

1 Running head: The Efficacy of Priming to Promote Fluent Motor Skill Execution

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8 Priming to Promote Fluent Motor Skill Execution: Exploring Attentional Demands

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Abstract

The effect of priming on the speed and accuracy of skilled performance and on a probe reaction time task designed to measure residual attentional capacity, was assessed. Twenty-four skilled soccer players completed a dribbling task under three prime conditions (fluency, skill-focus and neutral) and a control condition. Results revealed changes in trial completion time and secondary task performance in line with successful priming autonomous and skill-focused attention. Retention test data for task completion time and probe reaction time indicated a linear decrease in the priming effect such that the effect was non-significant after 30 minutes. Results provide further support for the efficacy of priming and provide the first evidence of concurrent changes in attentional demands, consistent with promoting or disrupting automatic skill execution.

Keywords: conscious processing, priming, P-RT, automatic control.

Introduction

41
42 Attentional processes have been identified as significant mediators of expert motor skill
43 execution (Beilock, Carr, McMahon, & Starkes, 2002; Beilock, Wierenga, & Carr, 2002;
44 Beilock, Bertenthal, McCoy, & Carr, 2004; Hardy, Mullen, & Martin, 2001; Wulf, McNevin,
45 & Shea, 2001; Zachry, Wulf, Mercer, & Bezodis, 2005). In skilled performers, the
46 detrimental effect of focusing attention internally has been widely documented in motor and
47 perceptual-motor tasks (e.g., Beilock & Carr, 2001; Bell & Hardy, 2009; Gray, 2004; Hardy,
48 Mullen, & Jones, 1996; Jackson, Ashford, & Norsworthy, 2006). A widely accepted
49 explanation is that the components of the skill performed by an expert have become
50 proceduralized in long-term memory (Fitts & Posner, 1967) thus run under reduced levels of
51 conscious control (i.e., more automatically). By refocusing attention on those proceduralized
52 components, skill processes are brought back into working memory, and decomposed into
53 smaller units (Masters & Maxwell, 2008) resulting in a decrement in performance.

54 Researchers have explored ways of optimizing attentional focus of expert performers
55 in order to promote automated performance. These interventions include the use of multi-
56 component interventions embedded in pre-performance routines (Mesagno, Marchant, &
57 Morris, 2008; Mesagno & Mullane-Grant, 2010), the use of concurrent secondary tasks
58 (Beilock, Carr et al., 2002; Beilock, Wierenga et al., 2002; Gray, 2004), adopting strategies
59 that promote an external focus of attention (Wulf, 2013), and visual attention training (Vine,
60 Moore, & Wilson, 2011). While each of these methods has shown promise, there are
61 associated practical and theoretical limitations. For example, multi-component pre-
62 performance interventions make it difficult to determine the source(s) of any improvements
63 although insight can be gained from retrospective verbal reports. Concurrent secondary tasks
64 are more targeted towards different aspects of working memory and associated attentional
65 resources; however, there are contradictory findings in the literature. For example, dual-task

66 conditions were found to facilitate performance in skilled golfers and experienced soccer
67 players (Beilock, Carr et al.) and random letter generation was found to increase golf putting
68 accuracy under high anxiety (Mullen & Hardy, 2000). Conversely, Mullen, Hardy, and
69 Tattersall (2005) found that experienced golfers putted more poorly under high anxiety than
70 low anxiety when performing a concurrent secondary tone counting task.

71 **Priming**

72 Another potential method of promoting fluent, effortless performance is through the
73 use of priming. The term ‘priming’ is used to describe “the influence a stimulus has on
74 subsequent performance of the processing system” (Baddeley, 1997, p. 352). Through the
75 activation of specific contexts, traits, stereotypes, goals and related constructs, priming is
76 hypothesized to stimulate the representations of behaviors that influence a general behavioral
77 change in line with those representations (Bargh, Chen, & Burrows, 1996; Chen, & Bargh,
78 1997; Dijksterhuis & Van Knippenberg, 1998). Priming was traditionally utilised to explore
79 the relative automaticity of certain behaviours and has since developed into the investigation
80 of the manipulation or activation of desired behaviours unconsciously through priming
81 methods (see Bargh & Chartrand, 2000). Specifically, once stimulated, changes in perception,
82 evaluations, motivation or social behavior have been observed (see Dijksterhuis & Bargh,
83 2001; Wheeler & Petty, 2001, for reviews).

