Curiosity Project: Student Pilot Data Analysis

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The raw data from the student pilot test contained 105 responses. 22 of the responses were removed because they were missing names and student ID numbers. An additional 3 responses were removed because they were either `Mike` or nonsensical responses to the question asking for student names (`Q30_1`) or student IDs (`Q30_2`). The final sample size is 80 respondents.

1 Experimental Conditions

The random assignment to conditions appears to have worked fine. The number of respondents per condition ranged from 18 to 21 (Table 1).

The manipulation check for the question showed that respondents who were exposed to a stimulus that contained a question were significantly more likely to answer "Yes" to `Q24` ("Did the meme you just viewed contain a question?"; Table 2). Note that the control condition did not contain a question.

Table 1: Number of respondents in the control and experimental conditions.

	Freq	% Valid	% Valid Cum.	% Total	% Total Cum.
Control	18	22.5	22.5	22.5	22.5
No question, no curiosity prime	21	26.2	48.8	26.2	48.8
Question, no curiosity prime	21	26.2	75.0	26.2	75.0
Question, curiosity prime	20	25.0	100.0	25.0	100.0
Total	80	100.0	100.0	100.0	100.0

Table 2: Manipulation check for presence of a question.

	Control	No question, no curiosity prime	Question, no curiosity prime	Question, curiosity prime
No	16	17	6	6
Yes	2	4	15	14

2 Situational Curiosity

Cleaned the items `Q25_1` through `Q25_4` and determined the Cronbach's alpha ($\alpha = .95$). Did not run a factor analysis since the correlation matrix showed high significant ($p < .001$) inter-item correlations ranging from 0.74 to 0.89. Combined items in a mean index ($M = 3.65$, $SD = 1.65$).

There were no significant differences in the mean of situational curiosity across conditions (Figure 1).

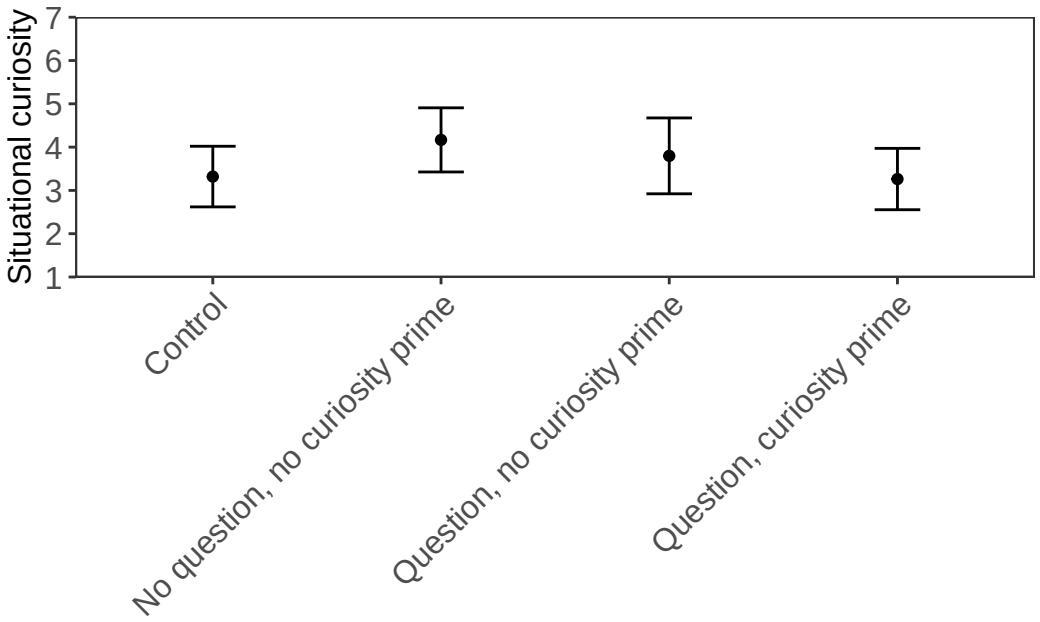

Figure 1: Mean of situational curiosity by experimental condition.

Examined the cleaned versions of the individual items (`Q25_1c` thru `Q25_4c`).

