	4.5	29.86	70.47	9	4
	spectacle (show)	théâtre (theatre)	23	6.9	6.8	4.3	4.1	66.76	64.32	9	7
	goûter (afternoon tea)	dégustation (tasting)	7	6.2	6.8	3.1	3.4	5.74	1.76	6	11
	chanson (song)	poème (poem)	7	6.7	6.5	3.2	2.3	26.15	15.95	7	5
	gâteau (cake)	bonbon (sweet)	7	6.6	6.7	3.1	2.8	13.92	3.72	6	6
Negative targets	tempête (storm)	vent (wind)	26	1.8	2.7	6.6	5.7	24.26	207.64	7	4
	tombe (grave)	cimetière (cemetery)	26	1.9	1.8	6.7	6.1	24.19	39.86	5	9
	incendie (blaze)	feu (fire)	28	1.5	2.4	7.1	6.1	18.11	199.59	8	3
	fusil (rifle)	chasse (hunting)	24	1.9	3.1	6.8	5.9	39.32	53.38	5	6
	cercueil (coffin)	mort (dead)	25	1.4	1.4	6.9	6.8	19.26	374.53	8	4
	canon (cannon)	guerre (war)	26	1.5	1.1	7	7.4	28.72	338.72	5	6
	gifle (smack)	claque (slap)	7	2.1	2.4	6.3	6.4	9.86	8.65	5	6
	coupure (cut)	entaille (gash)	7	2.4	3.1	5.9	5.7	5.81	2.64	7	8
	ordure (rubbish)	déchets (waste)	8	2.6	2.2	6.4	5.5	10.41	1.96	6	6
	civière (stretcher)	brancard (stretcher)	7	2.1	2.2	6.3	6.1	4.12	3.11	7	8

Pairs of non-related words in French (and their English equivalents)

	PRIME	TARGET	Valence (mean)		Arousal (mean)		Lexical frequency		Length (letters)	
			Prime	Target	Prime	Target	Prime	Target	Prime	Target
Neutral targets	machine (machine)	règle (ruler)	4.5	4			58.99	27.91	7	5
	rampe (ramp)	classeur (binder)	4.4	4.9			18.18	1.35	5	8
	lacet (lace)	jambon (ham)	4	5.4			5.27	11.01	5	6
	fossile (fossil)	poignet (wrist)	4.9	4.6			0.2	27.7	7	7
	échelle (ladder)	lessive (washing)	4.1	4.2			28.04	7.7	7	7
	corbeille (basket)	dalle (slab)	4.8	4.3			15.68	13.51	9	5
	bocal (jar)	porte (door)	4.7	5			4.66	537.09	5	5
	circuit (circuit)	trousse (pencil case)	4.38	4.7			7.77	4.59	7	7
	client (customer)	tracteur (tractor)	4.75	4.9			28.78	5.27	6	8
	chapeau (hat)	toile (cloth)	4.8	4.8			72.91	81.35	7	5
	exposition (exhibition)	timbre (stamp)	5.52	4.4			11.42	13.18	10	6
	froment (wheat)	œuf (egg)	4.7	5.5			1.35	20.34	7	4
	cloche (bell)	volet (shutter)	4.95	5			18.24	6.89	6	5
	chaise (chair)	toiture (roof)	5	4.7			86.35	5.95	6	7
	antiquité (antique)	tabouret (stool)	5.2	4.2			3.65	15.47	9	8
	tube (tube)	sol (floor)	4.95	4.8			11.35	148.31	4	3
	beurre (butter)	serviette (towel)	5.74	4.3			27.57	26.62	6	9
	camion (truck)	sel (salt)	4.3	5			30.27	31.01	6	3
	peinture (painting)	poivre (pepper)	5.65	4.7			59.39	6.69	8	6
	carte (card)	salle (room)	5.6	4.4			60.95	197.84	5	5
	pin (pine)	sac (bag)	5.63	4.6			9.53	125.74	3	3
	casquette (cap)	rue (street)	4.36	4.7			34.39	449.73	9	3
	bouteille (bottle)	toit (roof)	4.5	5.2			70.41	54.59	9	4
	tissu (fabric)	pelle (shovel)	4.75	4.8			26.01	11.35	5	5