84 While many studies support the efficacy of priming in the afore-mentioned
85 behavioural categories, there is a paucity of research examining the effect of priming on
86 skilled motor behavior and the underlying processes that mediate any observed effects. This
87 area warrants further study considering the benefits of unconscious control of expert motor
88 skill execution and the principles of priming research. In early studies of priming (Bargh et
89 al., 1996 - Experiment 2; Hull, Stone, Meteyer, & Matthews, 2002 – Experiments 1a & 1b)
90 researchers found that priming participants with an elderly stereotype resulted in slower

91 walking in both elderly and young college students. Further, Macrae et al., (1998)
92 demonstrated that priming participants with the notion of a world champion racing driver
93 resulted in faster walking. Similarly, Aarts and Dijksterhuis (2002) found that priming
94 participants with words associated with fast animals (cheetah, antelope) or slow animals
95 (snail, turtle) led to faster and slower walking speeds, respectively. In relation to skilled
96 motor behavior, Bry, Meyer, Oberlé, and Gherson (2009) found improved relay changeover
97 speed in beginner track athletes through priming cooperation, where cooperation was
98 considered as the adaptation of one's behaviour to suit another's in the pursuit of a collective
99 goal, while Stone, Lynch, Sjomeling, and Darley (1999) found decrements in golf putting
100 performance following activation of a racial stereotype prime.

101 **Priming to Promote Fluent Motor Skill Execution**

102 The rationale underpinning priming research is that automatic processes can be
103 instigated by environmental triggers (Bargh & Chartrand, 2002). Extending this idea to the
104 sport domain, Ashford and Jackson (2010) examined the effect of priming in a group of
105 skilled field-hockey players performing a dribbling task under low and high pressure. In two
106 experiments, a positive prime containing target words relating to the concept of automaticity
107 resulted in significantly faster and more accurate performance than that attained in the control
108 condition (Experiments 1 & 2) and negative or neutral prime conditions (Experiment 2).
109 Conversely, the negative prime resulted in significantly slower performance than the neutral
110 prime.

111 Ashford and Jackson (2010) interpreted their results by appealing to attentional
112 mediators of performance. In-line with self-focus theories (Baumeister, 1984; Masters, 1992)
113 they suggested that the positive and negative primes may have successfully directed attention
114 away from and towards the mechanics of movement execution, respectively. While plausible,
115 this interpretation requires confirmation through measuring changes in the attentional

116 demands associated with performance following priming. More fundamentally, in a careful
117 replication of the protocol used in Ashford and Jackson's study, Winter and Collins (2013)
118 found no difference between the control condition and a prime condition designed to promote
119 autonomous performance. Participant performance in the PETTLEP imagery protocol
120 condition was better than both the priming and control conditions, calling into question the
121 robustness of the priming effect.

122 **The Retention of Primed Behaviors**

123 A number of studies indicate that the behavioral effects of cognitive priming are strongest
124 immediately following exposure to the prime (Bargh, 1997; Bargh & Gollwitzer, 1994) and
125 significantly attenuate after approximately five minutes (e.g., Bargh, Gollwitzer, Lee-Chai,
126 Barndollar, & Trötschel, 2001; Bargh, Lombardi, & Higgins, 1988; Higgins, Bargh, &
127 Lombardi, 1985). The longer-term retention of behavioral effects resulting from
128 unconsciously perceived stimuli is unconfirmed. Merikle and Daneman (1998) noted that the
129 majority of priming studies had tested for primed effects within five minutes of exposure and
130 had not explicitly examined subsequent retention of observed effects. Based on a meta-
131 analysis of studies investigating memory for events during general anaesthesia (Merikle &
132 Daneman, 1996), they proposed that unconsciously perceived stimuli can last for many hours.
133 In addition, Srull and Wyer (1979) showed that priming hostility can impact social judgments
134 up to one week after the priming period, when the to-be-judged stimulus had been presented
135 right after the priming event, yet the priming effect was not retained one week later when
136 exposure to the stimulus was also delayed. Bargh et al. (2001), proposed that effects
137 exceeding the 4 to 5 minute timeframe result indirectly from psychological mediators
138 stemming from the behavioural consequences of priming rather than directly from the
139 priming intervention. For example, Nelson and Norton (2005) found that participants
140 demonstrated an increased willingness to complete volunteer work three months after they

141 were primed with the category ‘superhero’. It is possible that this increased willingness over
142 an extended period was mediated by the satisfaction gained through the act of helping (Bargh
143 et al., 2001). In the domain of skilled motor behavior the durability of any priming effect is
144 presently unknown and is clearly an important consideration given the large range in duration
145 of competitive sport activities.

