Workflow
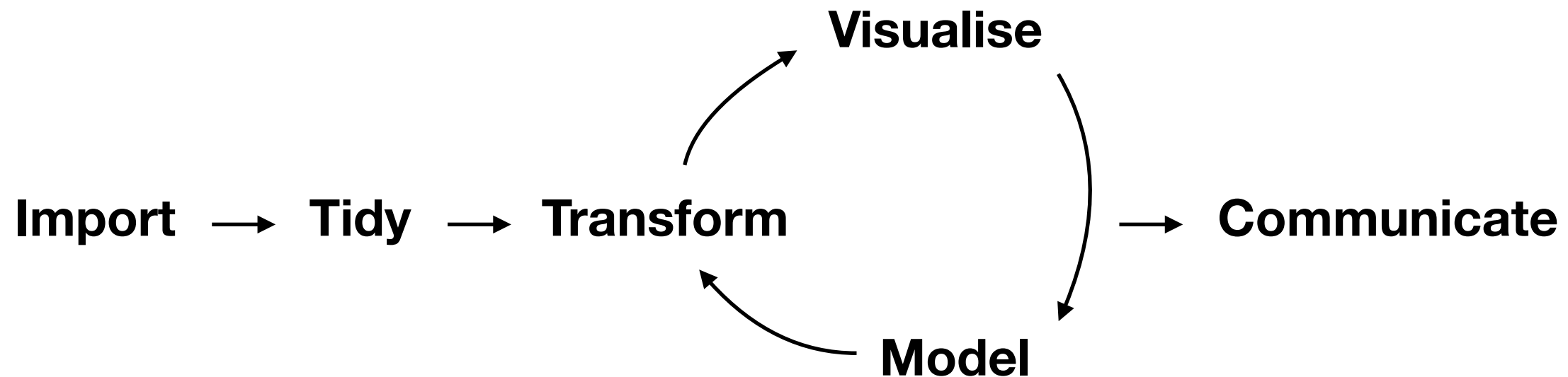
Import → Tidy → Transform → Visualise → Model → Communicate

(Generalised) linear mixed models using `lmer()` **and** `glmer()`

Why Linear Mixed Models?

We are going to look at linear modelling and then (generalized) linear mixed modelling. (G)LMMs are have taken the biological and behavioural sciences by storm.

(G)LMMs are more powerful than ANOVA, allow for multiple simultaneous random effects (e.g., subjects and items), subject and item covariates, nesting, unbalanced designs, normal and non-normal data distributions, cope with missing data, allow you to model both continuous and categorical IVs and DVs, operate over trial-level data, and allow you to determine the best statistical models to fit to your data that make the most theoretical sense…