Agenda

Today

- Status report on Experiment Builder script and eye-tracker
- Finalize stimuli
- Procedures for running the experiment

Wednesday

- Ethics in research

Experiment Builder and eye-tracker

How did it go last week?

- Launching software
- Calibration

→ Any issues?

Finalize Stimuli

Experimental and Fillers

- Translated to German
- Equal number of Yes/No answers
- Everything formatted for Experiment Builder

→ Any issues?

RUNNING AN EXPERIMENT

Extraneous Variability

Variables that are not of theoretical interest but which might influence behavior in some systematic way (can become a confound)

→ Best way to deal with extraneous variability: Minimize it!

- Demand characteristics
- Experimenter bias
- Reactivity

Demand Characteristics

Some aspects of a study may give away the purpose and therefore influence how participants behave

- Experiment title
  e.g., “The effects of horror movies on mood”
- Experiment instructions
  e.g., “You will be reading literal and metaphorical sentences…”
- Biased or leading questions
  e.g., “Don‘t you think it‘s bad to murder unborn children?”

Experimenter Bias

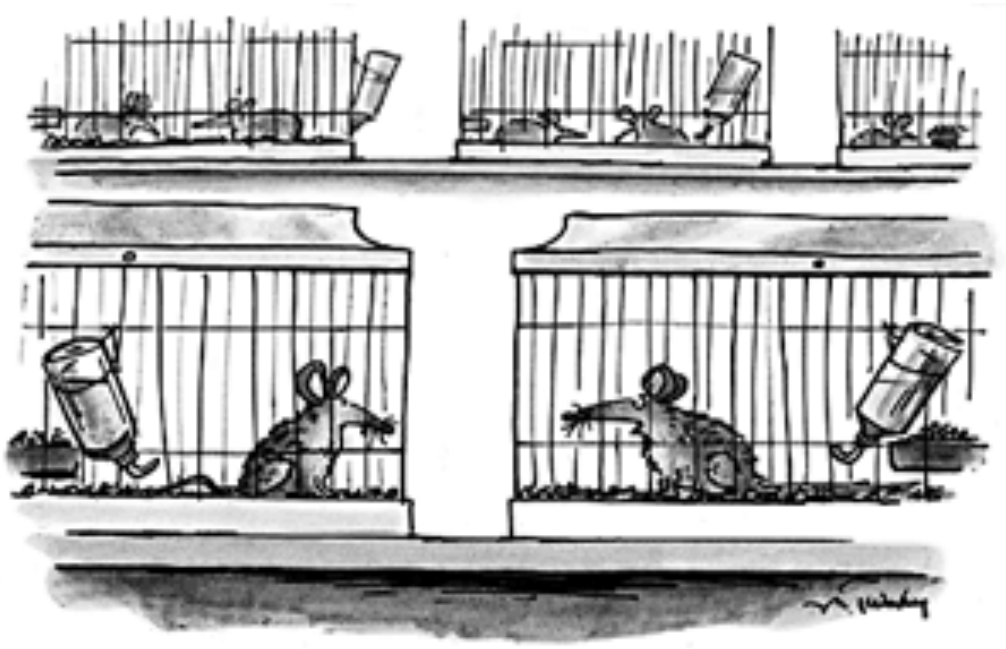
Expectancy effects

- The experimenter may influence results either intentionally or unintentionally
  - "Clever Hans phenomenon"
- One solution is to also keep experimenter "blind" to conditions being tested

Reactivity

Knowing that you are being measured

- Just being in an experimental setting may make people respond differently than they "normally" would
  - Cooperative
  - Defensive
  - Non-cooperative



"What if these guys in white coats who bring us food are, like, studying us and we're part of some kind of big experiment?"

Extraneous Variability

Variables that are not of theoretical interest but which might influence behavior in some systematic way (can become a confound)

→ Best way to deal with extraneous variability: Minimize it!

- Demand characteristics
- Experimenter bias
- Reactivity

- Participants
- Experimenter
- Instructions
- Testing environment
- Potential distractions

Participant Forms

Documentation filled out by or provided to each participant

1. Consent form
2. Demographics and language experience
3. Instructions
4. Exit survey
5. Debriefing
6. Receipt for reimbursement

Exit Survey

Guide to a conversation, rather than a form to fill out

1. How easy, hard, or frustrating was this task?
2. Did the instructions and practice sufficiently prepare you for the study itself?
3. Was it quiet enough so that you could concentrate on the task?
4. Did you get tired? Were there enough breaks?
5. How often do you think you accidentally hit the “wrong” button when answering the questions?
6. Did you ever have difficulty deciding on your answer?
7. If so, do you remember any examples?
8. Did you notice anything interesting or strange about any of the items?
9. What do you think this study was about?