146 **The Present Study**

147 The present study addressed three specific aims in investigating the efficacy of
148 priming on motor skill behavior. The first aim was to replicate the findings of Ashford and
149 Jackson (2010), who reported content-related changes in motor performance following
150 fluency priming and skill-focus priming interventions. The second aim was to investigate the
151 attentional demands associated with motor performance under the different prime conditions.
152 In movement-related research, probe-reaction time (P-RT) tasks have been used to assess the
153 ‘mental workload’ imposed on the performer by any particular set of task conditions
154 (Abernethy, 1988). P-RT task performance is considered to be a reflection of residual
155 processing capacity, with performance being proportional to the size of the remaining ‘free’
156 attentional space (e.g., Wulf et al., 2001). Faster responses to the secondary P-RT task are
157 interpreted to indicate that less on-line attention was utilized for primary task performance. In
158 the present study, inclusion of the P-RT task allowed for assessment of the relative
159 automaticity of motor skill execution as a function of the priming conditions. Based on the
160 premise that the priming interventions promote or disrupt automatic motor processes through
161 reducing or increasing conscious control, we hypothesized that a fluency based prime would
162 yield faster P-RTs than a skill-focus prime, neutral prime and a no-prime control.
163 Accordingly, we hypothesized that a skill-focus prime would yield slower P-RTs than the
164 neutral prime and control conditions.

165 In light of the equivocal evidence regarding the durability of priming effects, the
166 absence of any data pertaining to this issue in skilled motor behavior, and considering the
167 varying lengths of sport competitions the final aim was to explore the retention of priming
168 effects over a one hour period.

169 **Method**

170 **Participants**

171 After gaining institutional ethical approval, 24 skilled male soccer players, aged
172 between 18 and 21 years ($M = 19.2$; $SD = 0.9$), provided informed consent to participate in
173 the study. Participants were members of a university first or second teams, currently
174 competing in university league matches and reported a mean of 12.8 years ($SD = 2.9$ years) of
175 involvement in organized, competitive soccer. The number of participants was selected after
176 conducting a power analysis (G-power version 3.1) entering a medium effect size ($f = 0.25$),
177 power set at 0.80 and a correlation of 0.5 among the repeated measures. This generated a
178 sample size of $n = 24$ yielding power of 0.82. In addition, 24 participants allowed for
179 complete counterbalancing of the experimental conditions.

180 **Task and Apparatus**

181 **Soccer dribbling task**

182 The primary task required participants to dribble a standard size soccer ball through a
183 series of six cones spaced at 1.5 m intervals using the in-step and out-step of their dominant
184 foot (Beilock, Carr et al., 2002; Jackson et al., 2006). Participants were instructed to complete
185 the trials as quickly and accurately as possible and were informed that task completion time
186 and the accuracy of their dribbling would be recorded. Newtest Power Timer 1.0
187 photoelectric cells were placed at the start and finish to record trial completion time to the
188 nearest millisecond.

189 Lateral displacement was measured using a reference grid marked on the floor. The
190 grid adjacent to each cone comprised five vertical lines drawn in parallel to the midline of the
191 course, spaced 5 cm apart, with the first line drawn 10 cm from the midline. A concealed
192 digital video camera (Panasonic NVDS65B), was positioned at the end of the course to
193 record each trial. Subsequently, the maximum displacement of the ball in the grid adjacent to
194 each cone was determined from the video recordings and mean values then calculated for
195 each prime condition. In addition, 10% of trials in each condition were randomly selected and
196 assessed by an independent rater.

197 **Probe-reaction task (P-RT)**

198 In the secondary task participants were instructed to respond as quickly and accurately
199 as possible to an auditory stimulus of 80 ms duration (Gray, 2004). The randomly presented
200 tone had a frequency of either 250 Hz or 500 Hz and participants were instructed to identify it
201 as either 'low' or 'high'. The participant's responses were recorded by a digital voice recorder
202 (Olympus model DS-50) affixed to the participant's waist via a small microphone clipped on
203 to the neck-line of the participant's clothing..Subsequently, P-RT was determined from the
204 visual representation of the amplitude and frequency of the tone and vocal response using
205 Wavelab 6.1.1.

