

# WORKSHOP ON THE USE OF 'IMPLICIT MEASURES' IN SOCIAL SCIENCES

Slabbinck & Spruyt / VUB WORKSHOP / DAY-1 (15-09-2023)

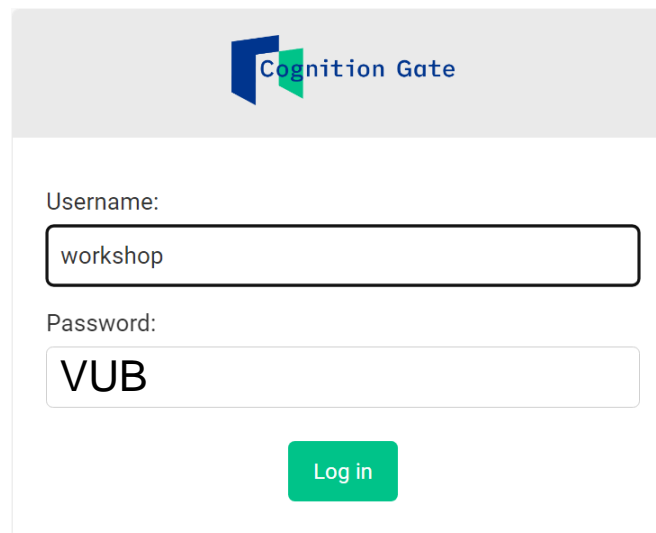
# SESSION 3: DIY

# DESIGN AND IMPLEMENT YOUR OWN STUDY

- Collaborate in groups of 5 tot 6 members.
- Select a research question (RQ) and the appropriate implicit measure to address that RQ.
- Implement your implicit measure using either Cognition Gate (i.e., IAT, SC-IAT, EPP, RRT, or PEP) or LabJS (i.e., IMPACT).
- Prepare a short (PowerPoint) presentation outlining your RQ. Justify (a) why an implicit measure is needed to address that RQ and (b) your choice for one implicit measure over other implicit measures.
- Present your work (today or next week).
- Collect data by next week ( $N \geq 10$ ).

# USING COGNITION GATE

- Navigate to <https://workshopvub.cognitiongate-beta.com/dashboard/>
- Documentation can be found here: <https://docs.cognitiongate.com/doku.php>
- Log in using the following credentials:



The screenshot shows a login interface for 'Cognition Gate'. At the top, there is a logo consisting of two overlapping squares (one blue, one green) followed by the text 'Cognition Gate'. Below the logo, there are two input fields. The first is labeled 'Username:' and contains the text 'workshop'. The second is labeled 'Password:' and contains the text 'VUB'. Below the password field is a green button with the text 'Log in'.

# USING COGNITION GATE

- Select the template of your choice and start editing. A flowers – insects IAT modeled Greenwald et al. (1998) is included as an example in the IAT template.

TASKS		
IATs	+ Add	✎ Change
PEPs	+ Add	✎ Change
Questionnaires	+ Add	✎ Change
RRTs	+ Add	✎ Change
SC-IATs	+ Add	✎ Change
SPPs	+ Add	✎ Change
Screensets	+ Add	✎ Change

- Once your implicit measure is ready, add it to a “Sequence” to get a URL which can be used for data collection.

# USING LABJS (IMPACT)

- Navigate to <https://users.ugent.be/~aspruyt/> and download the file “pepsi-coke-impact-2023-09-11--10\_13.study.json” (i.e., right click and select “save link as”).
- Navigate to <https://labjs.felixhenninger.com/> and open the json file just saved on your PC. You can now run and amend a trial version of the IMPACT. Hosting will be taken care of by Adriaan Spruyt (ask for help). Data collection will be possible via a public URL.

