2 x 2 Example

- Imagine the case where we're interested in the effect of positive vs. negative contexts on how quickly (in milliseconds) people respond to positive vs negative sentences. We think there might be a priming effect (i.e., people are quicker to respond to positive sentences after positive contexts vs. after negative contexts - and vice versa).

- So, we have two factors, each with two levels. This is what's known as a full factorial design where every subject participates in every condition.

2 x 2 Example

- A 2 x 2 repeated measures design with the factors Sentence Type (Positive vs. Negative) and Context (Positive vs. Negative). DV is reaction time (RT).

- The data file is called DV and is in *long* format (i.e., each row is one observation):

	Subject	Item	RT	Sentence	Context
1	1	3	1270	Positive	Negative
2	1	7	739	Positive	Negative
3	1	11	982	Positive	Negative
4	1	15	1291	Positive	Negative
5	1	19	1734	Positive	Negative
6	1	23	1757	Positive	Negative
7	1	27	1052	Positive	Negative
8	2	4	1706	Positive	Negative
9	2	8	533	Positive	Negative
10	2	12	1009	Positive	Negative
11	2	16	939	Positive	Negative
12	2	20	1848	Positive	Negative
13	2	24	1435	Positive	Negative

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