206 **Conditions**

207 Participants completed the task under three priming conditions (fluency, skill-focus,
208 and neutral), each of which took the form of a scrambled sentence task (Bargh et al., 1996;
209 Hull et al., 2002; Srull & Wyer, 1979). The scrambled sentence tasks were those used by
210 Ashford and Jackson (2010). Each comprised 30 items, consisting of five words per item
211 presented in random order, four of which could be used to form a sentence. Participants were
212 instructed to use four of the five words to form a grammatically correct sentence and to write

213 out the whole sentence in a space provide below the randomly presented words. Items for
214 each of the three priming tasks had been previously assessed for face validity by two experts.

215 **Fluency prime.** Target words were based on literature relating to the concepts of
216 automaticity, optimal performance, and flow; for example, ‘movements seemed to flow’ and
217 ‘I am at ease’ (presented as: ‘movements very flow to seemed’ and ‘am I ease at on’).

218 **Skill-focused prime.** Target words were drawn from research on attentional focus
219 and conscious control and directed the performer to the execution of the skill; for example, ‘I
220 focused on technique’ and ‘hip position is important’ (presented as: ‘technique on I the
221 focused’ and ‘important position is hip correct,’ respectively).

222 **Neutral prime.** Target words bore no relation to performance; for example, ‘the grass
223 is green’ and ‘the world is round’ (presented as: ‘green is purple grass the’ and ‘square round
224 the is world,’ respectively).

225 **Control.** In the control condition, participants were simply instructed to “complete
226 the dribbling task as quickly and accurately as possible”.

227 **Procedure**

228 A repeated measures design was employed in which conditions were fully
229 counterbalanced. Prior to the test trials, participants performed 10 familiarization trials. A
230 total of six blocks (three priming, one control, two retention) of five test trials followed.
231 Participants were given time between trials for their breathing rate to return to normal. A
232 block of 5 trials took approximately 4 minutes in total. Participants responded to a single
233 auditory stimulus in four of the five trials in each block. A single trial without the auditory
234 stimulus occurred randomly within each block to allow for testing of the impact of the
235 secondary task on primary task performance. Prior to each priming block, participants
236 completed a scrambled sentence task appropriate to the particular condition. In line with Hull
237 et al. (2002), participants were advised that this grammatical task was part of an unrelated

238 research project and were asked if they could complete it during their rest period. With the
239 exception of the last block of trials participants were given a short rest period of 2-3 minutes
240 after each block, during which they were requested to count backwards in sevens from 70.
241 This working memory intensive task was included to prevent rumination about performance
242 in the previous block of trials and to decrease the accessibility of the previous concept.

243 After completing the priming and control conditions participants were given a 30-
244 minute break. Participants then completed the first block of retention trials after which they
245 were given an additional 30-minute break before completing the second block of retention
246 trials. During these breaks, participants were asked not to discuss the study with anyone and
247 to refrain from soccer dribbling. Upon completion of the experiment, each participant was
248 shown the camera recording ball displacement and asked for their consent to use the video
249 footage for analysis. Finally, each participant was thanked for participating, was debriefed
250 about the purpose of the study, and was requested not to discuss the specific purpose of the
251 study with other potential participants.

252 **Data Analysis**

253 Prior to analysis, all data were screened for outliers using standardized scores ($z \pm$
254 3.29) and the Mahalanobis distance test. Initially, to test whether the secondary task impacted
255 primary task performance, a 2 (with/without P-RT) x 4 (prime condition) repeated measures
256 ANOVA was conducted. Following this, one-way repeated measures ANOVAs were
257 conducted for the performance data with prime condition entered as a within-participants
258 factor and task completion time, lateral displacement and P-RT serving as the dependent
259 variables.

260 In order to analyze the retention data while retaining statistical power, the participant
261 sample was divided into two groups according to the last condition they completed. The
262 control group ($n = 12$) comprised participants who had completed the neutral or control

263 condition as their last block while the experimental group ($n = 12$) comprised participants
264 who completed the fluency or skill-focus priming conditions last. As retention of a priming
265 effect in participants exposed to the fluency and skill primes would result in opposite effects
266 on performance, retention scores for participants who received the skill-focus prime last were
267 reversed such that negative scores indicate the presence of a priming effect. The three
268 difference scores (task completion time, lateral displacement, P-RT) were calculated relative
269 to performance in the control condition and depict the presence / absence of a priming effect
270 immediately after exposure to the last prime (baseline) and at the 30-minute and 60-minute
271 retention tests. To analyse these data, one-sample t -test comparisons (one-tailed) were made
272 against a value of 0 at each of the three retention points.

