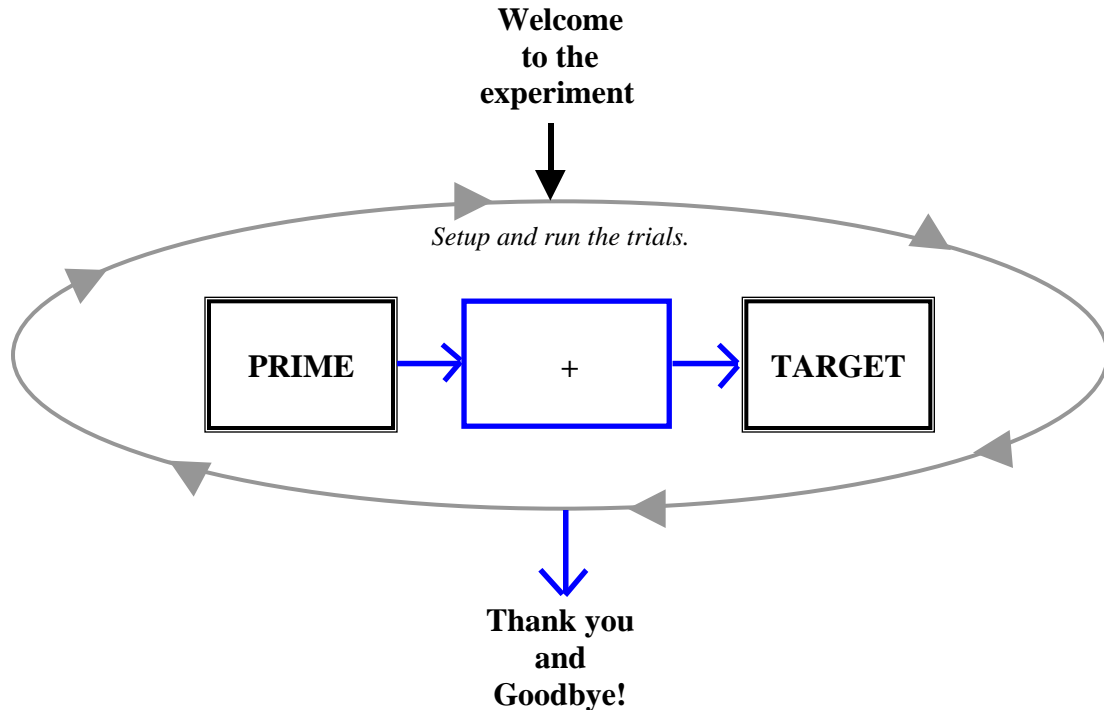


# Creating an Experiment using the Paradigm Wizard

The Paradigm Wizard allows you to put together an experiment very quickly (usually in less than one quarter the time it would take from using E-studio alone). It asks you a few simple questions and then automatically builds most of an experiment structure for you. You then use E-studio to add the finishing touches. To emphasize the relationship between the Paradigm Wizard and E-studio, we will redo the experiment that we used in the E-studio tutorial. Below is a brief description of that experiment.

The experiment used in this tutorial is a variation of the Blair and Banaji (1996) study examining automatic and controlled processes in stereotype priming. With their results, Blair and Banaji supported the proposal that stereotypes may be automatically activated, but that these effects may be controlled, or even eliminated by perceivers. In the experiment described in this tutorial, subjects will be presented with a prime word for a short duration. The prime word will be either inherently masculine or feminine (e.g., sports or flowers), and will have either positive or negative connotation (e.g., sports or bald). Before the prime, a "+" will briefly appear in the center of the screen (called fixation). After the prime, a target word will be presented. The target word will be either a male or female name (e.g., Bob or Linda). The task is to respond to the target word by pressing a '1' if the target word is a male name, or by pressing a '2' if the target word is a female name. Reaction time and accuracy will be measured.

*Schematic representation of the experiment:*

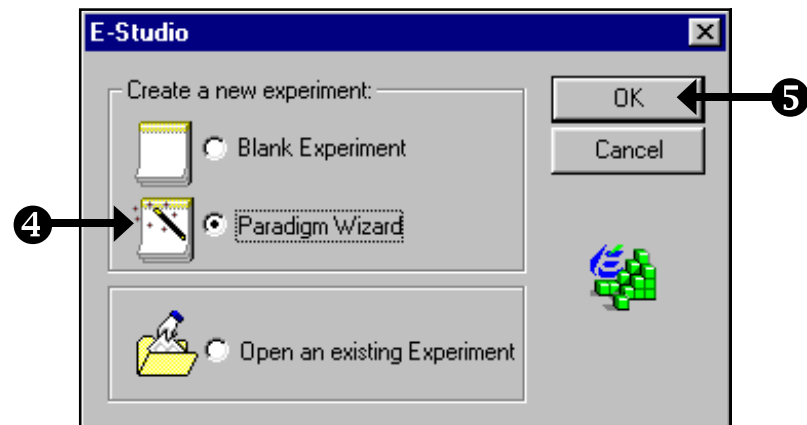
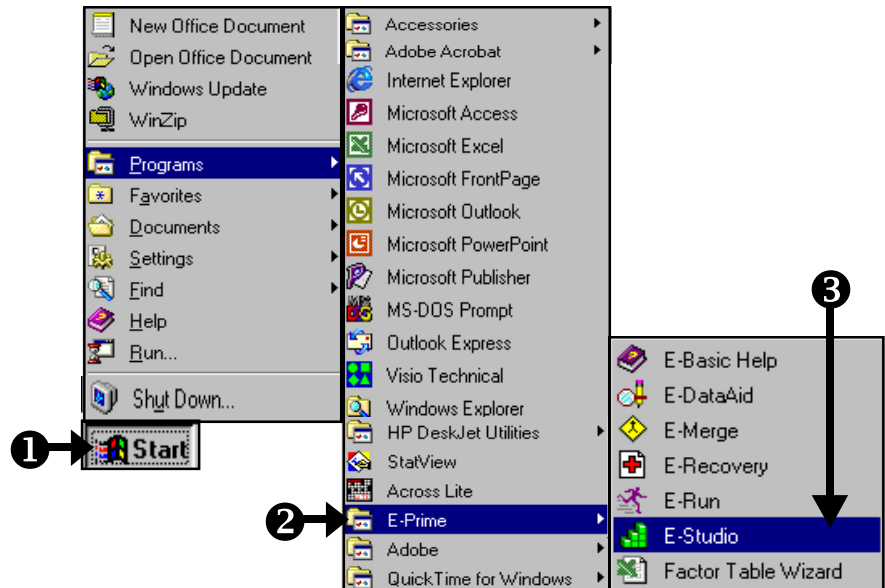




## Task 1: Launch the Paradigm Wizard

The Paradigm Wizard may be used to quickly construct the framework for an experiment. This step guides you through opening the Paradigm Wizard.

