

Evaluation of SPI-IEVA

Excel alone might not be sufficient to conduct a statistical analysis of your data comfortably, so have a look, e.g., at Jamovi (<https://www.jamovi.org/>) or R (<https://www.r-project.org/>) as well.

Per construct do the following steps have 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/>)