273 **Results**

274 **Initial Effects of Prime**

275 Data screening revealed no univariate or multivariate outliers. Further analyses confirmed
276 that P-RT had no impact on primary task performance (see Footnote¹) and that the prime
277 effect remained constant across trial blocks (see Footnote²).

278 **Task completion time.** A repeated measures one-way ANOVA for task completion
279 time revealed a significant main effect of priming condition, $F(3, 21) = 30.01, p < .001, \eta_p^2$
280 $= .81$. Follow-up pairwise comparisons with Bonferroni adjustment revealed task completion
281 time to be significantly faster in the fluency prime condition than in the neutral prime, and
282 control conditions ($p < .001$). Additionally, task completion time in the skill-focused prime
283 condition was significantly slower than in the neutral prime and control conditions ($p < .001$)
284 (Figure 1, top panel).

285 **Lateral Displacement.** A repeated measures one-way ANOVA for lateral
286 displacement revealed a non-significant main effect of prime condition, $F(3, 21) = 1.50, p =$
287 $.24, \eta_p^2 = .18$ (Figure 1, middle panel).

288 **P-RT.** A repeated measures one-way ANOVA for P-RT revealed a significant main
289 effect of prime condition, $F(3, 21) = 7.39, p < .001, \eta_p^2 = .51$. Follow-up pairwise
290 comparisons with Bonferroni adjustment revealed P-RT to be significantly faster in the
291 fluency prime condition than in the skill focus prime condition ($p = .001$). Comparisons of
292 each of these conditions with the neutral prime and control conditions revealed no significant
293 differences (Figure 1, bottom panel).

294 **Retention of Primed Behaviors**

295 As can be seen in Figure 1 (right panels, experimental group), there was a linear
296 attenuation of the priming effect for both completion time and P-RT data across the baseline,
297 30-minute and 60-minute retention test points. As expected, the control group's performance
298 remained relatively stable across the retention points.

299 **Task completion time.** The one-sample t -tests revealed non-significant effects for the
300 control group at baseline ($p = .22$), and in the 30-minute ($p = .23$) and 60-minute ($p = .18$)
301 retention tests. For the experimental group the effect of the prime was significant at baseline
302 ($p = .02$) but was non-significant at both the 30-minute ($p = .10$) and 60-minute ($p = .40$)
303 retention tests.

304 **Lateral displacement.** For the control group the one-sample t -tests for lateral
305 displacement revealed non-significant effects at baseline ($p = .17$), and at the 30-minute ($p =$
306 $.12$) retention test, and, unexpectedly, a significant difference at the 60-minute ($p = .03$)
307 retention test. For the experimental group the effect of the prime on lateral displacement was
308 non-significant at baseline ($p = .32$) and at both the 30-minute ($p = .10$) and 60-minute ($p =$
309 $.09$) retention tests.

310 **P-RT.** The one-sample t -tests for probe reaction time revealed non-significant effects
311 for the control group at baseline ($p = .28$), and in the 30-minute ($p = .46$) and 60-minute ($p =$
312 $.30$) retention tests. For the experimental group the effect of the prime was significant at

313 baseline ($p = .03$) but was non-significant at both the 30-minute ($p = .12$) and 60-minute ($p =$
314 $.19$) retention tests.

315 **Discussion**

316 The aim of the present study was to further investigate the efficacy of priming in
317 skilled motor behavior, utilizing a sentence scrambling task. In particular, we aimed to assess
318 differential use of attentional resources following different primes by assessing the speed and
319 accuracy of a soccer skill as well as response to a P-RT task. Participants were assessed under
320 conditions designed to optimize performance by priming words relating to fluent execution
321 and to hinder performance by priming words associated with conscious control. Finally, we
322 sought to explore the retention of priming effects over a one hour period.

323 The results provide support for the viability of priming in influencing skilled motor
324 behavior. Following exposure to the task designed to prime autonomous, fluent execution,
325 task completion time was significantly faster than in the control condition. By contrast,
326 following the skill-focus prime, task completion time was significantly slower than in the
327 control condition. Importantly, the present findings provide support for the conscious
328 processing hypothesis and research concerning reinvestment (e.g., Baumeister, 1984;
329 Beilock, Carr et al., 2002; Gucciardi & Dimmock, 2008; Masters, 1992; Mullen & Hardy,
330 2000). Specifically, predicted changes in P-RT mirrored changes in performance such that P-
331 RT was significantly faster following the fluency prime than after the skill-focus prime.

