

Experimental Psychology

Arlo Clark-Foos

Group Data Collection: Inattentional Blindness Experiment

Due: January 15, 2013

For our group data collection assignment this semester we will do an inattentional blindness experiment. You must first read the following articles which are available through the library's website. Information from these articles may appear on future exams.

Simons, D. J., & Chabris, C. F. (1999). Gorillas in our midst: Sustained inattentional blindness for dynamic events. *Perception, 28*, 1059-1074.

Strayer, D. L., & Drews, F. A. (2007). Cell-phone-induced driver distraction. *Current Directions in Psychological Science, 16*, 128-131.

We will have participants watch a short video (the gorilla video) and count the number of passes made by members of a team wearing white shirts. The video can be found at <http://www-personal.umd.umich.edu/~acfoos/resources/sat.avi> It will take a short time for the video to load on your (or a lab) computer so load and hit stop until you're ready to play it for a participant.

At the end of the video we will examine two dependent variables.

- One of these will be whether or not they noticed the gorilla
- The other will be the accuracy of their count

Our independent variable is the condition under which they watch the video and it has three levels.

- One is simply watching the video and counting
- A second is watching and counting while talking with another person in the room
- A third is watching and counting while talking with another person on their cell phone

The class hypothesis is that those in the cell phone condition will be less likely to notice the gorilla and less accurate in their count.

You are required to generate a second hypothesis of your own to include in your report. Your hypothesis must be empirical and testable from the data we will gather.

Data Collection

To collect data you will need to work in pairs. A maximum of two people per group or you may work alone (you will still need a confederate). You and your partner will each collect data from three participants. The duties for experimenter and confederate are summarized below.

Experimenter:

- Recruit 9 people willing to participate in the experiment. Run them one at a time; the other two cannot be in the room when you're collecting data from one person.
- Randomly assign each of the 9 people to **one** of the three conditions (3 in each)
- At the beginning, give each person an Informed Consent to keep and one to read and, if they're willing to participate, to sign
- Read them the instructions appropriate to their condition
- Run them through the experiment
- Be sure to give them the survey after the video
- Be sure to debrief them and thank them at the end; feel free to let them watch the video again (if they've not seen the gorilla they will probably want to see it)

Confederate:

- When in the room with a participant, do your best to engage them in conversation using the topic list generated by the class
- When on the cell phone with a participant, do your best to engage them in conversation using the topic list generated by the class
- KEEP THE PERSON ENGAGED IN TALKING WITH YOU

Experimenter and confederate will need to coordinate schedules so that each can collect data from the cell phone and person present conditions. Experimenters can easily collect data from the participant who simply watches and counts by themselves.

Your Report (Due 1/15): Each student must hand in their OWN report.

Include the following:

1-2 page (approx.) typed summary of your experience in collecting the data. What problems did you run into (if any)? Were there any questions that you did not anticipate? What were your hypotheses? Do you appear to have differences between your groups?

ALL consent forms, signed by both the participant AND the experimenter

ALL completed surveys

Conversation Topics

Use any (or all) of the following topics to engage the participant in continued conversation, in person or on the phone, while they are watching the video.

As the confederate you should start the conversation.

Class (freshman, sophomore, junior, senior)

Major

How many classes are you taking now

Cost of tuition

Parking on campus---finding a space----cost of parking

Plans after college? Job? Graduate school?

Football

Fashion

Family

Politics

Music

Movies

Weather

Instructions

Watching and Counting

In this experiment you will watch a short video and your job is to count how many times a basketball is passed by members of a team wearing white. Be as accurate as you can. Do you have any questions?

Watching and Counting while Talking with Person in the Room

In this experiment you will watch a short video and your job is to count how many times a basketball is passed by members of a team wearing white. Be as accurate as you can.

This is my friend (name other person) who will talk with you while you are counting. Your job is to carry on a good conversation with them while also watching the video. Please participate in the conversation.

Do you have any questions?

(Have them begin to converse with the other person)

Watching and Counting while Talking with Person on Cell Phone

In this experiment you will watch a short video and your job is to count how many times a basketball is passed by members of a team wearing white. Be as accurate as you can.

While you are doing this I want you to talk with my friend (name other person) on your cell phone. Your job is to carry on a good conversation with them while also watching the video. Please participate in the conversation.

Do you have any questions?

(Have them call other person and converse)

ALWAYS BEGIN CONVERSATION BEFORE STARTING THE VIDEO.

What if they ask questions?

You can answer some questions such as:

- How long is the video? (less than 5 minutes)
- How many people are in it? (two teams have 3 players each)
- What do I have to do? (repeat instructions)
- What's this all about or what's your hypothesis or what are the variables etc? (I can tell you at the end)

Survey

Please answer a few questions:

How many passes did you count? _____

Did you notice anything unusual in the video? If so, please describe.

Are you male ___ female___ (check one)

What is your age? _____

Have you ever seen this or a video like this before? If so, when and where?

How would you describe your mood today (please check one)

Very Happy	Happy	Neither Happy nor Depressed	Depressed	Very Depressed
_____	_____	_____	_____	_____

If you tried to ignore the person talking with you, how did you feel about that? (please check one)

Very Bad	Bad	Neither Bad nor Good	Good	Very Good
_____	_____	_____	_____	_____

DO NOT WRITE BELOW THIS LINE

EXPERIMENTER: After your participant has completed the experiment, record their experimental condition below:

Experimental Condition: _____

University of Michigan Dearborn

Department of Behavioral Sciences

Perception of Dynamic Activity

This study is being conducted as part of a class exercise for PSYC 465, Experimental Psychology. The instructor is Dr. Arlo Clark-Foos.

- You must be 18 years of age or older to participate.
- All information gathered will be used only in aggregate form. We are not interested in individual responses but only in groups.
- Your responses are confidential and all records of your participation will be deleted once data are analyzed.
- If you do not wish to complete the study, you may stop at any point.
- Your participation should take approximately 15 minutes.

UM Dearborn wants to make sure you are treated in a fair and respectful manner. Contact Director of the Dearborn Research Office (irb-dearborn@umd.umich.edu or 313-593-5468) if you have any questions about how you were treated as a study participant. If you have any questions about the study, please contact Dr. Arlo Clark-Foos (313-583-6341).

If you consent to participate in this study and you understand the information on this form, please sign below.

Signature: _____ Date: _____

Printed Name: _____

Experimenter Signature: _____ Date: _____