- At a high level, how are you planning to execute the experiment? How will you divide up the data collection task among yourselves?
  - **Pictures in the survey:** We will recruit from our network people to submit pictures of themselves in a monochromatic t-shirt, from the waist up. We would like to get one smiling and one unsmiling photo from each person. We will ensure each person consents to their likeness being used for the study. We would like to recruit at least 10 people (20 photos total) to submit their photos for the survey
  - **Treatment on images**: We will use photoshop to add a convincing looking trader joe's logo onto the t-shirts to serve as the treatment intervention.
  - **Survey:** All subjects will be asked to rate the attractiveness of each of the people pictured in the survey. We will randomize 10 photos
  - **Data collection**:
    - Each team member will recruit 10 people to take photos of by spring break
    - Create survey through Qualtrics, put it out to Amazon Turk - work collaboratively
    - One member will photoshop TJ's logo onto tshirt (Canva)
    - One member will write up a statement to disclose information about the research we're doing for the intro/consent to the survey
    - One member will write up a statement to disclose information about the research we're doing to recruit photo participants
- How detailed is your experimental design and procedure so far?
  - Building the survey: taking pictures, treating images
  - Survey design: want to ask many demographic questions for analysis, swipe through photos of ~50 people (choose which is more attractive between 2 photos given)
  - Participant recruitment: through Amazon Turk (200 responses is the goal)
- What parts of the protocol have you not fleshed out yet?
  - Survey demographic questions
- What aspects are you undecided about? Would you like advice on these?
  - How many photos to get (what's a good number of questions to ask for a conjoint model design as previously suggested)
  - Do we only get photos from folks from our immediate network for ease (i.e. majority of photo subjects would be in their 20s, Cal students, etc)
- What software (if any) needs to be written to execute the experiment? How far along are you on this?
  - Qualtrics Survey -- We have not started this yet
  - Data Analysis in R -- Need to wait for data
  - Data Visualization in R (Python/Altair?) -- Need to wait for data
  - GitHub Project Workflow -- We have a well functioning repo and project workflow
- On what questions would you like advice from the instructor?

- How can we get a representative sample of people to be rated with/without TJs shirts?
- Do we need written consent for their likeness to be used?
- We really liked the idea of: Recruit people to send in photos in a monotone (single color) shirt Ask them to take a photo without much of a background (in front of a wall?) Ask them to take one smiling, one unsmiling photo We will photoshop TJs logos onto shirts ourselves
- Alex talked about sending some readings on the "conjoint model" type thing, can Alex send those to us?
- Should we ask about initial impressions from the photos? Other than attractiveness

- Are you hoping for a grant to help cover expenses of the experiment? If so, make sure to send the instructor a one-page email detailing your grant amount request (up to $500 per group)
  - We will need $300 to recruit 200 survey participants on Mechanical Turk
  - We will need ~$100 to pay people to take pictures of themselves (We will try to get pictures of our friends for free, then reach out to the MIDS network on slack, offering $5 per person, up to 20 people).