332 The performance effects observed in this study replicate the findings of Ashford and
333 Jackson (2010) but conflict with the null effects reported by Winter and Collins (2013). It is
334 presently unclear why similar protocols, tasks, participants and measures have resulted in
335 such different findings. One possibility is that there was greater scope for improving
336 performance in Ashford and Jackson's study than there was in Winter and Collins' study. The
337 participants in Winter and Collins' study were older, more experienced and competed at a

338 higher level (from county to international level) and had faster mean trial completion times
339 than those in Ashford and Jackson's study. By definition, the extent to which priming the
340 concept of fluent autonomous performance will impact participants is dependent on the pre-
341 existing level of fluency or automaticity. Cross-sectional designs examining the efficacy of
342 priming in groups of varying experience and ability will help address this question.

343 The large priming effect in this study was larger than has typically been observed in
344 other studies using the sentence completion task (REFs) and might be explained by the
345 contextual overlap and self-relevant nature of the prime. When a prime is aligned with an
346 individual's self-concept, a subconscious comparison process is activated resulting in
347 behavior modification (Bruce, Carton, Burton, & Ellis, 2000; Hull et al., 2002). With respect
348 to this contextual overlap, conscious control is the main characteristic of the
349 beginning/cognitive stage of learning while automaticity is the main characteristic of an
350 expert (Fitts & Posner, 1967). Consequently, the concepts used in the priming task were
351 likely to relate to each participant in the study as well as to skill execution in the task itself. In
352 addition, Hull et al (2002) found that people were more sensitive to self-relevant primes and
353 that the effects of self-relevant primes are sometimes easier to obtain.

354 The present results are interesting to consider alongside those reported by Gucciardi
355 and Dimmock (2008) who discussed how performance patterns can be attributed to the
356 content of conscious processing and the influence of this on generalised motor schema.
357 Gucciardi and Dimmock argued that global thoughts (i.e., swing thoughts or, in the case of
358 the present study, fluency primes) promote selection of an appropriate motor program as the
359 thoughts provide a holistic representation of the skill. This type of global processing would
360 appear to demand few attentional resources as did performance following the fluency prime
361 in the present study, evidenced by faster P-RTs. In contrast, explicit cues that focus on the
362 technical components of a skill place greater demands on working memory and attentional

363 resources as did performance following the skill-focus prime in the present study, evidenced
364 by increased P-RTs. The extent to which priming and using verbal cues represent different
365 means of achieving functionally equivalent outcomes is yet to be determined.

366 Analysis of the lateral displacement data confirmed that changes in task completion
367 time were not at the expense of dribbling accuracy. This finding differs slightly from the
368 results of Ashford and Jackson (2010) who found that both performance speed and lateral
369 displacement were affected with improvements and decrements in performance observed in
370 the positive and negative prime conditions, respectively. As lateral displacement was largely
371 unaffected by priming in the present study, differences in task completion time are likely to
372 have been caused by differences in sequencing and timing of motor responses, which have
373 been shown to change as a function of attentional focus in various tasks (Beilock & Carr,
374 2001; Collins, Jones, Fairweather, Doolan, & Priestly, 2001, Gray, 2004). In future,
375 kinematic analysis would enable researchers to pinpoint the precise spatiotemporal
376 parameters underpinning changes in task completion time resulting from priming (Gray,
377 2004; Pijpers, Oudejans, Holsheimer, & Bakker, 2005).

378 With reference to the exploratory analysis examining the retention of the primed
379 behavioural effects, a linear attenuation of the priming effect was observed with respect to
380 completion time and P-RT, such that the effect was non-significant after 30 minutes and
381 entirely absent after one hour. This is broadly consistent with priming research in other
382 domains, which has shown significant attenuation of priming effects after just five minutes
383 (e.g., Bargh et al., 1988; Bargh et al., 2001; Higgins et al., 1985). Set against this, analysis of
384 performance across the trials within each condition in the present study revealed a non-
385 significant effect of trial number. Each block of trials took approximately four minutes to
386 complete suggesting the priming effect was retained for at least four minutes. Given the
387 relatively small number of participants in each group ($n = 12$) for this analysis and the fact

388 that retention of the priming effect was tested across two relatively large 30-minute time
389 windows, a more systematic examination of the attenuation of the priming effect is
390 warranted.

