# Study Design

## Sample Data

The sample data comes from a 3 (Tweet: animal-themed vs. non-animal themed vs. none) x 2 (Animal: cat vs. dog) mixed design study: Tweet was the between-subjects variable and Animal was the within-subjects variable. In this study, participants were randomly assigned to one Tweet condition; they either viewed and reacted to five funny/cute animal-themed tweets, viewed and reacted to five non-animal funny tweets (chosen by researcher), or did not view any tweets. All participants then completed the Big Five Inventory (BFI; John & Srivastava, 1999) in the third-“person” with regards to a dog and cat (the Animal variable) in counterbalanced order. The dependent variable were the personality dimensions on the BFI: e.g., Openness to Experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism. For the current analysis, I am focusing on Extraversion as the key dependent measure.

Firstly, I hypothesize a main effect of Animal, such that dogs are perceived as more extroverted than cats. I also hypothesize a main effect of Tweet, such that participants who viewed any tweets versus no tweets will perceived animals as being more extroverted, averaging across dogs and cats.

However, I also predict a Tweet X Animal interaction, such that viewing animal-themed tweets (versus non-animal tweets and no tweets) will increased perceived extraversion for cats to a greater extent than for dogs. In other words, the simple main effect of Tweet will be larger for cats than for dogs.