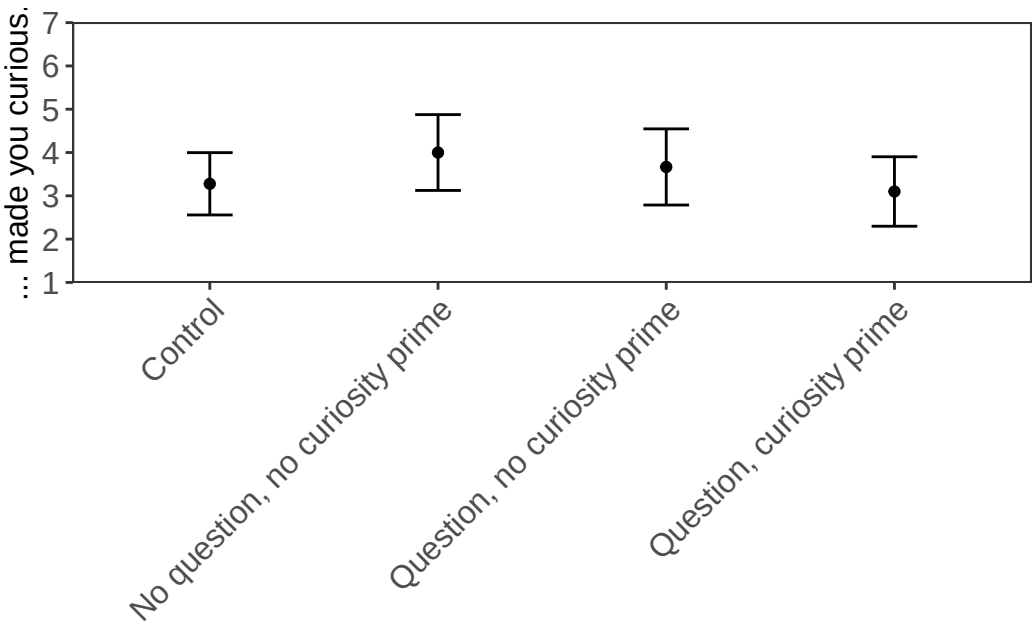

Figure 2: Mean of Q25_1c by experimental condition.

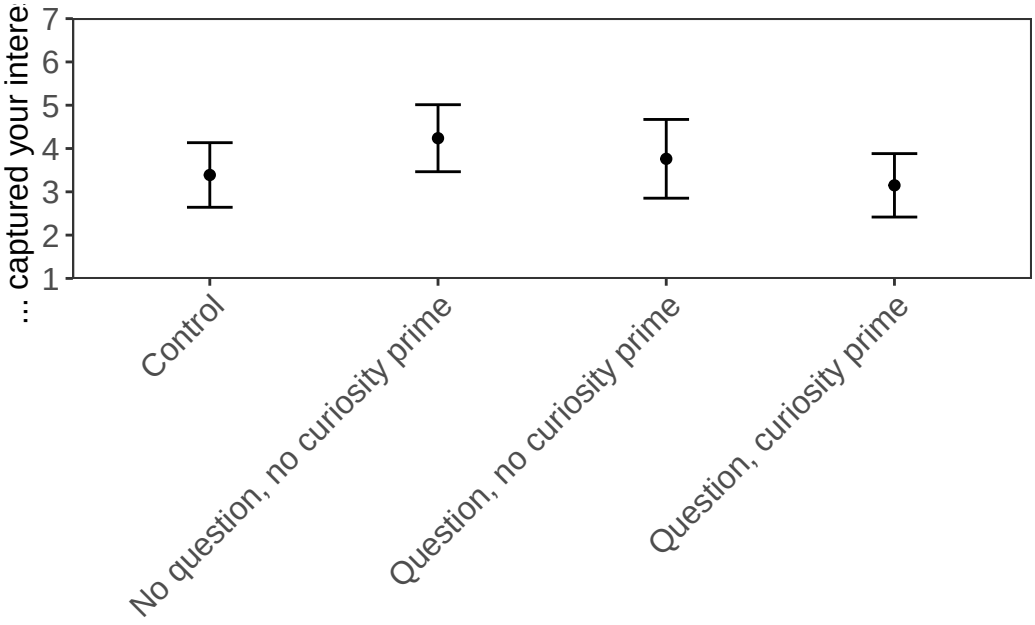

Figure 3: Mean of Q25_2c by experimental condition.

