The Effect of Priming with Memes on Puzzle Solving Ability

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QAC307

Defining Terms

LARP- Live Action Role Play

Survival Analysis- A branch of statistics which focuses on analyzing the expected time before an event happens
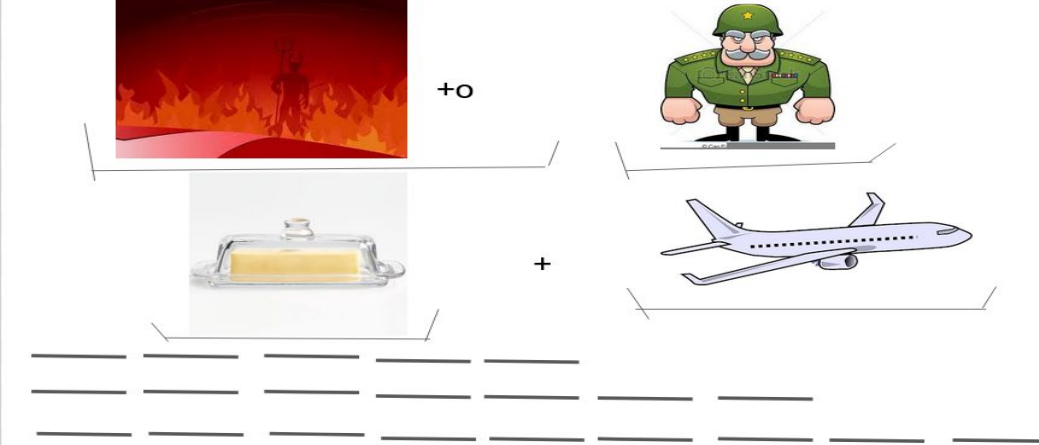
Censored Data- a type of data where the data is incomplete

Does priming affect how long it takes a person to solve a puzzle in the context of LARP?

- Hypothesis: Priming would decrease the amount of time it took to solve puzzles in the context of LARP.
- Population of interest: 18-25 year olds who have an interest in LARPing
- Sample size: 13
- Study method: Randomized Block Design (session used as a blocking factor to account for potential differences in time of day or differences between sessions)
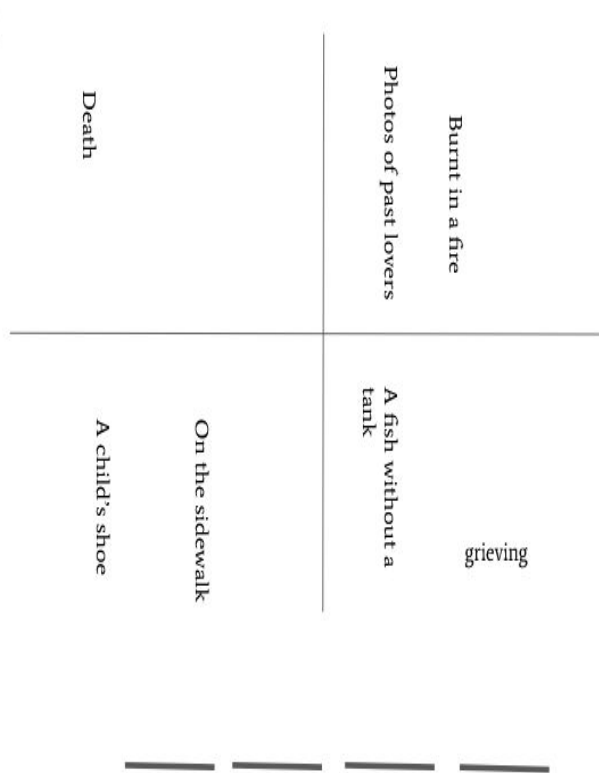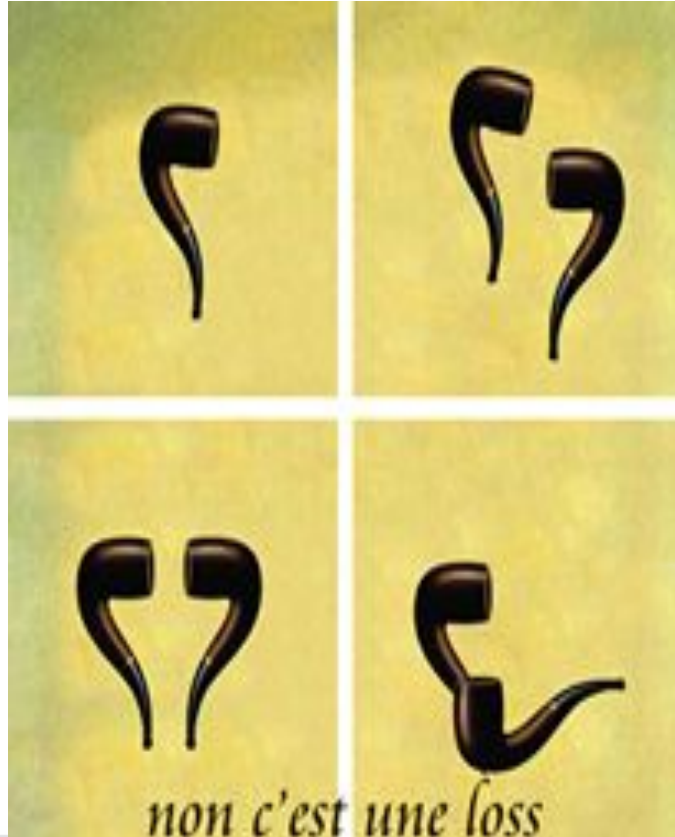- Method of Analysis:Survival Analysis (Kaplan-Meier curve)

