Fleshing out the course experiment

Homework for today

- Research question(s)
- IVs, DVs, task, and measures
- Procedure
- Very briefly describe your design decisions

→ **"The devil is in the details"**

Nov 28	Begin revising materials (experimental and fillers)
Dec 5	Finalize all materials
Dec 12	Finalize all procedures and methods
Jan 2	Start running subjects

Homework for Monday

Submit revised proposal

Operationalize: Provide more concrete and detailed descriptions

- Summary of shortcomings of previous study
- Identify what you will do differently – ***What, how, and why?***
- Commit to design choices where multiple alternatives were given
  - e.g., How will speaker-characteristic be operationalized?
- Provide
  - Template of stimuli with at least 2 complete items (all conditions and comprehension questions)
  - How many Experimental items? How many Filler items?
  - Detailed procedure (including cover story)
  - Explicit predictions (which conditions will be compared to each other?) and reasoning for predictions

Template (last semester)

Each item = 4 conditions + 4 comprehension Qs

- Target sentences
  - Should not be anomalous when read by themselves
  - Should be "low constraint" (do not make target word predictable)
- Target words
  - Nouns that are high- to medium-frequency (not rare)
  - About 5-9 characters long
  - A single word (not a compound)
  - Not the final word in the sentence
  - Should not appear in the prior context (or in other items)
- Contexts
  - Keep as simple and minimal as possible
  - Keep as much info identical or parallel across conditions as possible
  - Avoid contexts that are similar to other items

Stimulus Example

Context

+ stereotypical / –stereotypical

Albert is a **28 year old truck driver / 59 year old member of the House of Lords**.

+ knowledge

In his free time, he likes to **go drinking with his friends, playing poker, and riding his Harley Davidson** in the country side.

–knowledge

In his free time, he likes to **go to the theatre with his colleagues, playing golf, and riding his thoroughbred horse** in the country side.

Target sentence

I would really like to get a large <u>tattoo</u> on my back.

Procedure

Instructions

During this study you will be reading brief profiles about a wide variety of people. Each profile will provide some background information about the individual and a short statement from them about their habits, goals, or plans for the near future.

The background information will remain on screen until you press the space bar. Take your time and read the information carefully.

When you press the space bar, you will see the individual's statement as a series of dashes. These dashes indicate where the words will appear. With every press of the the space bar, a new word will appear and the previous word will become dashes again. Use the space bar to read the statement at a comfortable, natural pace, and make sure that you understand what you read.

When you finish reading the last word, press the space bar again. The dashes will disappear and you will see a question about the profile you just read. To answer the question, press the "F" key for YES or the "J" key for NO.

Example

Albert is a 28 year old truck driver. In his free time, he likes to go to the theatre with his colleagues, playing golf, and riding his thoroughbred horse in the country side.

Statement:

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I would really like to get a large tattoo on my back.
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According to the profile, does Albert like to play poker?
    F = Yes, J = No

Correct!

If we use "social media" interface

What would it look like?

- How to deal with differences across items in the type stereotype information that is manipulated?
  - Some items manipulate gender, others manipulate age, profession, etc.
- How to present target sentence?