By Items

 With the same datafile and just by changing one word in the analysis code.

Interpreting Interactions

We can build the model as before and pass the model to the function emmeans (remember to load the emmeans package) and ask for pairwise comparisons with no correction - we need to work out the Bonferroni corrected value ourselves...

```
> emmeans (model, pairwise ~ Sentence * Context, adjust = "none")
$emmeans
                                         df lower.CL upper.CL
 Sentence Context
                     emmean
Positive Positive 1579.181 57.78624 137.64 1464.917 1693.445
Negative Positive 1627.877 57.78624 137.64 1513.614 1742.141
 Positive Negative 1594.889 57.78624 137.64 1480.625 1709.152
Negative Negative 1473.962 57.78624 137.64 1359.698 1588.225
Confidence level used: 0.95
$contrasts
                                                              df t.ratio p.value
                                                       SE
 contrast
                                        estimate
 Positive, Positive - Negative, Positive -48.69643 60.33730 115.72
                                                                  -0.807
                                                                          0.4213
Positive, Positive - Positive, Negative -15.70794 55.39009 117.95
                                                                  -0.284
                                                                          0.7772
 Positive, Positive - Negative, Negative 105.21905 59.82499 115.06
                                                                   1.759
                                                                          0.0813
 Negative, Positive - Positive, Negative 32.98849 59.82499 115.06
                                                                   0.551
                                                                          0.5824
Negative, Positive - Negative, Negative 153.91548 55.39009 117.95
                                                                   2.779
                                                                          0.0064
 Positive, Negative - Negative, Negative 120.92698 60.33730 115.72
                                                                   2.004
                                                                          0.0474
```