

## Self-Assessment Manikin (SAM) Protocol

- Show SAM to the participant and say the following:
  - *“You will be rating the task you have just completed in terms of how it made you feel while viewing it. There are no right or wrong answers, so simply respond as honestly as you can.*  
*Here you see 3 sets of 5 figures, each arranged along a continuum. We call this set of figures SAM, and you will be using these figures to rate how you felt while doing the task you have just completed. You will use one page-- make all 3 ratings -- for each picture that you observe. SAM shows three different kinds of feelings: Happy vs. Unhappy, Excited vs. Calm, and Controlled vs. In-control.”*
- Explain the first row of SAM as follows:
  - *“You can see that each SAM figure varies along each scale. In this illustration, the SAM scale in the first row is the happy-unhappy scale, which ranges from a smile to a frown. At one extreme of the happy vs. unhappy scale, you felt happy, pleased, satisfied, contented, hopeful. If you felt completely happy while viewing the picture, you can indicate this by placing an ‘X’ over the figure at the left, like this (point on the sheet with index finger). The other end of the scale is when you felt completely, unhappy, annoyed, unsatisfied, melancholic, despaired, bored. You can indicate feeling completely unhappy by placing an ‘X’ on the figure at the right, like this (point on the sheet with index finger – touch all figures in the first row with index finger). The figures also allow you to describe intermediate feelings of pleasure, by placing an ‘X’ over any of the other pictures. If you felt completely neutral, neither happy nor sad, place an ‘X’ over the figure in the middle. If, in your judgment, your feeling of pleasure or displeasure falls between two of the pictures, then place an ‘X’ between the figures, like this (point on the sheet with index finger). This permits you to make more finely graded ratings of how you feel in reaction to the pictures.”*
- Let the user mark on the first row
- Explain the second row of SAM as follows:
  - *“The excited vs. calm dimension is the second type of feeling displayed here in the second row. At one extreme of the scale you felt stimulated, excited, frenzied, jittery, wide-awake, aroused. If you felt completely aroused while viewing the picture, place an “X” over the figure at the left of the row, like this (demonstrate with SAM4). On the other hand, at the other end of the scale, you felt completely relaxed, calm, sluggish, dull, sleepy, unaroused. You can indicate you felt completely calm by placing an “X” over the figure at the right of the row, like this (demonstrate with SAM5). As with the happy-unhappy scale, you can represent intermediate levels by placing an “X” over any of the other figures. If you are not at all excited nor at all calm, place an “X” over the figure in the middle of the row. Again, if you wish to make a more finely tuned rating of how excited or calm you feel, place an “X” between the pictures, like this. (demonstrate with SAM6)”*
- Let the user mark on the second row

- Explain the third row of SAM as follows:
  - *The third row is the last scale of feeling that you will rate is the dimension of controlled vs. in-control. At one end of the scale you have feelings characterized as completely controlled, influenced, cared-for, awed, submissive, guided. Please indicate feeling controlled by placing an "X" over the figure at the left, like this (demonstrate with SAM7). At the other extreme of this scale, you felt completely controlling, influential, in control, important, dominant, autonomous. You can indicate that you felt dominant by placing an "X" over the figure at the right of the row, like this (demonstrate with SAM8). Note that when the figure is large, you feel important and influential, and that it will be very small when you feel controlled and guided. If you feel neither in control nor controlled you should make an "X" over the middle picture. Remember you can also represent your feelings between these endpoints. Either place an "X" over any of the intermediate figures, or between them—like this (demonstrate with SAM9).*
- Let the user mark the third row.

