The Robustness of the Colavita Effect in Online Testing

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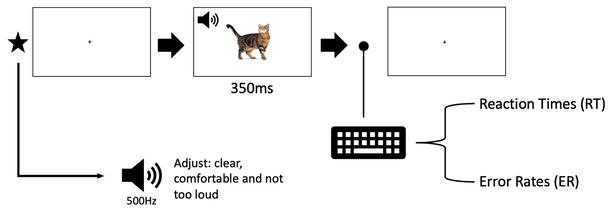
BACKGROUND

- The Colavita Effect is the tendency to neglect the auditory component of an audiovisual stimulus (Colavita, 1972)
- The Colavita effect is a robust phenomenon, but has only been tested in traditional lab environments
- If the Colavita can be replicated online, it would validate an online instantiation and add to the robustness found in the literature

METHODS

- 48 undergraduate students (34 females, M_{age} = 20 years)

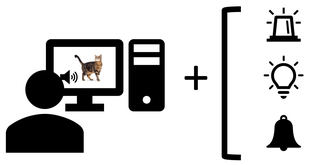


RESULTS

- Poorer performance than seen in the literature
  - Slower reaction times, higher error rates
- No Colavita effect

CONCLUSIONS AND FUTURE DIRECTIONS

- We did not observe a Colavita effect
- Poor performance could indicate that participants were distracted in remote environments
- Future directions: Introduce distraction in a controlled environment to try and isolate the effects of distractors



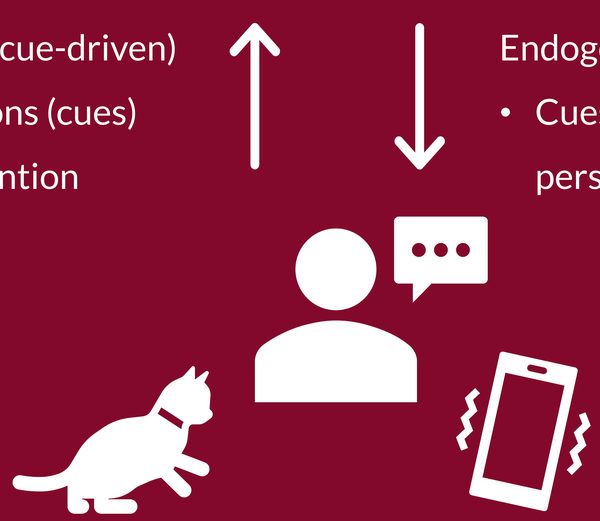
The Colavita Effect was **not replicated** in an online study, and this is likely due to the varying **distractions** imposed by remote environments.

Exogenous (cue-driven)

- Distractions (cues) draw attention

Endogenous (goal-driven)

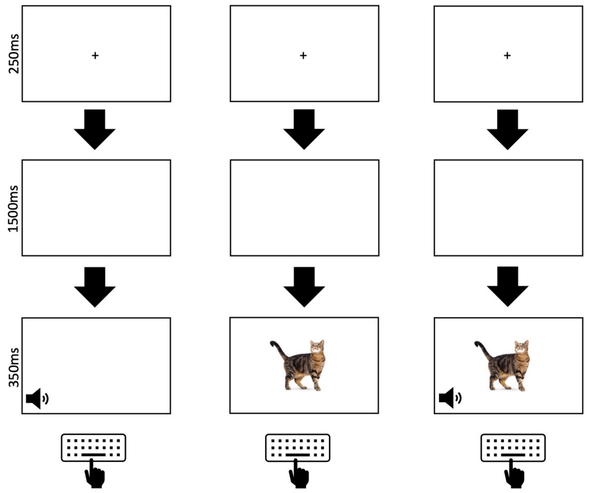
- Cues at home have personal salience



Procedure

Figure 1

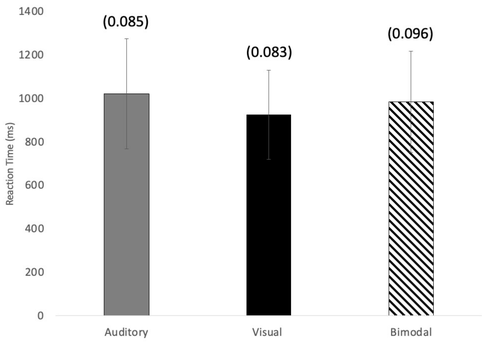
Sequence for the Presentation of Events



Note. Each vertical column represents a trial. The left, middle and right columns are the sequence of events seen by participants on auditory trials, visual trials, and audiovisual trials; respectively.

Results

- Reaction time (BF_{10} = 78.94)
  - Slower for auditory trials (M = 1022.83, SD = 253.78) than visual trials (M = 926.38, SD = 205.07), BF_{10} = 78.90
- Error rate (BF_{01} = 12.53)
  - No more errors for bimodal trials than for unimodal trials



Attention and Distraction in Remote Environments

- Remote environments are detrimental to performance as they introduce distraction, and we are more likely to orient ourselves to them; thus, drawing on both attentional systems.

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