- 1) **Launch** E-Studio by **clicking** the **Start** button and **selecting Programs**.
- 2) From the Programs menu, **select E-Prime**.
- 3) From the E-Prime menu, **select E-Studio**.  
*A dialog is displayed allowing you to open a blank experiment, create an experiment using the Paradigm Wizard, or open an existing experiment.*
- 4) **Click** the radio button next to **Paradigm Wizard** to select it.
- 5) **Click** OK.





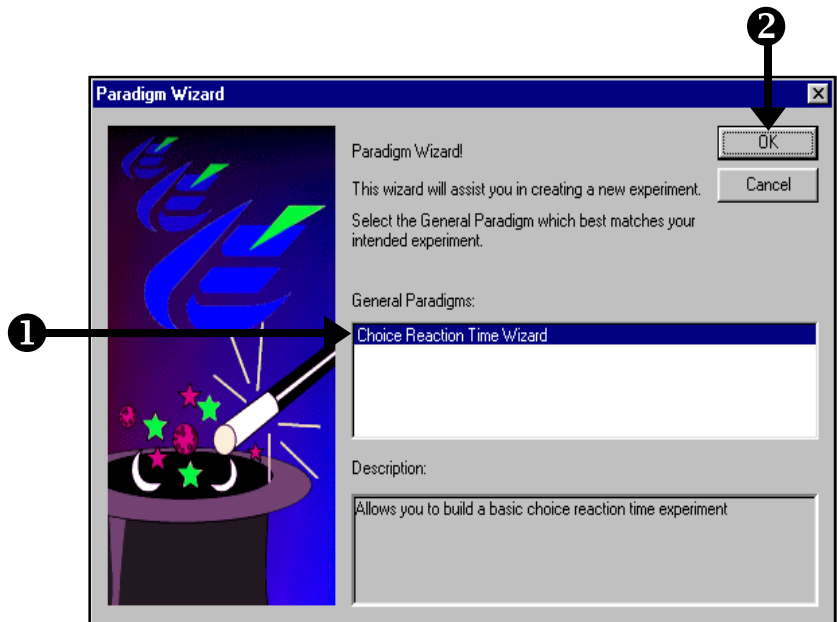
## Task 2: Select the general paradigm

This step guides you through choosing the general paradigm and creating a reaction time experiment.

### 1) Select the Choice Reaction Time Wizard.

*Currently, this is the only paradigm enabled, and it is selected by default.*

### 2) Click OK.



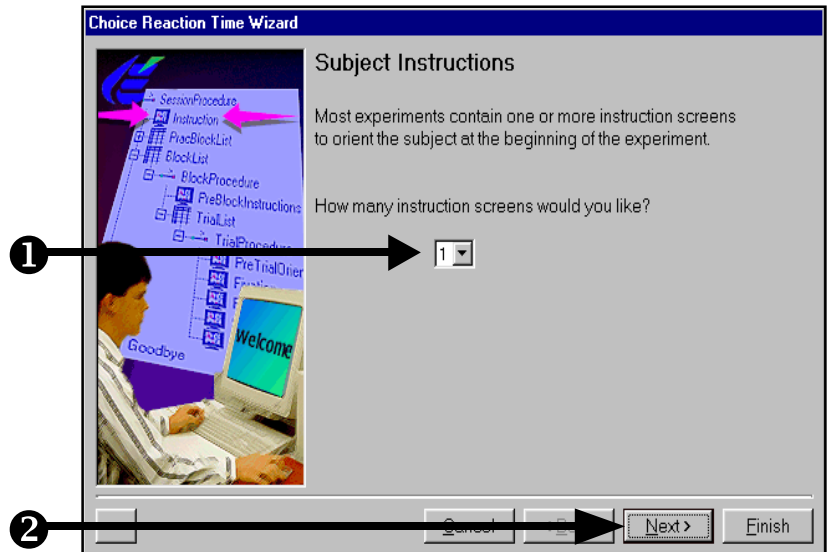


### Task 3: Specify subject instructions

This step will guide you in selecting the number of subject instruction screens to be presented.

1) For the current experiment, only one screen of instructions is necessary. **Set** the number of screens to “1” (default).

2) **Click Next.**

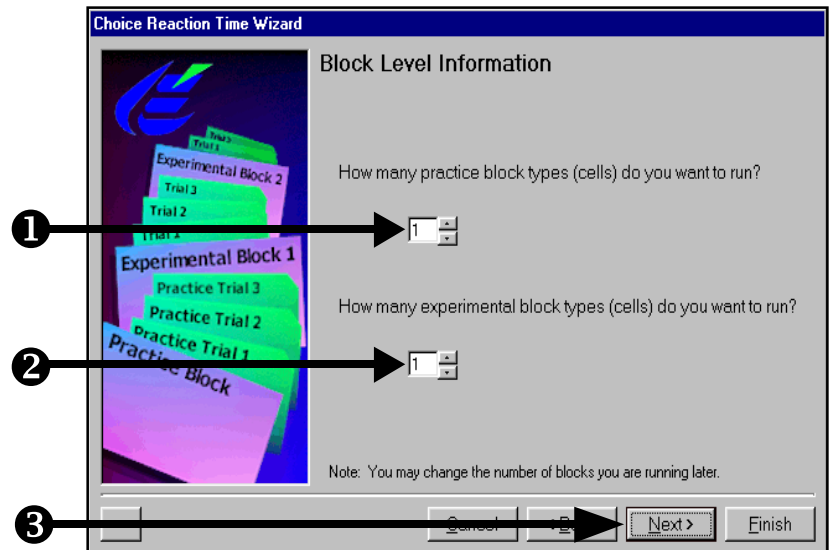




## Task 4: Set the number of blocks to be run

This step shows you how to set the number of practice and experimental blocks to be run. The automaticity in stereotyping experiments calls for one practice block and one block of real trials.

- 1) **Set** the number of practice blocks to “1” (default).
- 2) **Set** the number of experimental blocks to “1” (default).
- 3) **Click Next.**



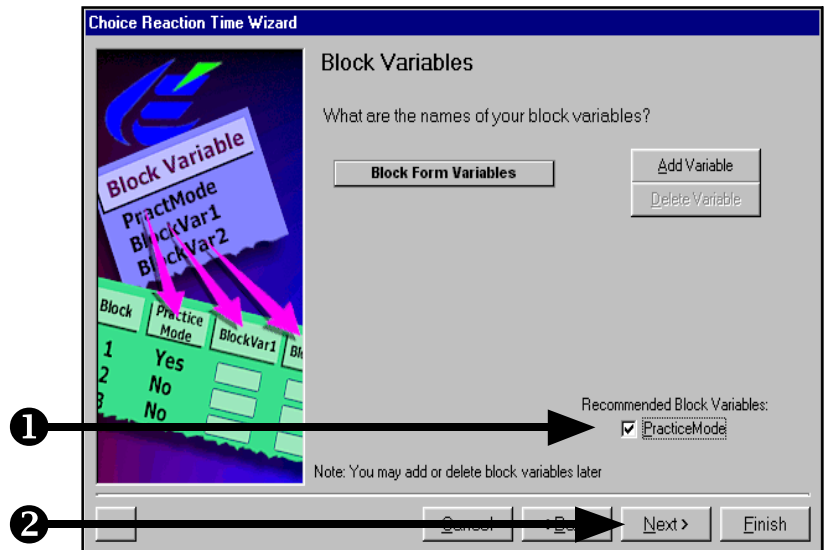


## Task 5: Set Block level variables

This step will guide you through defining your block level variables. The current experiment includes only one block level variable.

