

Readme file for behavioral data of the eye-tracking experiment

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For each participant, there is a folder with several output files from the computer task (which was programmed in Cogent 2000 / Matlab). The most important ones are “bdm_run”, which contains the data from the incentivized rating task (the code is based on a previous code that referred to a BDM auction task), and “choice_output”, which contains the data from the ternary choice task. Both files are simple matrices and can be read into Matlab using the “load” command (or into R using the “read.table” command).

The columns of “bdm_run” refer to the following variables:

1. First (1) or second (2) rating of an item
2. Trial number within first or second round of item ratings
3. Item ID
4. Item rating
5. RT in ms

The columns of “choice_output” refer to the following variables:

1. Item 1 ID (one of the two targets)
2. Item 2 ID (one of the two targets)
3. Item 3 ID (always the distractor)
4. Distractor # (not based on value but on distractor ID)
5. Difficulty level (i.e., value difference between targets) (1 = hardest, 5 = easiest)
6. Value (i.e., average rating) of Item 1
7. Value (i.e., average rating) of Item 2
8. Value (i.e., average rating) of Item 3
9. Screen position of Item 1 (1 = lower left, 2 = upper middle, 3 = lower right)
10. Screen position of Item 2 (1 = lower left, 2 = upper middle, 3 = lower right)
11. Screen position of Item 3 (1 = lower left, 2 = upper middle, 3 = lower right)
12. Selected screen position
13. RT in ms

The following participants were excluded:

- ID 12, 20, 22, 38: abortion of experiment due to eye-tracking incompatibilities
- ID 2, 24, 42: >40% 0-ratings of snacks
- ID 10: second-best option chosen more often than best option