

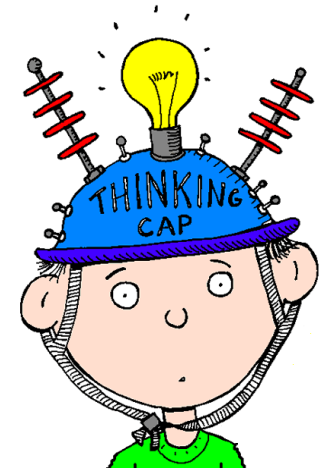
# Quick introduction to online experiments with Gorilla

ERC Meetings UCL Language & Cognition  
1<sup>st</sup> February 2018

# Why do experiments online?

- **Quicker** and cheaper than lab-based experiments
  - cheaper in terms of time & resources!
- Most psychology studies are underpowered – with online experiments can recruit large samples & (hopefully) do better science 😊

# Ethical considerations



- How are your participants recruited?
- Where are their data stored?
- How much do you pay them?
- How do you make sure they can contact you if necessary?
- Experimenter is not present during the experiment – any implications?

# Participant recruitment

- **Prolific Academic**

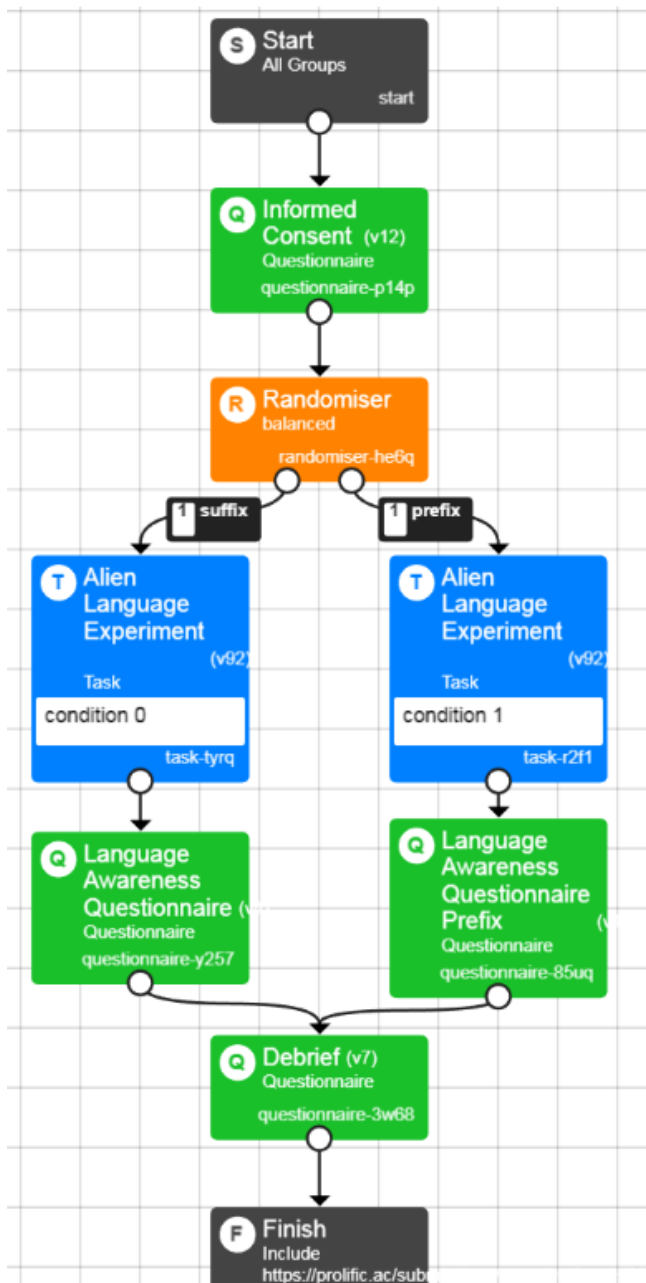
- Free to sign up, but charge commission on processing payments per participant
  - ~ 70k people signed up (~30k reported “native speakers of English”)
  - Other pre-screening criteria, but these are optional for people to fill in
  - Excellent support team
- **Concern: are people just clicking through?**
    - Attention check trials (don't always work!)
    - My experience: most people genuinely try their best

# Data collection



- **Gorilla**

- Builder environment: drag-and-drop
  - Coder environment: combination of JavaScript, HTML, and CSS
- 
- Some RT & timing concerns (applies to online experiments in general)



- Build an experiment tree
- Each node is either a questionnaire (green), a randomisation (orange), or a task (blue)

# Coder environment

- Good place to get started are the demo experiments in the support section
- Gorilla support team are very helpful and quick to get back to you
- Chances are you might not need it (I needed it for participant-by-participant randomisations)

# Some tips

- Test your experiment on friends first and run your analyses script on that data
- Test in batches – you don't want to lose lots of data!
- Don't assume people will read instructions (probably true for lab experiments too)