Priming Experiment Overview and Scoring (40 total pts)

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). **This project is done step-by-step and requires that I approve each step before you can proceed to the next one, otherwise, you will not get credit for that step.** The outline for the steps is below, along with the points available for each step. Text in red is not meant to scare you, but to help you avoid common mistakes students have made in previous years.

Experiment Plan (3 pts)

Decide what kind of priming you would like to test, and what your predictions are. If you submit a plan and I accept it (maybe after some changes), you get 3 pts. Note: do NOT say you're using lexical decision but instead use a semantic relatedness task. This is the #1 mistake students make. Judging the relatedness of the prime and the target is NOT lexical decision. If you make this mistake, you will automatically lose 1 point.

Stimuli List (3 pts)

Making the list of words that you will use in the experiment. If you submit a full set of stimuli and I accept it (maybe after some changes), you get 3 pts. However, you may lose points if (a) you send me a list with too few stimuli [the instructions online are clear], or (b) your list contains repeated words. These errors are very basic and should not happen.

Programming the Experiment (3 pts)

Making the DMDX/Psychopy scripts to run the experiment. If you present evidence that your experiment is successfully running, you get 3 pts.

Participants (10 pts)

Recruit volunteers to participate in your experiment.
- 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 (1 pts)

Analyzing the data you collect. If you can report averages of participants and conditions (and, if your plan includes it, groups), you get 1 pt.

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 20/20 pts. The actual grade will depend a lot on the quality of how you organize and present the information. More details will be provided when you get to this step.