Team members:

Courtney Sanford, Emma Johnson, and Aaron Davis

Team roles:

Each of us will do data collection over Thanksgiving for different surveys, and help create code and graphs together. I (Emma) take responsibility for creating the presentation and report, since I’m not as skilled at writing up code, but Courtney and Aaron will of course have input and give it the final OK.

Hypothesis:

We believe that, when given an option of colors (or pictures or whatever), people will select the “suggested” one. We’re also interested to see if there is a correlation between a person’s age, gender, and propensity to acquiesce to suggestions.

Data collection:

To test this, we plan to create a series of scripts that will give users a prompt to select a color from 3 different choices; the “suggested” color will either be given in all caps, (ex: “Please select either red, Blue, or green.), or we will use some sort of question phrasing (ex: “Pleas select blue or one of the other colors.) We will record their age, gender, and whether they choose the suggested color or not in several matrices.

Data analysis:

After collecting age, gender, and color choice for approximately 6 different color-suggestion tests, we will plot multiple graphs of these tests against age or gender, and see if there are any significant correlations.

Great idea! The suggestions you are giving may be somewhat obvious, so how about also considering order predicting preference? Is the first color listed preferentially chosen?