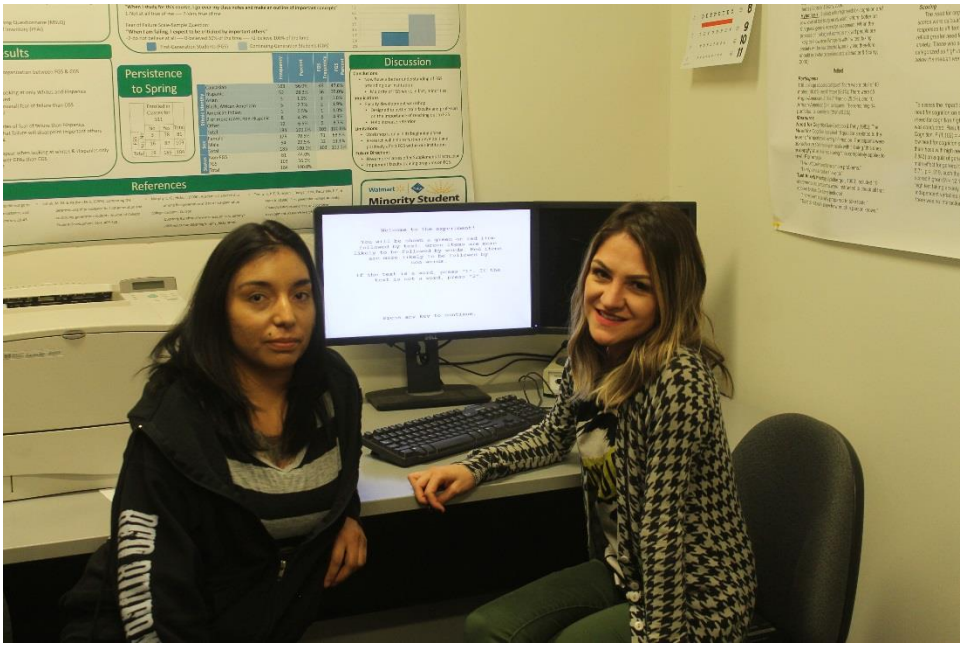
2016 Technology Grant Dissemination Report
Psychology: Cognitive Experimental Software

Chris Olance installed E-Prime 2.0 on both our Psychology Lab computers (3/21/16). My Cognitive Psychology students already had their projects in progress at that time, so I just showed them the software demo. The major outcome there was just to make what we had talked about in class more concrete and to see that this experimental paradigm was an approachable option. I also announced the availability of E-Prime to everyone in the department. There has been interest, but no one else has yet programmed an experiment in E-Prime. I am currently teaching Cognitive Psychology again. I prepared an E-Prime demo for those 16 students (pictured below) and it was successful in generating interest. Those students are finishing their experimental research project proposals and five or six have incorporated designs that would require E-Prime. This is just one data point, but it appears we are achieving the goal stated in the FTAC request last year: "to expand their 'research toolkit' with techniques pioneered by cognitive psychologists." Our students have never run such a study before, so although use of this experimental paradigm is widespread elsewhere, these projects will be a first for ASU, bringing us up to par with many undergraduate and graduate psychology programs. In sum, I am very pleased with the results so far.

We have two other goals for E-Prime. First, I will design and run a simple E-Prime based experiment in which all my Cognitive Psychology students will participate before the semester is over. Second, we as a department hope more of our students will turn to E-Prime for other research classes and independent research. My expectation is that these types of projects will continue to grow over a several year period due to two factors: experience with E-Prime in Cognitive Psychology and being exposed to presentations of other students E-Prime based research (Student Scholar Days & Rocky Mountain Psychological Association Conference).

Cognitive Psychology students, spring 2017. E-Prime, pictured on the screen allows programming of stimulus presentation, timing to the millisecond, and response time capture to the millisecond. Here the instructions for the experiment are displayed.



In this experiment, green objects predict that a real word will follow, while red objects predict that a non-word will follow, but neither prediction is accurate 100% of the time. The experiment explores how this affects the speed with which participants classify words and non-words.

Cognitive Psychology class, spring 2017, watches the E-Prime demo. We also used the Implicit Association Task to demo the power of E-Prime.

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