	plat (dish)	rasoir (razor)	5.3	3.9			44.26	15.61	4	6
	cape (cape)	pochette (folder)	4.6	4.3			10.34	6.69	4	8
	colle (glue)	plateau (tray)	4.05	4.4			7.5	45.74	5	7
	bec (beak)	guichet (counter)	4.48	4			23.38	6.42	3	7
	avenue (avenue)	bol (bowl)	5.1	4.8			40.81	20.2	6	3
	balcon (balcony)	carotte (carrot)	5.1	5.2			32.97	2.97	6	7
pouce (thumb)	journal (newspaper)	5.1	5.3			29.86	124.39	5	7	
accoudoir (armrest)	affiche (poster)	4.3	4.8			2.23	8.38	9	7	
agenda (diary)	cuisse (thigh)	4.8	5			5.41	21.22	6	6	
allumette (match)	avoine (oats)	4.7	4.3			9.73	6.35	9	6	
agence (agency)	céleri (celery)	4.6	4.3			14.12	0.81	6	6	
Positive targets	planche (plank)	montagne (mountain)	4.15	6.33		2.9	14.53	49.8	7	8
	pluie (rain)	musicien (musician)	4.7	6.85		3.3	111.76	5.88	5	8
	nœud (knot)	neige (snow)	4.15	5.9		2.7	14.46	74.93	5	5
	moteur (engine)	papillon (butterfly)	4.89	6.26		2.2	41.28	10.95	6	8
	document (document)	soirée (party)	4.81	6.45		3.4	6.69	58.31	8	6
	transport (transport)	soie (silk)	5.55	6.35		2	14.12	50	9	4
	oreiller (pillow)	restaurant (restaurant)	5.81	6.65		3.7	26.35	38.85	8	10
	chou (cabbage)	trésor (treasure)	4.89	6.45		4.9	13.99	20.14	4	6
	chantier (building site)	violette (violet)	4.7	6.8		2	15.14	2.5	8	8
	identité (identity)	bal (dance)	5.3	6.73		4.3	22.64	18.31	8	3
	altitude (height)	marguerite (marguerite)	5.35	6.45		2.4	6.35	0.54	8	10
	lune (moon)	paysage (landscape)	5.6	6.7		2.2	63.38	50.47	4	7
	vigne (vine)	croisière (cruise)	5.25	7.2		3.2	10.61	5.07	5	9
	volant (steering wheel)	château (castle)	5.25	5.8		3.7	33.51	63.45	6	7
	vase (vase)	chocolat (chocolate)	5.25	5.66		2.7	26.76	30.61	4	8
	valise (suitcase)	robe (dress)	5.5	7.28		3.5	47.43	112.03	6	4
	déclaration (statement)	cadeau (present)	5.15	5.81		3.2	15.68	32.77	11	6
	page (page)	jouet (toy)	5.7	6.8		3.4	55.88	7.03	4	5
	crâne (skull)	diamant (diamond)	4.4	6.0		3.6	52.23	14.12	5	7
	farine (flour)	voyage (trip)	5.7	7.5		4	13.51	110.54	6	6
	sable (sand)	auberge (inn)	5.2	6.7		3.5	87.91	15.47	5	7
	nuage (cloud)	nourrisson (infant)	4.5	7.4		2.7	26.49	3.04	5	10
	nation (nation)	croissant (croissant)	5.78	6.75		3.2	31.96	6.96	6	9
	navigation (sailing)	colombe (dove)	5.74	6.8		1.8	5.07	3.51	10	7
	encre (ink)	fleur (flower)	4.85	7.25		1.9	28.65	42.97	5	5
	collant (tights)	pâquerette (daisy)	5.1	6.3		2.1	2.03	0.2	7	10
	coq (rooster)	baiser (kiss)	5.3	7.44		3.9	15.68	28.65	3	6
	oignon (onion)	cérémonie (ceremony)	5	5.75		4.2	5.34	23.92	6	9
	épiderme (skin)	rose (rose)	4.8	6.79		2.1	2.7	30.41	8	4
