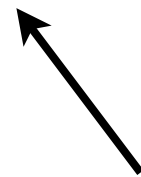


- We can get around the lack of independence by treating participants as a random effect such that each participant has their own *individual* reaction time baseline.
- This gives us a separate random intercept value for each participant - in other words, our model can account for individual variation.
- This is a *mixed effects model*:

$rt \sim \text{condition} + (1 \mid \text{subject}) + \text{error}$



This is our random effect and assumes a different intercept for each participant.

- Imagine also that we have different Target Items e.g., 10 different items that were presented in either in Large or Small format)
- Each Target Item might have been a little different. One particular Target might just be easier to respond to quickly - in other words, the Target Items will also have different baselines.