

Priming Experiment Overview

This project contains the following six tasks that are each worth some points towards the final score (40 pts total, or 40% of the course grade). For most steps, as long as you complete it, you automatically get the full points available. For two steps (participants and final report), the points are more variable and depend on the content and quality of what you submit.

Experiment Plan (2 pts)

Decide what kind of priming you would like to test, and what your predictions are. Your idea doesn't have to be completely original, but it should be something that you find interesting. If you submit a plan and I accept it (maybe after some changes), you will get 2 pts. *If the plan is submitted late (after the deadline for plan submission), you will lose 1 pt per week it is late.*

Stimuli List (5 pts)

Make the list of words that you will use in the experiment. You should think carefully about what types of words you choose and avoid. If you get help from GenAI, don't just assume what it gives you is correct as it often makes mistakes. Note that this step can be quite labor intensive and is extremely important. *If your stimuli have problems, your experiment will have problems.* If you submit a full set of stimuli and I accept it (maybe after some changes), you will get 5 pts.

Programming the Experiment (1 pts)

Make the DMDX/PschoPy scripts to run the experiment. The internet and GenAI can be very helpful for this step. If you present evidence that your experiment is successfully running, you will get 1 pt. The usual evidence will be data from a successful completion of the experiment by you or your teammate.

Participants (10 pts)

Recruit volunteers to participate in your experiment. They should be people who have *not* taken a psycholinguistics class.

- If you are working on your own, 1 pt per participant (up to 10 pts)
- If you are working with a partner, 0.5 pt per participant (up to 10 pts; 20 participants)

Analysis (2 pts)

Analyze the data you collect. If you can report averages of participants and conditions (and, if your plan includes it, groups), you will get 2 pts. Don't skip this step!

Final Report (20 pts)

Write a report of your project and its results. This is the most difficult for me to describe in general. Overall, if you present a clear report that includes all the pieces described in the instructions (you will get them when you get to this step), you will get 20/20 pts. The actual grade will depend a lot on the quality of how you organize and present the information. *If you are late submitting your final report, you will have 1 pt deducted per day you were late.*

Additional Notes: You **MUST** perform the steps in order and get approval at each step. This means you cannot just rush ahead and do steps I have not approved yet. *If you do rush ahead, I will deduct points for the steps you skipped (i.e., didn't tell me you had completed).* The aim of this project is to guide you through the steps of the process one-by-one, if you rush ahead, I cannot guide you. It might also mean that you make big mistakes and have no chance to fix them.