391 While the findings extend those of Ashford and Jackson (2010) further limitations of
392 the present study should be acknowledged. First, owing to the nature of the experimental
393 setting, the ecological validity of the task can be questioned. While the soccer dribbling task
394 is representative of a skill-based drill conducted in training and a technique used within a
395 game situation, it is important that the efficacy of techniques established in the laboratory, is
396 assessed in field settings to confirm their effectiveness and robustness (Tipper & Weaver,
397 1998). Second, while the efficacy of the priming intervention was supported, the process was
398 not necessarily implicit. The task was introduced to participants as an additional and
399 unrelated task in line with instructions given to participants in previous studies (e.g., Srull &
400 Wyer, 1979, Hull et al., 2002), yet expectations about a link between the priming task and the
401 subsequent motor task may have been formed. While informal questioning of the participants
402 after the experiment did not reveal evidence of participants making a connection between the
403 priming task and the motor task a more sensitive formal assessment of participants' awareness
404 of, and hypotheses about, the link between the priming task and its effect on the 'unrelated'
405 performance task is warranted. This will also help determine whether the priming paradigm
406 invokes use of target words in a functionally equivalent manner to the more overt or explicit
407 use of cue words (Gucciardi & Dimmock, 2008; Mullen & Hardy, 2010).

408 In conclusion, the present study lends further support to the efficacy of priming
409 skilled motor behavior. Importantly, the analysis revealed differences in the attentional
410 demands associated with performance that were consistent with the nature of the primes and
411 observed performance: priming fluency enhanced motor performance and was associated
412 with faster P-RTs, while priming skill focus was detrimental to performance and was

413 associated with slower P-RTs. With research applying priming to skilled motor behaviour in
414 its infancy and already subject to conflicting findings, the robustness of the phenomenon
415 needs to be established across different sporting activities. A logical extension to the present
416 study is to determine whether the observed priming effects are moderated by either skill level
417 or participant awareness of the link between the priming and motor tasks. In so doing, the
418 processes through which priming impacts skilled performance will be better understood. The
419 extent to which priming can influence psychological factors impacting sports performance,
420 the robustness of primed effects over time, and the degree of transfer of primed effects to the
421 field, offer additional theoretical and practical avenues for research.

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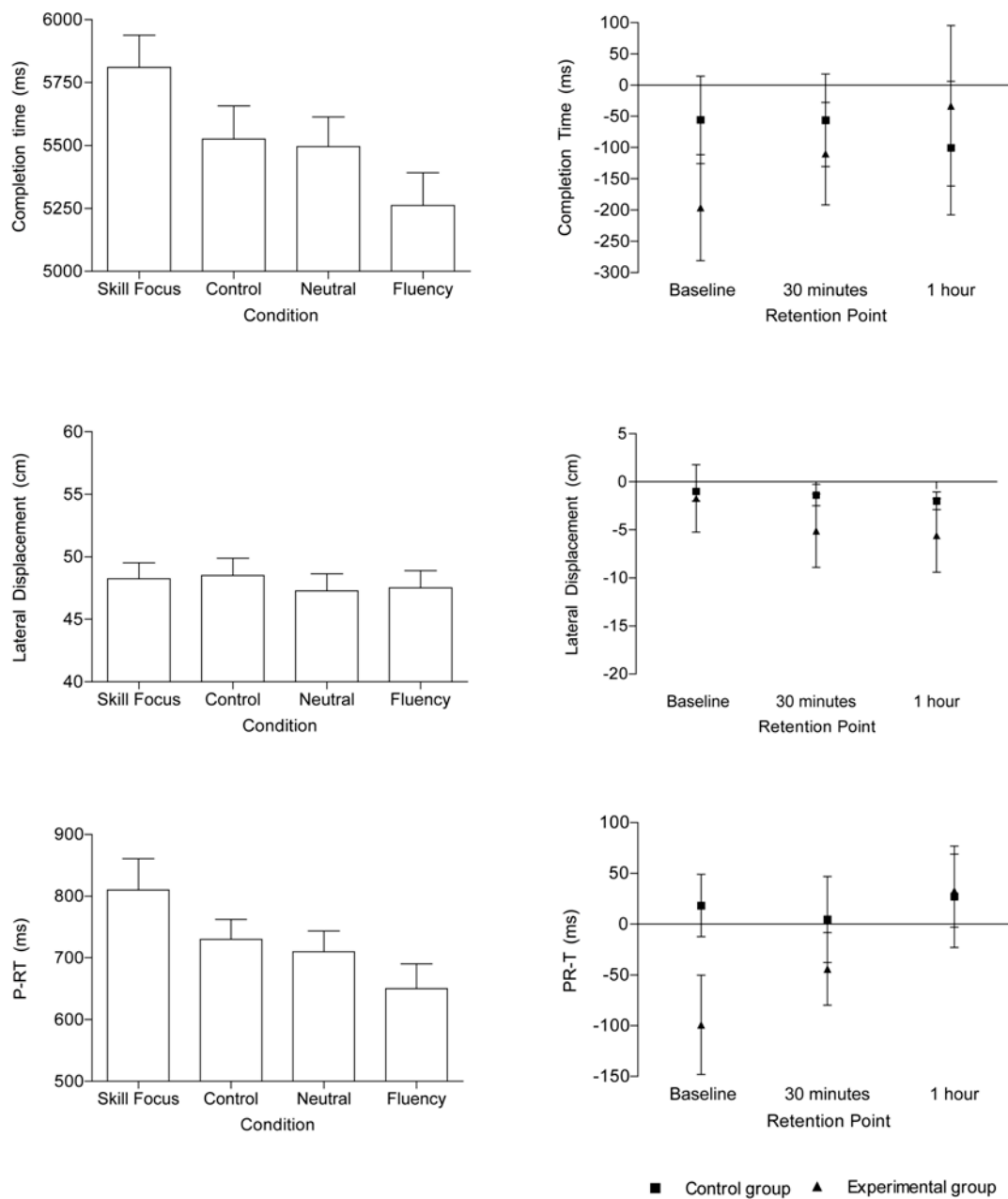
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560

