

Exploring the Role of Social Priming in Alcohol Attentional Bias

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Abstract

Recent studies have linked the Stroop Effect with social priming, suggesting that social concept priming tends to trigger automatic behaviour aligned with the primed concept (Augustinova & Ferrand, 2014; Goldfarb, Aisenberg, & Henik, 2011). This study attempts to test the efficacy of social priming on alcohol attentional bias, integrating a social priming interference task into an alcohol-Stroop test to measure Stroop interference before and after participants have been socially primed. Results show no significant interaction between stimulus category (alcohol and neutral), experiment block, and social priming condition (alcohol addiction, alcohol preoccupation and control) to indicate that social priming had triggered expedited, automatic behaviour. Our results do show a significant interaction between experiment block and social priming condition ($F(6, 426) = 2.166, p = .045$), suggesting the alcohol social priming tasks may have induced a greater general interference for participants in those conditions, than for participants receiving the neutral interference task.