LMMs for Ordinal DVs

- Often we might collect data using a Likert scale. These data are ordinal and so we should used the cumulative-link mixed model function (CLMM) in the package called `ordinal`. Works similarly to LMMs in `lme4` but with one or two minor syntax changes…

- An example: we had 42 participants rate images of sports on a scale of 0-10 corresponding to how much they liked each one. Before each rating measure, they saw a video of a sport that matched or mismatched the one they then had to rate (with a neutral video as baseline).

- We want to know whether people's ratings were influenced by whether or not the sport they rated matched the one they had just seen.

- We have Subject, Image, and SportType as our random effects.

- VideoCondition corresponds to our condition - 2 is match, 3 is mismatch, and 4 is neutral.

- Our DV is the column 'ratings'.

Filter

	Subject	order	Image	SportType	VideoCondition	RTs	Questionnaire	SportExperienceTest1	SportExperienceTest2	ratings
1	1	1	5	5	2	2644	21	0	0	7
2	1	2	2	2	2	1606	21	0	0	4
3	1	3	10	10	2	1512	21	0	0	6
4	1	4	1	1	2	2217	21	0	0	8
5	1	5	3	3	2	1988	21	0	0	2
6	1	6	9	9	2	2876	21	0	0	9