1) **Click** in the checkbox next to **PracticeMode** in the list of **Recommended Block Variables**.

2) **Click Next**.

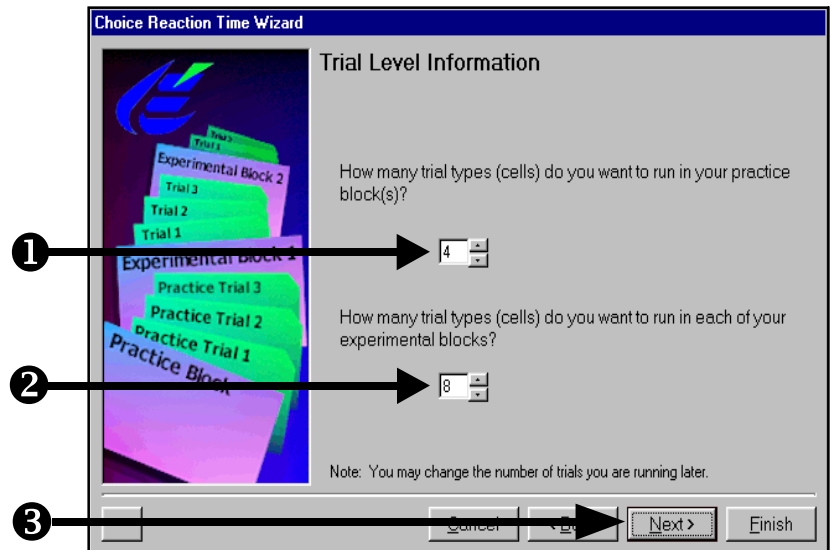




## Task 6: Set the number of trials to be run

This step guides you through designating the number of trials to be run.

- 1) Using the up arrow on the right side of the first text box, **set** the number of practice trials to “4.”
- 2) Using the up arrow on the right side of the second text box, **set** the number of trials in experimental blocks to “8.”
- 3) **Click Next.**





## Task 7: Set Trial level variables

This step will guide you through setting the variables at the trial level.

- 1) The automaticity in stereotyping experiments includes the following trial level variables:

**PrimeGender**  
**PrimeType**  
**NameGender**  
**Prime**  
**Target**

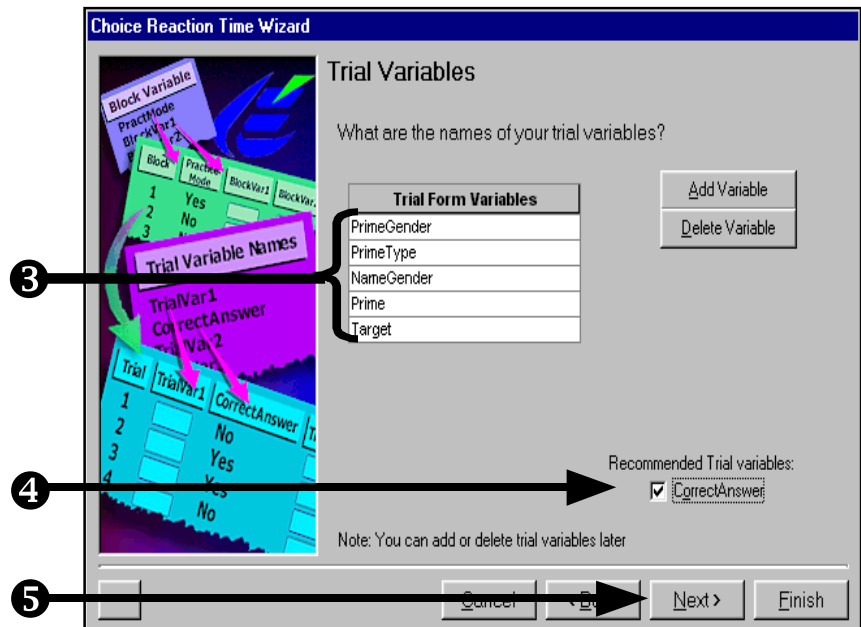
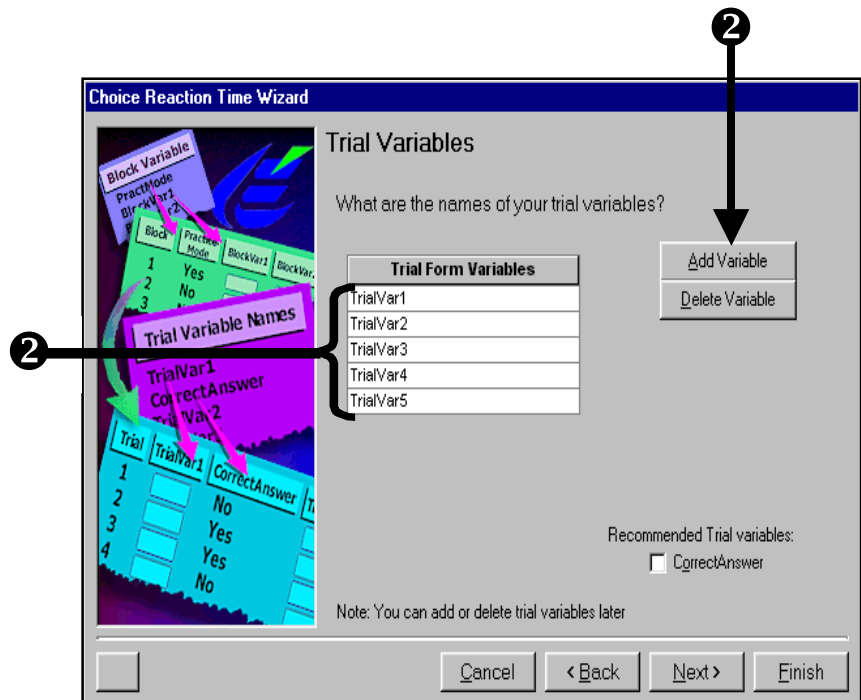
- 2) **Click** the **Add Variable** button 5 times to create 5 trial level variables. The new variables will appear under **Trial Form Variables** (e.g., TrialVar1).

