Evaluation of SPI-IEVA

Excel alone might not be sufficient to conduct a statistacl analysis of your data comfortbaly, so have a look, e.g., at Jamovi (https://www.jamovi.org/) or R (https://posit.co/download/rstudio-desktop/) as well.

Per construct do the following steps habe to be done for the evaluation:

1. Confirm internal validity by computing Cronbach's Alpha
   (see, e.g., https://bjoernwalther.com/cronbachs-alpha-in-r-berechnen/)

2. Compute mean score M and standard deviation SD across all five/four items while paying attention to potentially inverting items first

3. Compute mean score M and standard deviation SD across all participants
   - a higher score indicates a greater sense of social presence in terms of the respective construct or, in case of the Godspeed subscale, participants perceive the character(s) as having more human-like characteristics

4. In case you gathered the same constructs for different conditions, run differential statistics such as repeated-measures ANOVA (see, e.g., https://www.datanovia.com/en/lessons/repeated-measures-anova-in-r/) or Friedman Tests (e.g., https://www.datanovia.com/en/lessons/friedman-test-in-r/)