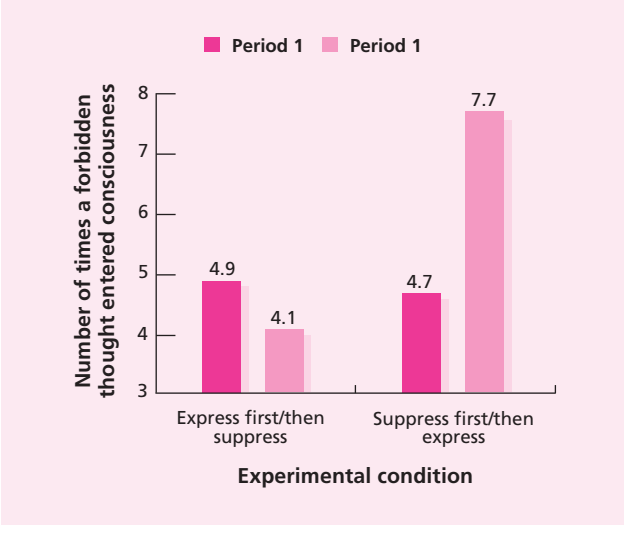
bro0796X_ch05_143-193 6/6/05 9:00 AM Page 176 Nishant Nishant:Desktop Folder:prakash 06/06:MH0014:

EQA

FIGURE 5.11

Rebound Effects Following Thought Suppression

Participants who initially tried to suppress thoughts of a white bear thought about a white bear even more once suppression had been lifted. These findings suggest that thought suppression can sometimes produce a rebound effect.

Source: Wegner, Schneider, Carter, and White (1987).