→ Eliminate bad items

→ Exclude subjects that guessed the manipulation

→ Provide insights for interpreting the results or for follow-up studies

Debriefing

Explains purpose of experiment and reveals any deception that was used

Provides a brief overview in layman's terms of:

- Research question and why it is interesting and/or controversial
- Research method and what the DV might tell us
- What the results might mean for the greater public

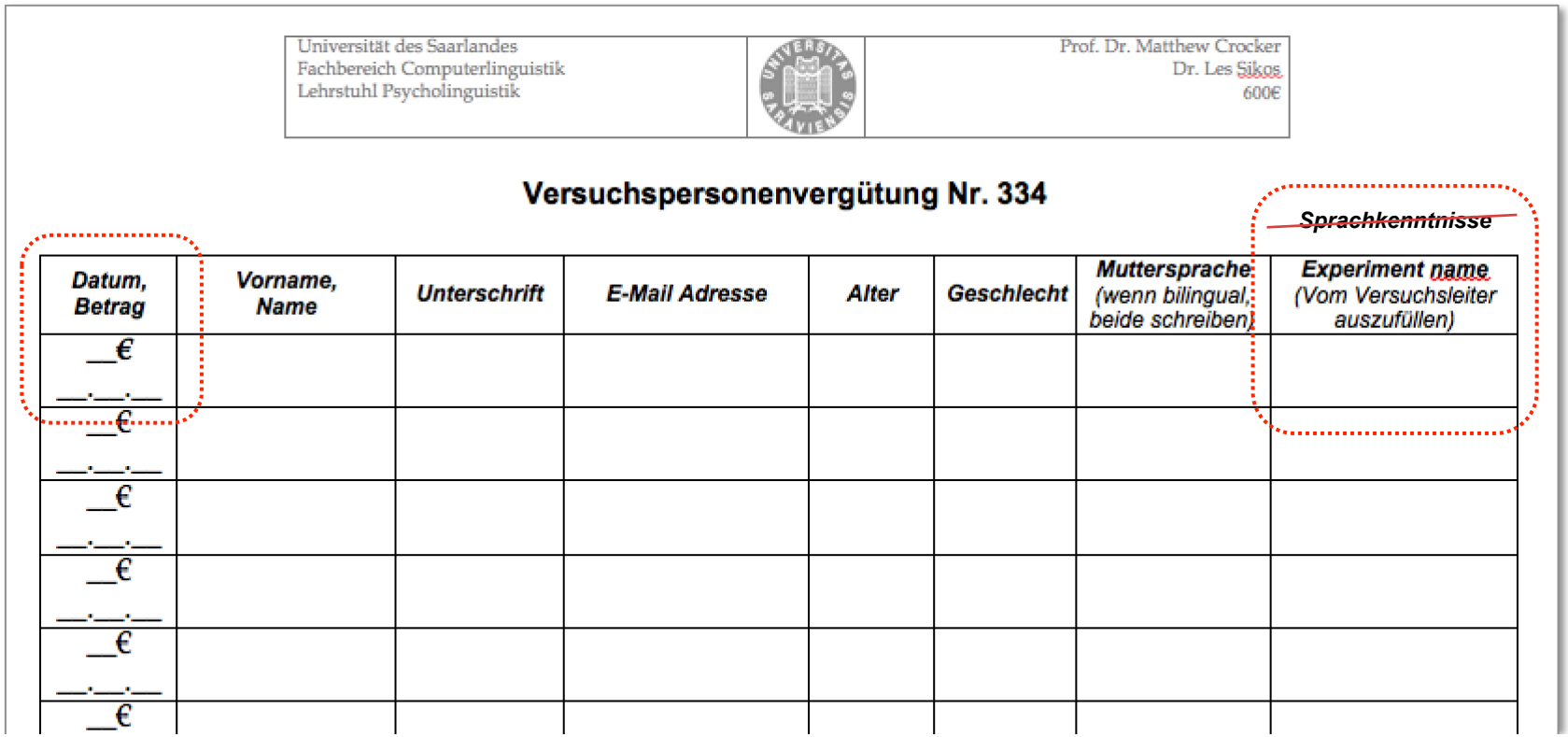
→ Opportunity for further discussion

Receipt for Reimbursement

Signature sheets

- Experimenter fills in the date and amount (10€)
- Write "Expt Methods" in the last column

→ Participants **must sign** to get €
→ Do not lose these sheets!!



Universität des Saarlandes
Fachbereich Computerlinguistik
Lehrstuhl Psycholinguistik

Prof. Dr. Matthew Crocker
Dr. Les Sikos
600€

Versuchspersonenvergütung Nr. 334

Datum, Betrag	*Vorname, Name*	*Unterschrift*	*E-Mail Adresse*	*Alter*	*Geschlecht*	*Muttersprache (wenn bilingual, beide schreiben)*	*Experiment name (Vom Versuchsleiter auszufüllen)*
__€ __.__.__							
__€ __.__.__							
__€ __.__.__							
__€ __.__.__							
__€ __.__.__							
__€							

~~*Sprachkenntnisse*~~

Experimenter Script

A complete and detailed procedure for running the experiment

- What to do
- What to say
- What to avoid
- What to keep track of

→ Do everything the same way for each participant

Booking the Lab

Google Account (shared by all)

Inviting Participants

We need at least 20 participants

- Each group should run approximately equal number of participants
- Invitations (email?)
  - Briefly describe the task
  - Tell participants to wear contacts rather than glasses (if possible)

HW for Wednesday

Revise last semester's documents

- Old docs posted on Piazza (ParticipantDocs.zip)
- Read documents from last semester (on Piazza)
- Revise appropriately for our experiment