	corde (rope)	don (gift)	4.5	6.7		3.5	31.76	30.81	5	3
chaussette (sock)	victoire (victory)	4.5	6.8		5.5	4.39	57.23	10	8	
aluminium (aluminium)	alliance (union)	4.2	6.8		3.5	4.32	20.81	9	8	
ampoule (bulb)	peluche (cuddly toy)	5	7		2.2	11.49	5.34	7	7	
assiette (plate)	palme (palm tree)	5.1	6.8		2.8	36.28	3.04	8	7	
tableau (painting)	plage (beach)	4.9	6.7		2.6	57.84	73.51	7	5	

Negative targets	pièce (coin)	alerte (alert)	4.3	3.6		6.4	193.78	10.47	5	6
	penderie (wardrobe)	accident (accident)	4.5	2.2		7.1	2.5	36.62	8	8
	inox (stainless steel)	clinique (private hospital)	4.5	3.84		5.8	0.27	10.81	4	8
	passoire (colander)	maladie (illness)	4	1.65		6.3	2.09	49.66	8	7
	parquet (wooden floor)	couteau (knife)	5.3	3.7		5.6	18.51	44.26	7	7
	mairie (city hall)	vipère (vipser)	4.9	1.5		7.1	15	3.31	6	6
	orteil (toe)	verrue (wart)	5	1.1		5.8	1.96	1.76	6	6
	doigt (finger)	cage (cage)	5.4	3.4		5.2	80.54	34.93	5	4
	oreille (ear)	obstacle (obstacle)	5.2	2.6		5.6	103.51	14.12	7	8
	carafe (carafe)	Prison (prison)	4.9	1.8		6.7	4.46	64.73	6	6
	navet (turnip)	couleuvre (grass snake)	4.1	2.2		6.1	0.88	1.55	5	9
	moustache (moustache)	tremblement (trembling)	4.2	2.85		6.4	28.99	15.95	9	11
	malle(trunk)	cadavre (corpse)	5.2	1.73		7.1	10.34	32.3	5	7
	lotion (lotion)	Serpent (snake)	4.7	2.74		7.1	0.54	13.24	6	7
	liège (cork)	usine (factory)	4.5	3.33		5.1	3.58	28.04	5	5
	lentille (lens)	fouet (whip)	5	2.33		6.6	0.74	16.69	8	5
	grue (crane)	tombeau (grave)	4.1	3		6.4	2.84	8.92	4	7
	gazon(lawn)	graisse(fat)	5.4	2.11		4.9	6.96	17.7	5	7
	gant (glove)	chute (fall)	5	2.35		6.1	7.97	35.27	4	5
	ficelle (string)	brute (brute)	4.7	2.7		6.8	13.45	7.57	7	5
	laiton(brass)	boue (mud)	4.8	2.9		5	1.55	52.3	6	4
	étiquette (label)	enterrement (funeral)	4.2	1.9		6.9	8.65	18.99	9	11
	étagère (shelf)	gifle (smack)	4.8	1.8		6.3	9.59	9.86	7	5
	Éponge (sponge)	geôle (jail)	4.3	1.7		6.3	10.14	1.89	6	5
	épaule (shoulder)	cancer (cancer)	4.8	2.6		7.5	116.96	8.78	6	6
	Hélice (propeller)	voleur (thief)	4.3	1.5		6.6	2.36	11.15	6	6
	horloge (clock)	morsure (bite)	5.4	1.1		6.7	13.99	4.26	7	7
	hutte (hut)	orage (thunderstorm)	5	2.4		6.5	4.93	30.61	5	5
	lampadaire (streetlight)	plaie (cut)	5.8	1.4		6.1	2.84	14.32	10	5
	langue (tongue)	fièvre (fever)	5.5	1		5.8	103.92	38.58	6	6
	louche (ladle)	nausée (nausea)	3.9	1.2		6.2	3.38	7.97	6	6
	balance (scales)	explosion (explosion)	4.7	1		7.2	8.18	17.64	7	9
disquette (diskette)	diarrhée (diarrhoea)	5	1.2		6.1	0.41	1.15	9	8	
store (blind)	arme (gun)	5.1	1.3		6.6	4.12	37.16	5	4	
asperge (asparagus)	araignée (spider)	5.5	1.6		5.7	5.88	12.36	7	8	