# Building experiments: Data collection

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#### **Outline**

- How to recruit participants
  - In person
  - Online

- Advantages and disadvantages
  - Methodological perspective
  - Sampling perspective

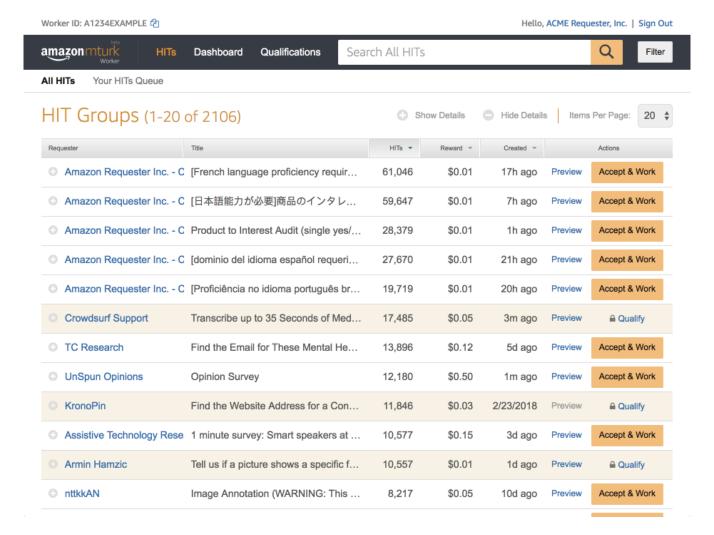


## In person vs online recruitment

- In person:
  - Undergraduate participants
  - External volunteers
  - Clinical samples
- Online:
  - Amazon Mechanical Turk
  - Prolific academic

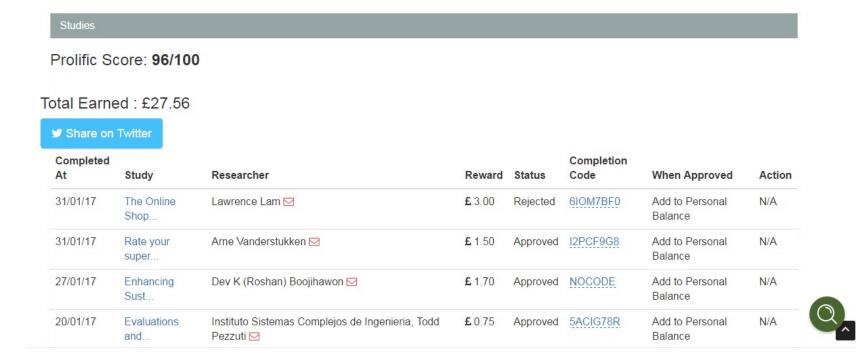


#### **Amazon Mechanical Turk**





#### **Prolific Academic**





## Methodological considerations

- Behavioral measures
  - Relatively easy to program for online studies
  - But some are tricky, e.g., response time measurements are dependent internet connection, hardware, etc.
- Physiological/neurological measures
  - EEG, fMRI, etc. cannot be conducted online (yet)
  - Advances in video data analysis make it viable to use data collected online for other measures, e.g.:
    - Gaze tracking
    - Hand-movement tracking
    - Facial expressions



### Sampling considerations

- Diversity of samples
  - Can reach people from all over the world online
  - Although: samples will be biased toward people with internet access, time to participate, etc.
- Special populations
  - Some special populations becoming easier to reach online, e.g., parents and kids (Lookit initiative at MIT)
  - Clinical populations harder to reach online



#### Additional considerations

- Attentional problems (e.g., people might do other things while participating in experiments)
  - additional attention/comprehension checks
- Repeat entries (same person repeatedly participating in an experiment)
  - filter by ID/IP-address



## Summary

In person vs online data collection

- Advantages and disadvantages
  - Methodological perspective
  - Sampling perspective
  - Other considerations