- 3) **Change** the default names of these variables to the more meaningful names above. To do this, **place** the cursor over a box (e.g., the one containing TrialVar1), and **click** to select the box (the box will be outlined). Then **type** the new variable name (e.g., **PrimeGender**) in the box. **Move** to the next field by using the up and down arrow keys or by pressing **<Enter>**. Enter all 5 variables as shown above.

- 4) **Click** the checkbox next to **CorrectAnswer** in the **Recommended Trial variables** list.

*This will add CorrectAnswer as an independent Variable.*

- 5) **Click Next.**





## Task 8: Define the trial events

This step guides you through setting the specific events that will occur within each trial.

- 1) **Click** the checkbox next to **Pre-Trial Orientation**.

*This will be used to display the Prime.*

- 2) **Verify** that the checkbox next to **Fixation** is selected to present a fixation.

*Note: If you click on a checkbox that has already been selected, then you will deselect it.*

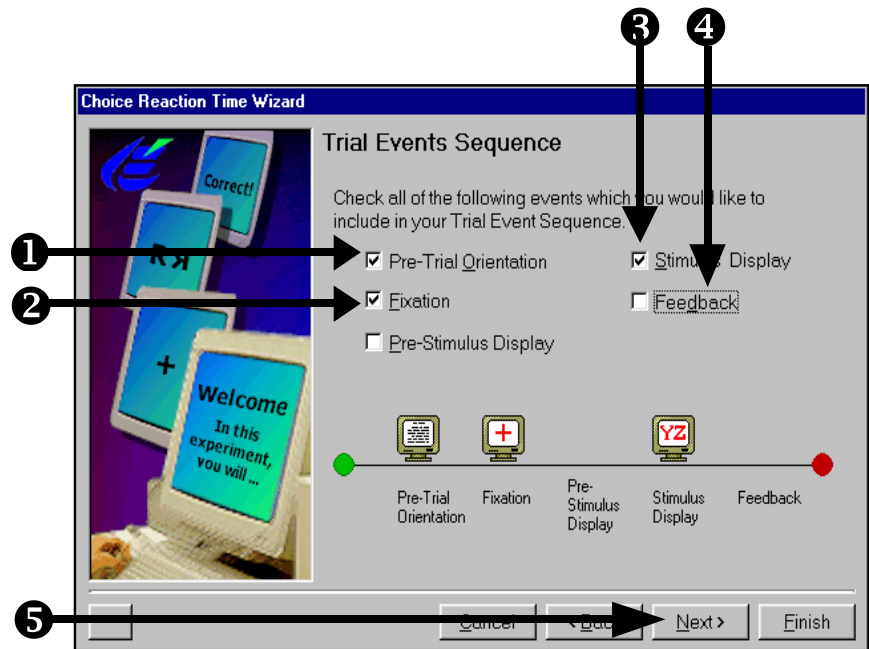
- 3) **Verify** that the checkbox next to **Stimulus Display** is selected.

*This display will be used to present the Target, and to collect a response.*

- 4) **Deselect Feedback**.

*The Feedback will be based on the response collected from the Target display. Note: The Feedback option is temporarily inaccessible in the Beta version of Paradigm Wizard.*

- 5) **Click Next**.





## Task 9: Set the properties for the Pre-Trial Orientation

This step will guide you through setting up the Pre-Trial Orientation display, which will display the Prime for 1000 milliseconds.

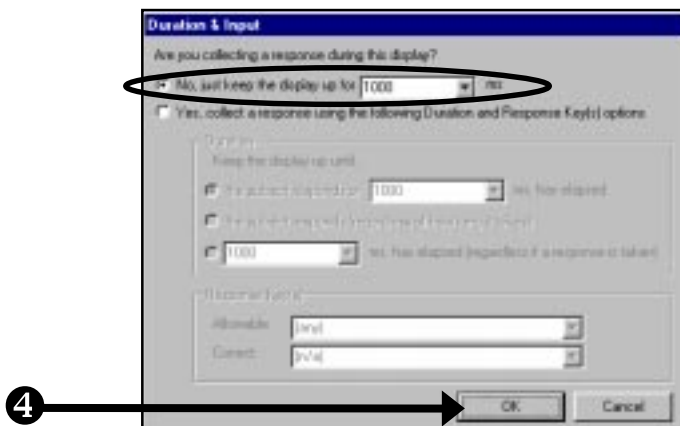
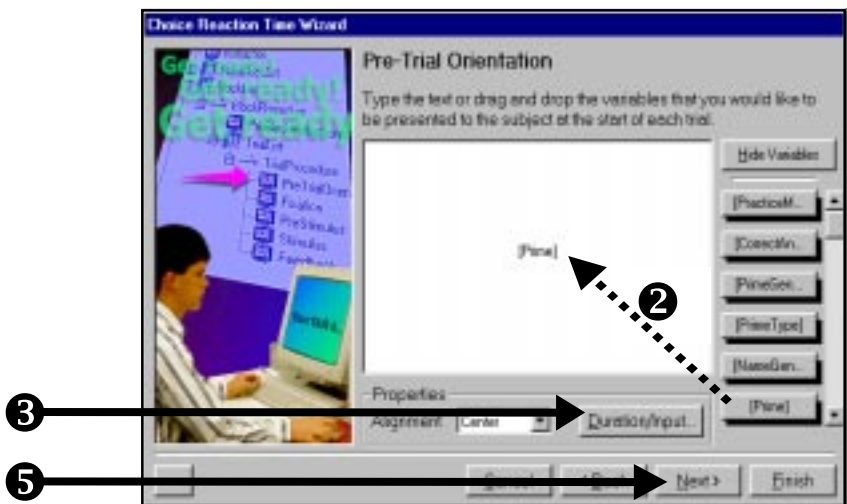
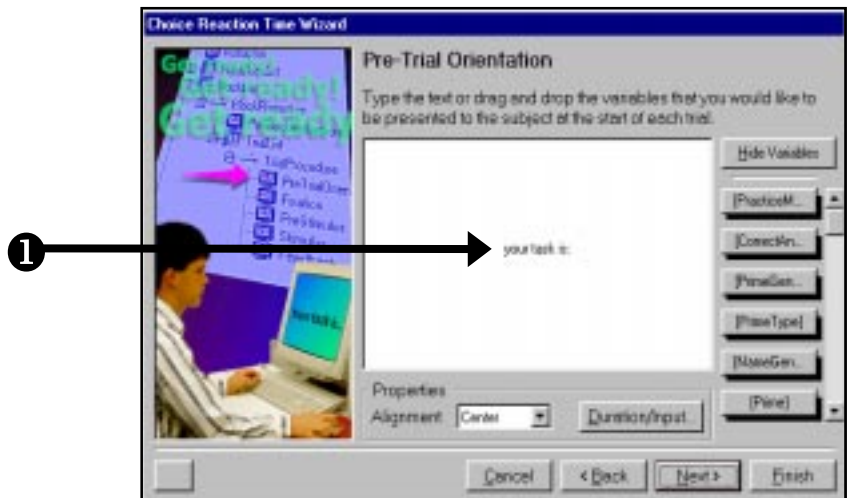
1) **Select** the “**your task is**” text in the Pre-Trial Orientation window and **delete** it.