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Figure 1

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563

564 *Figure 1.* Mean (\pm SE) trial completion time, lateral displacement and probe-reaction time (P-

565 RT) under priming and control conditions (left pane) and during the retention period (right

566 pane).

567

568

¹ Separate 2 (trial type: with secondary task/without secondary task) x 4 (condition: fluency/skill-focus/neutral/control) repeated measures ANOVAs, were conducted with task completion time and lateral displacement serving as dependent variables, to confirm that the dribbling task performance was not affected by the P-RT task. For task completion time, the analysis revealed a non-significant main effect for trial type, $F(1, 23) = .47, p = .50, \eta_p^2 = .02$, and a non-significant trial type x condition interaction, $F(3, 21) = 1.70, p = .20, \eta_p^2 = .20$. Lateral displacement analysis revealed a non-significant main effect for trial type, $F(1, 23) = 3.31, p = .08, \eta_p^2 = .13$, and a non-significant trial type x condition interaction, $F(3, 21) = .49, p = .69, \eta_p^2 = .07$. These result indicate that the dependent variables were unaffected by completion of the secondary task.

² One-way repeated measures ANOVAs were conducted for each condition with trial number serving as the repeated measure and completion time, lateral displacement and P-RT serving as the dependent variables. For all conditions and variables, non-significant results were observed indicating the maintenance of a prime effect across trials. Time: Fluency: Wilks' Lambda = .79, $F(4, 20) = 1.30, p > .05, \eta_p^2 = .21$; Skill focus: Wilks' Lambda = .83, $F(4, 20) = 1.03, p > .05, \eta_p^2 = .17$; Neutral: Wilks' Lambda = .78, $F(4, 20) = 1.41, p > .05, \eta_p^2 = .22$; Control: Wilks' Lambda = .74, $F(4, 20) = 1.75, p > .05, \eta_p^2 = .26$. Lateral Displacement: Fluency: Wilks' Lambda = .91, $F(4, 20) = .51, p > .05, \eta_p^2 = .09$; Skill focus: Wilks' Lambda = .79, $F(4, 20) = 1.35, p > .05, \eta_p^2 = .21$; Neutral: Wilks' Lambda = .84, $F(4, 20) = .97, p > .05, \eta_p^2 = .16$; Control: Wilks' Lambda = .87, $F(4, 20) = .73, p > .05, \eta_p^2 = .13$. P-RT: Fluency: Wilks' Lambda = .88, $F(3, 18) = .85, p > .05, \eta_p^2 = .12$; Skill focus: Wilks' Lambda = .97, $F(3, 18) = .18, p > .05, \eta_p^2 = .03$; Neutral: Wilks' Lambda = .81, $F(3, 18) = 1.44, p > .05, \eta_p^2 = .19$; Control: Wilks' Lambda = .94, $F(3, 18) = .41, p > .05, \eta_p^2 = .06$.