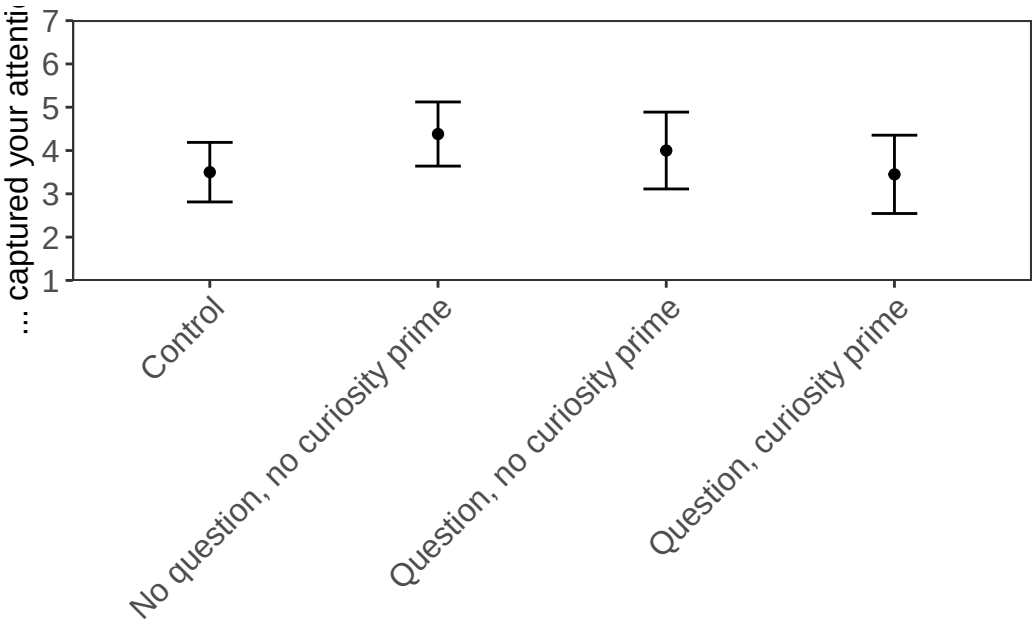

Figure 4: Mean of Q25_3c by experimental condition.

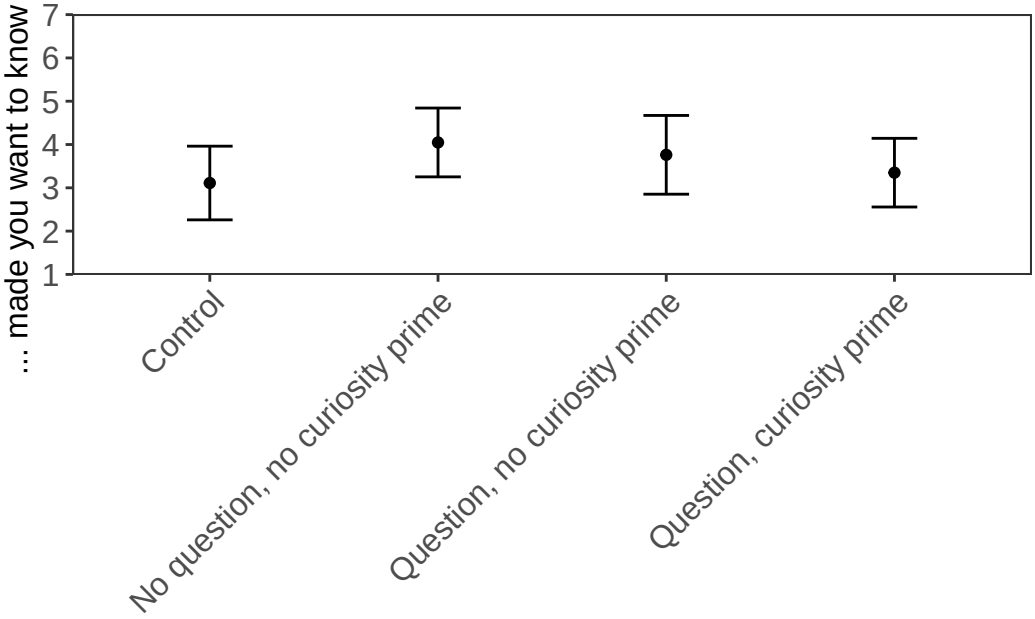

Figure 5: Mean of Q25_4c by experimental condition.