LARP

- Participants were in a group call on zoom where they solved a series of puzzles together and role played

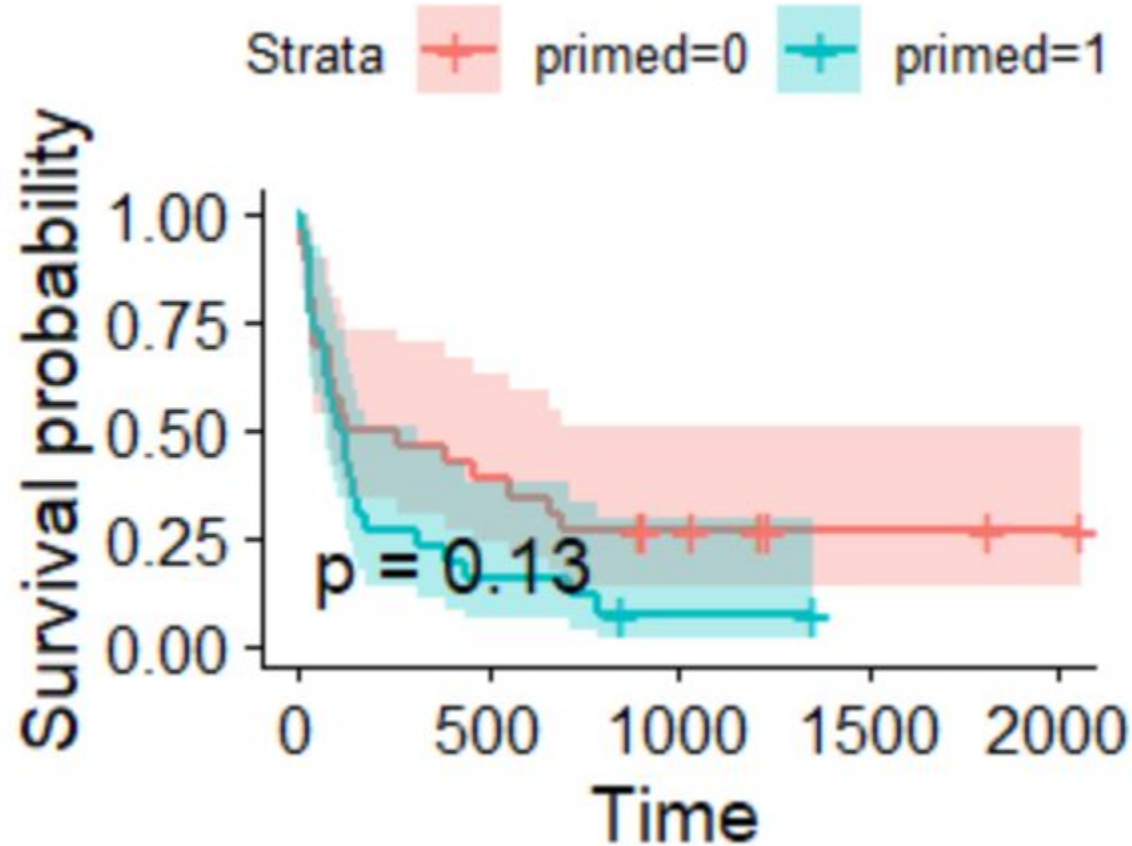- They would be asked to mute their computer and mic to solve the puzzles that were part of the data collection.

