Jane is a feminist

Jane believes in women’s rights
Noun Label Condition
“Rose is 6 years old. She likes carrots. *She is a carrot eater.*”

Non-Noun Condition
“Rose is 6 years old. She likes carrots. *She eats carrots whenever she can.*”

Gelman & Heyman 1999
Study 1

Noun Label Condition

John is 18 years old. John enjoys drinking. *He is a drinker.*

Non Noun Condition

John is 18 years old. John enjoys drinking. *He drinks whenever he can.*
Hypothesis:
Noun Label phrasing will predict higher ratings of behaviour stability relative to Non Noun phrasing.
Results

Mean Ratings of Stability

- Noun Condition
- Non-noun Condition
HELLO
my name is
HELLO
my name is
HELLO
my name is
HELLO
my name is
HELLO
my name is
Study 2: Self-Labelling

Which statement conveys higher amenability to treatment? “I am a drinker” vs “I drink whenever I can”
Hypothesis
The Noun Label choice will be selected more often than chance as conveying higher amenability to change.
Results: Drinking Condition

![Graph showing the total number of nouns chosen for each drink condition, with a bar graph and a silhouette of a person drinking. The graph indicates that the number of nouns chosen significantly increases when drinking.]
Results: Gambling Condition

![Image of gambling symbols: cards, dice, chips]

![Bar graph showing total number of nouns chosen with a range indicated by error bars]

- **X-axis:** Gamble
- **Y-axis:** Total Number of Nouns Chosen

The bar graph indicates the average number of nouns chosen in the gambling condition with a standard deviation range shown by the error bars.
Conclusions