2) **Drag [Prime]** from the Variables list (located to the right of the text window) to the center of the text window.  
*[Prime] should be displayed in the center of the display.*

3) **Click the Duration/ Input** button to display the Duration & Input dialog.

4) **Click the OK** button to accept the default (which is to collect no response and display for **1000 ms**).

5) **Click Next.**

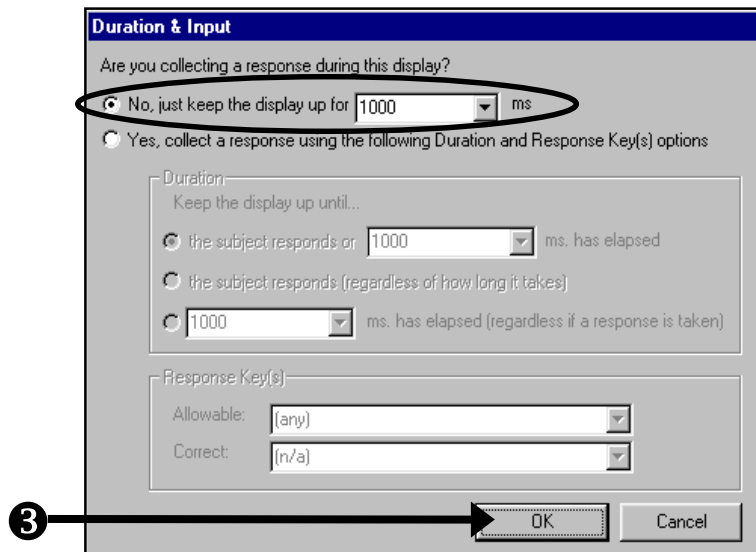
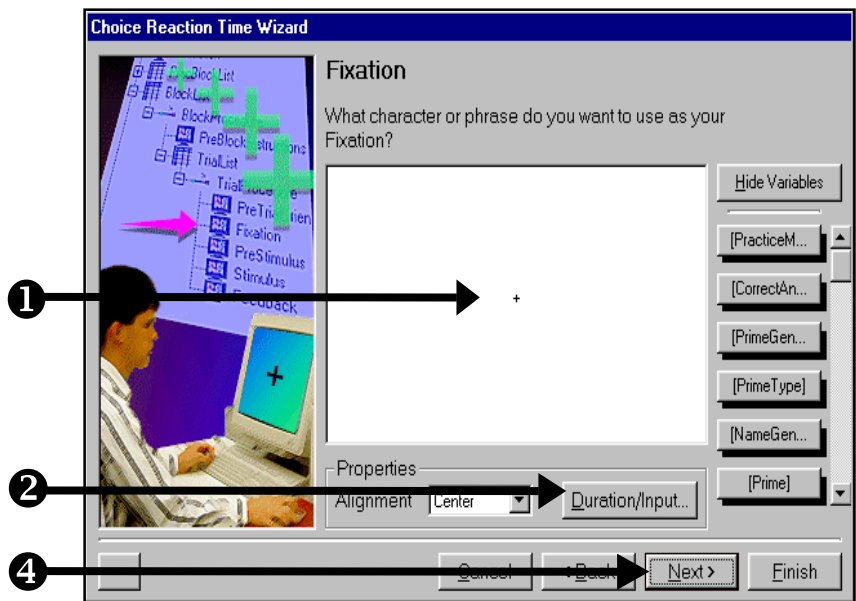




## Task 10: Set the properties for the Fixation display

This step guides you through setting the properties of the Fixation display, which will consist of a “+” displayed in the center of the screen for 1000 milliseconds.

- 1) By default, the Fixation display screen generated by the Wizard consists of a “+” symbol centered in the display.
- 2) **Click the Duration/ Input** button to bring up the Duration & Input dialog.
- 3) The default for the fixation display is to terminate the display after **1000** milliseconds without collecting a response. **Click OK** to accept this default.
- 4) **Click Next** to continue with the next step of the Wizard.





## Task 11: Set the properties for the Stimulus Display

This step will guide you in setting up the Stimulus display, which will display the Target and collect a response.

1) **Select** the “<insert stimulus here>” text in the Stimulus Display window and **delete** it.

2) **Drag [Target]** from the Variables list (located to the right of the text window) to the center of the text window.

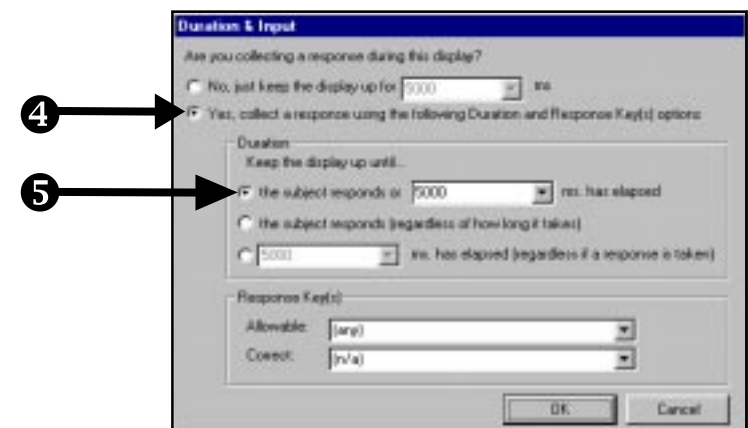
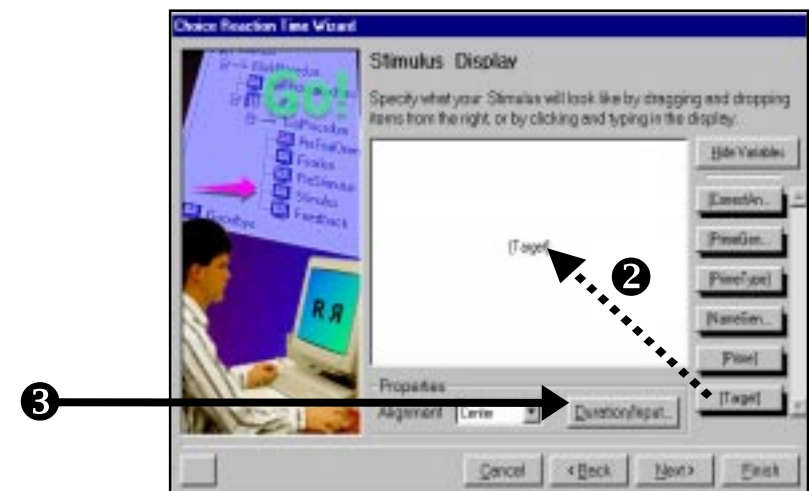
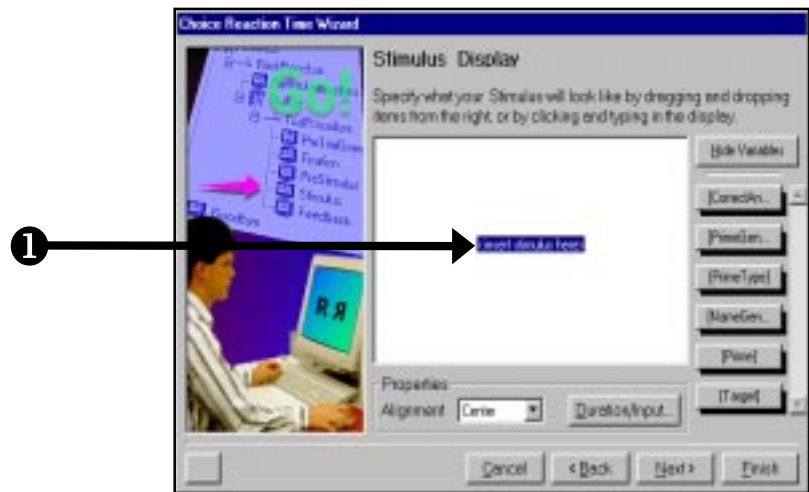
*You may have to scroll down to find [Target] in the Variables list.*

