

Experimental condition: Gender (Man/Woman)

Context: Services Marketing (restaurant)

Object to manipulate: Waiter

Aspect ratio: 1:1 (square)

Background: Restaurant, blurred

Artistic style: None

Camera details: None

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Step 1

Generate Stimulus A using text prompt

✓ Prompt

A young white **man** dressed in a white shirt and orange apron greeting someone at a restaurant. The background shows a busy restaurant. The background is blurred.

Output
(Stimulus A)



Step 2

Generate Stimulus B using text prompt, Stimulus A, and image strength

✓ Prompt

A young white **woman** dressed in a white shirt and orange apron greeting someone at a restaurant. The background shows a busy restaurant. The background is blurred.

Image strength

35%

Image input



Output
(Stimulus B)