Priming and LARP methods

I am in

Death

Photos of past lovers

Burnt in a fire

A fish without a tank

On the sidewalk

A child's shoe

grieving

non c'est une loss

- Two groups
- Two memes in common
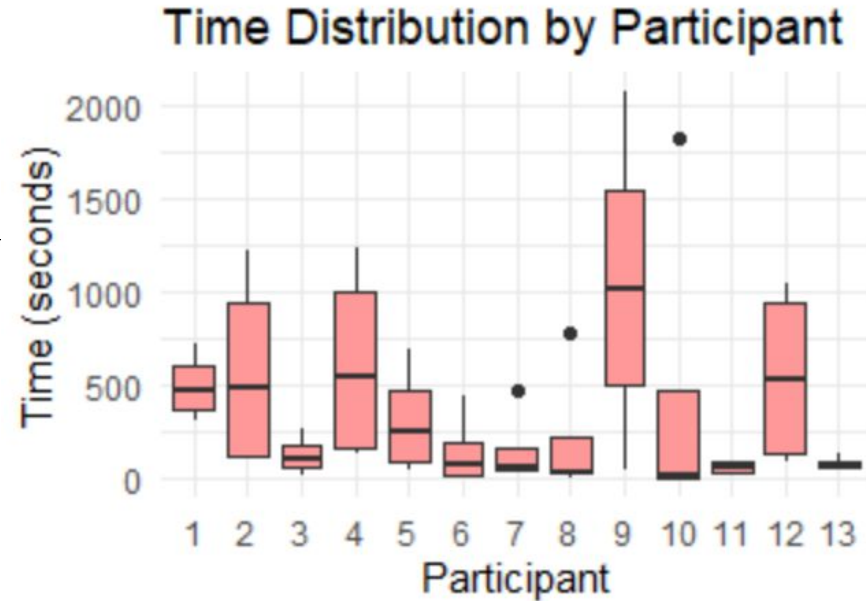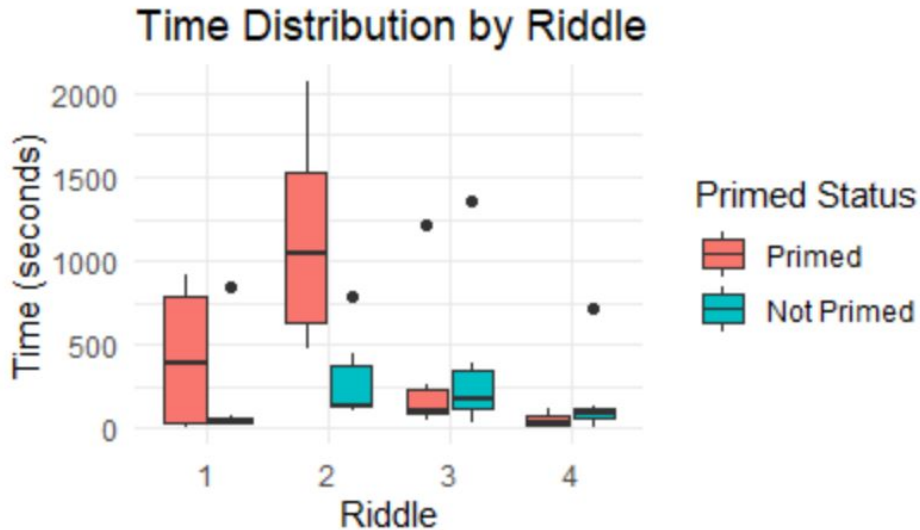- Three memes unique to the group

Results

- Kaplan-Meier curve
- Indicates the likelihood of having not solved the puzzle at each point
- Vertical lines are where participants failed to solve the riddle

Future Study

- Block based on meme literacy
- Larger Sample Size
- Standardized difficulty of riddles

Time Distribution by Riddle

Time Distribution by Participant

Are there any questions?