3) **Click the Duration/ Input** button to display the Duration & Input dialog.

4) **Verify** that the radio button to enable response collection (i.e., “**Yes, collect a response using the following...**”) is selected.

5) Under Duration, **locate** the field that specifies that the display remain up until “**the subject responds or 5000 ms has elapsed.**”

Continued next page...





## Task 11 continued...

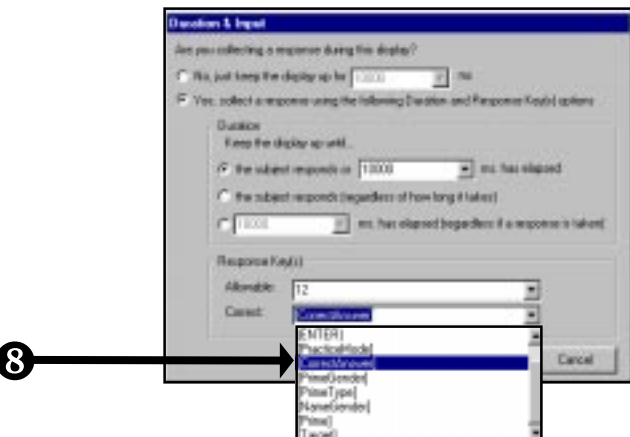
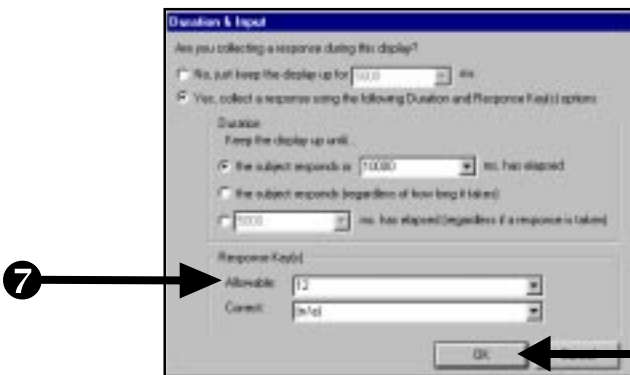
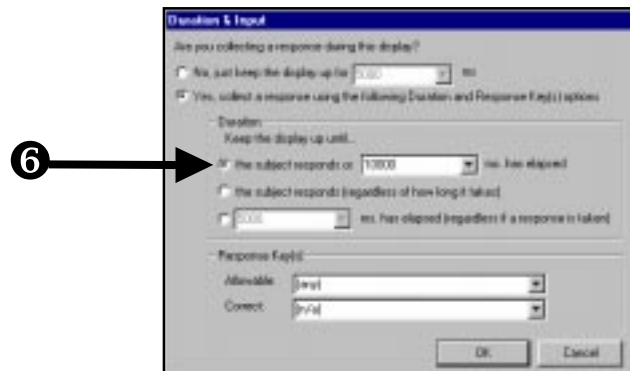
6) **Change** the duration to 10000 ms (i.e., **highlight** the **5000** and **enter 10000**).

7) Under Response Key(s), **set** the allowable keys to "12." To do this, **highlight (any)** in the Allowable field, and **enter 12**.

8) From the dropdown box in the Correct field, **scroll down** and **select [CorrectAnswer]**.

9) **Click OK** to accept the settings and dismiss the Duration & Input dialog.

10) **Click Next** in the Stimulus Display window to continue.

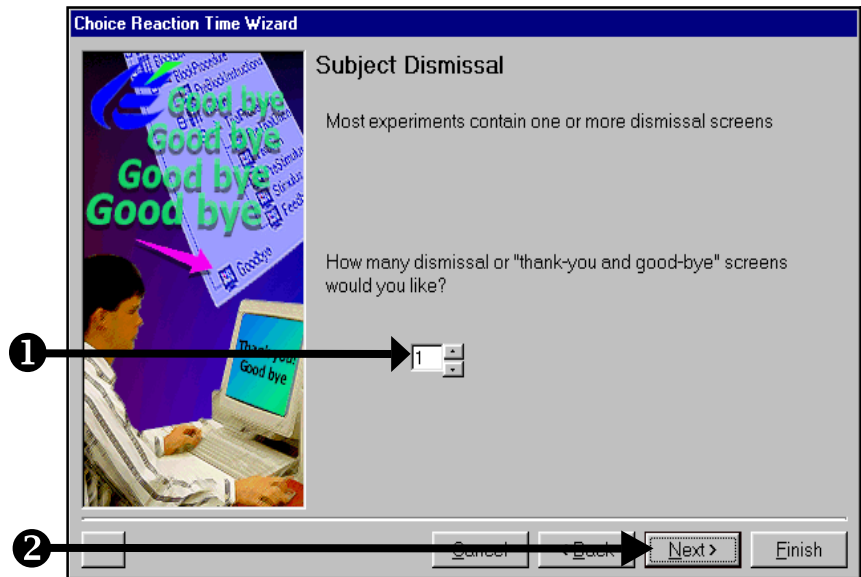




## Task 12: Determine the number of Subject Dismissal screens

This step will guide you in selecting the number of dismissal screens to be presented to the subject.

- 1) **Set** the number of dismissal screens to be "1" (this is the default).
- 2) **Click Next** to continue.



