Experiment Design

* Intention – Scientific Study
* Experiment Condition – Manipulate some factor
* Control Condition – Nothing changes
  + Has behaviour changed?
  + Protection intention change?
  + Perceived Susceptibility change?
  + Severity Perception Change?
  + Coping Appraisal Change?
* Or..
  + Prior questionaiire
    - Behaviour
    - Protection intention
    - Seusceptiblity change
    - Severity perception change?
    - G Power
* Magnitude of difference between Experiment and control
  + Statistical Power – likelihood to discover a difference that is present in reality through stats
  + 80% Likelyhood
  + Statistical analysis has error probability –
    - Alpha error – believe its significant, when in realisty its not the case, false positive.
    - Beta Error – Imagine we have an effect, but the stats aren’t strong enough, false negative

Ver1 – Aiming for online deployment with mechanical turk

Ecological Validity – If people are exposed to this in a browser environment, would they believe it is actually making any difference?

Ver2 – Thesis is about constructing the experiment and only running a pre-test

Prepared in such a way that it could continue future research

What does simulation do apart from a screencap?

Economic Game

Single player against a computer?