Deviation Coding Breed Modification

response ~ $\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_1 X_2$

$X_1 = \{-1, 1\}$ (pred, subj) syntax

$X_2 = \{-1, 1\}$ (critical, filler) trial-type

el-subj is mean: $\beta_0 + \beta_1 - \beta_2 - \beta_3(-1)$ → syntax critical:

el-pred is mean: $\beta_0 - \beta_1 - \beller-subj: $\beta_0 + \beta_1 + \beta_2 + \beta_3$

$\beller-pred: $\beta_0 - \beta_1 + \beta_2 - \beta_3$

subj-pred > 0:

$(\beta_1 + \beta_1 - \beta_2 - \beta_3) -$

$(\beta_0 - \beta_1 - \beta_2 + \beta_3) > 0$

$(=) \beta_0 + \beta_1 - \beta_2 - \beta_3 - \beta_0 + \beta_1 + \beta_2 - \beta_3$

$(=) 2\beta_1 - 2\beta_3 > 0$