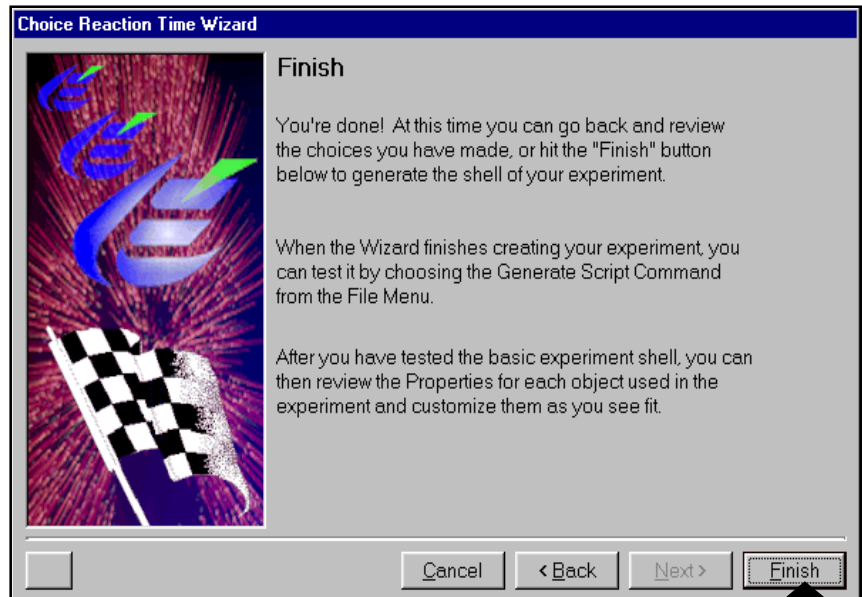


## Task 13: Finish

This step guides you through completion of the Paradigm Wizard.

### 1) Click Finish.

*The Paradigm Wizard will generate an experiment shell based on the properties designated for each of the displays, and will open this experiment shell in E-Studio.*





## Task 14: Examine the experiment generated by the Paradigm Wizard

This step guides you through the examination of the experiment shell created in E-Studio by the Paradigm Wizard.

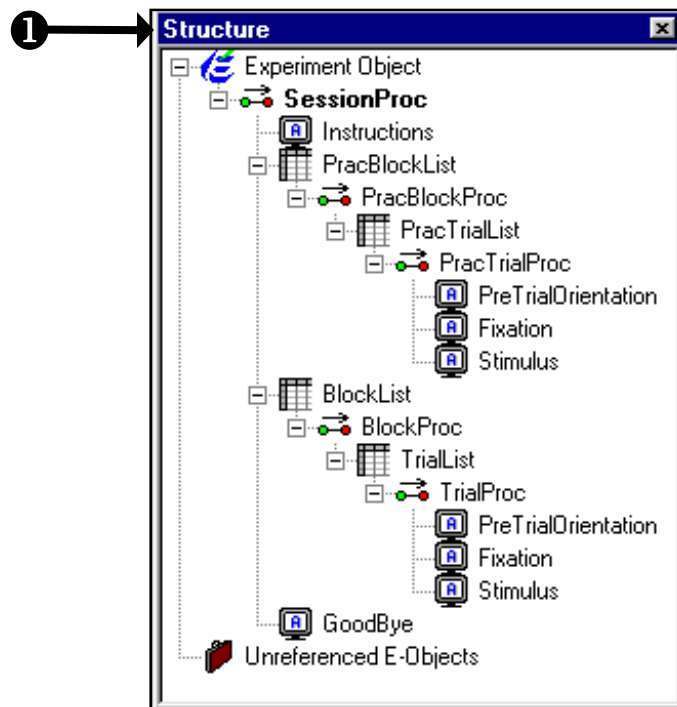
1) In E-Studio, **examine** the Structure window of the experiment generated by the Wizard.

2) **Open** the various objects in the Workspace to determine whether the properties are set correctly.

3) The Wizard generates the shell of the experiment, which will run as-is.

*The Wizard enters question marks (?) as placeholders for undefined values. To complete the experiment, fill in the instructions, the stimuli to be presented, and the goodbye text. Follow the next few steps to complete the PracTrialList and the TrialList.*

4) **Save** your experiment using the Save As command in the File menu.



## Task 15: Fix the Instructions and Goodbye screens

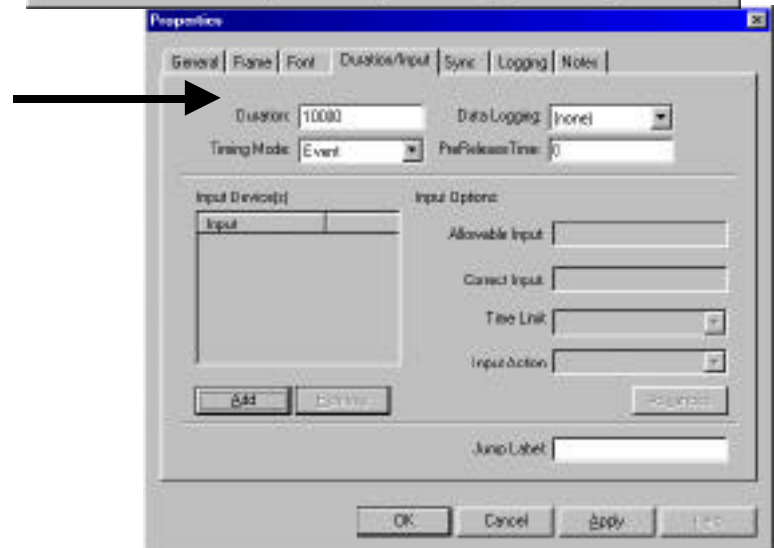
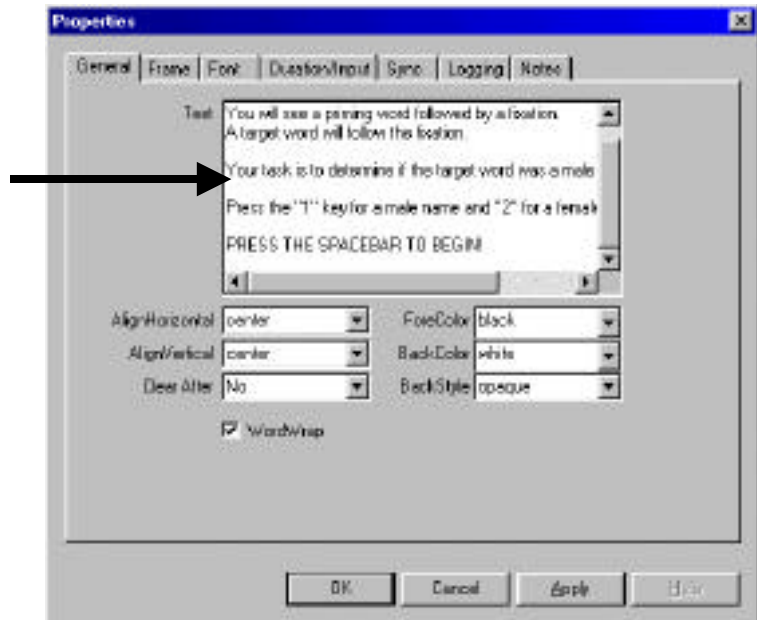
You will need to finish the details on the instruction and goodbye screens

1. In the Structure View within E-Studio, double click **Instructions** to open this object in the workspace. **Click** on the Property Pages button in the upper left corner of the TextDisplay window.

