From: **Christopher Castille** christopher.castille@nicholls.edu
Subject: Re: Experimental Condition Review
Date: July 31, 2025 at 9:44 AM
To: Juliann Allen juliann.allen@nicholls.edu

CC

No worries – I decided to make the app anyway.

> **Cognitive Load Analysis Tool**
> christopher-m-castille.shinyapps.io 🧭

You can insert new text input and get a comprehensive analysis.

If something seems off, let me know.

Chris
——
Christopher M. Castille, Ph.D.
Gerald Gaston Endowed Associate Prof. of Management
Al Danos College of Business Administration
Nicholls State University
Office: 985-449-7015
Email: christopher.castille@nicholls.edu

> On Jul 30, 2025, at 9:13 PM, Juliann Allen <juliann.allen@nicholls.edu> wrote:
>
> Hi Chris,
>
> Okay, there is an error when I run the code, and I'm sure I did something wrong. The error reads: " Error: corpus() only works on character, corpus, Corpus, data.frame, kwic objects." If you don't have any time to help further, it is totally okay. I understand things are busy!
>
> Juliann
>
> On Wed, Jul 30, 2025 at 7:20 PM Christopher Castille <christopher.castille@nicholls.edu> wrote:
>> That should work. Let me know if it doesn't.
>>
>> Chris
>>
>>> On Jul 29, 2025, at 4:54 PM, Juliann Allen <juliann.allen@nicholls.edu> wrote:
>>>
>>> Hi Chris,
>>>
>>> I hope you had an awesome trip. Wow, this is great! Thank you so much for running these analyses for us. I appreciate your feedback.
>>>
>>> I can see that this would be very helpful for experiments in the future (especially to further demonstrate equality across conditions), and I would be curious about the web app. I opened the codebook in R Studio—would I just need to change the Christian values and non-Christian values text in the code to re-run the analysis? Thank you so much!
>>>
>>> Juliann
>>>
>>> On Tue, Jul 29, 2025 at 2:04 PM Christopher Castille <christopher.castille@nicholls.edu> wrote:
>>>> Hi Juliann,
>>>>
>>>> I played around with your work a bit and can see the point that the reviewer is making in this case. It's probably fair to state that non-traditional (liberal?) values are more sophisticated or complex and nuanced. Naturally, cognitive load will be higher for text reflecting these values, so equating the text on for different values statements on cognitive load may be necessary to minimize the influence of a confound (here, verbal ability, which I'm suspecting would also be associate with a more liberal orientation).
>>>>
>>>> I used AI (Cursor) to both measure cognitive load using standard R packages for doing so and create new alternatives worth considering further (about 30). I was able to find a text sample that minimizes cognitive load but you may wish to play with it some more. I created a codebook for measuring and assessing cognitive load (it's in R). If you prefer, the HTML file contains what you need (no need to use Rin that case). If you like, I can probably give you a web app that helps you to play with different language sets and assess readability – just let me know. Alternatively, Microsoft Word contains some readability indices that you can use but if you want R's functionality or reproducibility, I can help with that.
>>>>
>>>> I hope this helps but if you need more, please let me know.
>>>>
>>>> Chris
>>>>
>>>>> On Jul 27, 2025, at 5:55 PM, Juliann Allen <juliann.allen@nicholls.edu> wrote:
>>>>>
>>>>> Hi Chris,
>>>>>
>>>>> Thank you for being willing to look at our experimental conditions! Each participant will see one of the two conditions, and all participants will then see the section titled "prompt" appear after seeing one of the two conditions. We've attached a document with the conditions.
>>>>>
>>>>> The reviewer wants each condition to require the same cognitive load and be semantically similar. Also, any piece of information

The reviewer wants each condition to require the same cognitive load and be semantically similar. Also, any piece of information that is exclusive to one condition must relate directly to the theoretical contribution. I understand what the reviewer wants, but I am not as skilled when it comes to putting the condition on paper. So, I appreciate you looking at these for us. I have copied my co-author on the email to keep her in the loop.

Juliann

On Sat, Jul 26, 2025 at 11:50 AM Juliann Allen <juliann.allen@nicholls.edu> wrote:
> Thanks so much, Chris! How about the Saturday after you get back for the deadline? I appreciate your willingness to take a look at it. Congratulations on your presentation!
>
> Juliann
>
> On Sat, Jul 26, 2025 at 3:21 AM Christopher Castille <christopher.castille@nicholls.edu> wrote:
>> Happy to help. Deadline?
>>
>> I'm in Copenhagen till Tuesday so I hope this can wait till after I come back.
>>
>> Chris
>> Christopher M. Castille, Ph.D.
>> Associate Professor of Management
>> Nicholls State University
>>
>> Sent from my iPhone, so please excuse typos
>>
>>> On Jul 25, 2025, at 11:17 PM, Juliann Allen <juliann.allen@nicholls.edu> wrote:
>>>
>>>
>>> Hi Chris,
>>>
>>> I hope you've had an awesome summer! I have a favor to ask of you. My colleague and I have been offered a chance to redo a study for a manuscript that is under review. Our study contains two experimental conditions. The reviewer and editor are not happy with the way the experimental conditions were written the first time we ran the study, as they argue that additional information in one of the conditions is confounding. My colleague and I are going to rewrite the conditions to rerun the study, and I was wondering if you would be able to take a quick look at the rewritten conditions to offer feedback before we spend additional money to run the study. The conditions are not very long (less than five minutes to read both of them), and I would provide the original conditions we had so that you can see what the reviewer is talking about. Given your background, I thought you would be great to ask! We can send them to you in the next few days. Would you be willing to take a look?
>>>
>>> Juliann
>>>
>>> --
>>> Juliann Allen
>>> Assistant Professor of Marketing
>>> Argent Bank Endowed Professorship
>>> Al Danos College of Business Administration
>>> Nicholls State University
>>> juliann.allen@nicholls.edu
>>> 985-449-(7118)
>>
>>
>> --
>> Juliann Allen
>> Assistant Professor of Marketing
>> Argent Bank Endowed Professorship
>> Al Danos College of Business Administration
>> Nicholls State University
>> juliann.allen@nicholls.edu
>> 985-449-(7118)
>
>
> --
> Juliann Allen
> Assistant Professor of Marketing
> Argent Bank Endowed Professorship
> Al Danos College of Business Administration
> Nicholls State University
> juliann.allen@nicholls.edu
> 985-449-(7118)
> <Appendix 1_ Experimental Conditions.docx>

--
Juliann Allen
Assistant Professor of Marketing
Argent Bank Endowed Professorship
Al Danos College of Business Administration
Nicholls State University
juliann.allen@nicholls.edu
985-449-(7118)

--

Juliann Allen
Assistant Professor of Marketing
Argent Bank Endowed Professorship
Al Danos College of Business Administration
Nicholls State University
juliann.allen@nicholls.edu
985-449-(7118)