2. On the General tab, locate the Text field and type: "**Welcome to the experiment.<Enter>You will see a priming word followed by a fixation.<Enter>A target word will follow the fixation.<Enter><Enter>**Your task is to determine if the target word was a male or female name.<Enter><Enter>**Press the "1" key for a male name and "2" for a female name.<Enter><Enter>PRESS THE SPACEBAR TO BEGIN!"**

3. **Click** the Duration/Input tab. **Specify** the Duration of the display to be **10000 milliseconds which is 10 seconds**

4. Open up the Goodbye screen, add some text, and change the duration for the goodbye screen (to be 10,000 milliseconds) as well.





## Task 16: Complete the PracTrialList

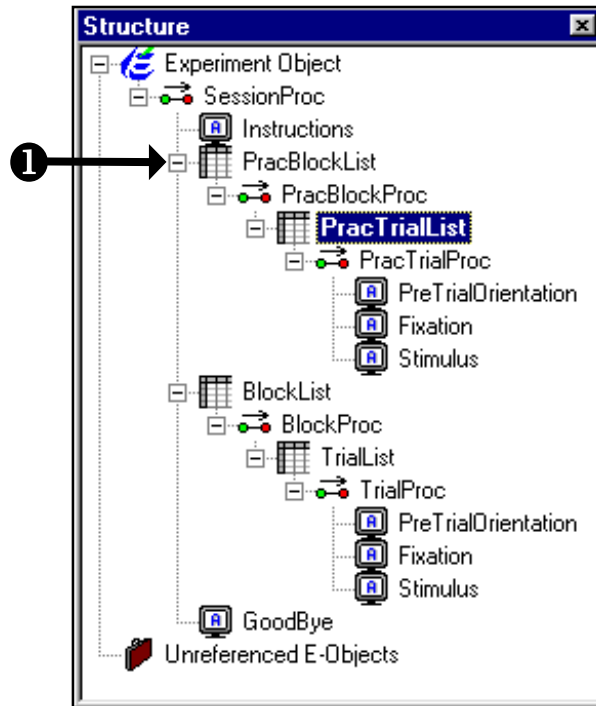
This step guides you through the completion of the PracTrialList object, which will define the stimuli to be displayed during the practice trials.

1) In the Structure window within E-Studio, **double click** **PracTrialList** to open this object in the workspace.

2) **Complete** the PracTrialList so that it matches the one below right.

*The PracTrialList defines the stimuli that will be presented during the block of practice trials.*

*Note: The Nested attribute is unused in this experiment, so it has been hidden. To hide Nested, click on the column heading, right click, and select Hide Attribute from the menu that appears.*



ID	Weight	Procedure	PrimeGender	PrimeType	NameGender	Prime	Target	CorrectAnswer
1	1	PracTrialProc	male	positive	male	sports	Bob	1
2	1	PracTrialProc	male	negative	female	sad	Liz	2
3	1	PracTrialProc	female	positive	male	flowers	Bob	1
4	1	PracTrialProc	female	negative	female	beards	Liz	2

## Task 17: Complete the TrialList

Finally, we need to finish the details of the TrialList object: the content of the different conditions. Remember that we selected 8 different conditions. Here we will specify what they are. We will also specify the exact words that will be used as Prime and Target stimuli, and what the correct answer will be to each trial type. Also, we will want to have more than just one trial of each type. So, we will need to increase the total number of trials to be 20 per condition (160 total).

1. In the Structure View, double click **TrialList** to open this object in the workspace.

2. Complete the TrialList object so that it matches the one to the right.

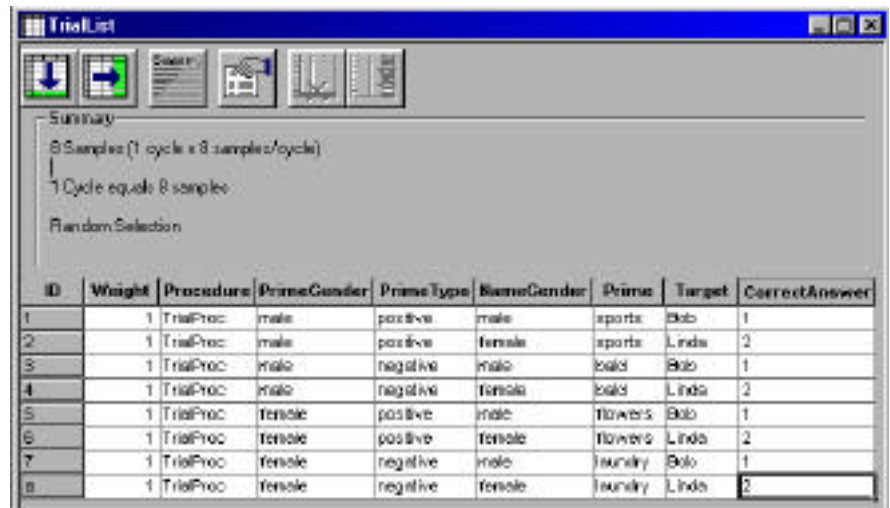
*Remember that it will autocomplete.*

3. Now we will need to change the number of trials (or samples) to be 160. To get 160 trials, you will want to have **20 cycles** x 8 samples per cycle (instead of 1 cycle x 8 samples).

Make sure that you have

**Random** selection

*You can access the number of cycles and selection method from the Properties Pages icon.*



ID	Weight	Procedure	PrimeGender	PrimeType	SameGender	Prime	Target	CorrectAnswer
1	1	TrialProc	male	positive	male	sports	Bob	1
2	1	TrialProc	male	positive	female	sports	Linda	2
3	1	TrialProc	male	negative	male	bold	Bob	1
4	1	TrialProc	male	negative	female	bold	Linda	2
5	1	TrialProc	female	positive	male	flowers	Bob	1
6	1	TrialProc	female	positive	female	flowers	Linda	2
7	1	TrialProc	female	negative	male	laundry	Bob	1
8	1	TrialProc	female	negative	female	laundry	Linda	2

## Task 18: Run

Now you should save your program, generate the script, and run the program.

### 1. **Save, Generate and Run** your experiment.

*Your program will now display the stimuli entered in the PracTrialList and TrialList Objects, and will score the response collected in relation to the CorrectAnswer attribute.*

