Experiment designer's roadmap: From an idea to a design

Halszka Bąk & Rafał Jończyk
Adam Mickiewicz University in Poznan, Poland

This workshop is designed as a comprehensive crash course in preparing an experimental research project. The preparation of an experiment includes defining the problem to investigate experimentally and translating it into the language of research design. The preparation stage is the crucial stage of designing your study and much of the quality of your research in terms of reliability and validity hinges on it. We will provide you with a roadmap to research project preparation from a roughly formed idea to formulating a viable draft of a design in three major steps. First you will learn how to formulate valid research questions and testable hypothesis and determining variables to include into your design considerations. Second, you will learn the dos and don'ts of creating, norming, and selecting stimuli including considerations of population sample size and selection criteria. Finally, you will learn how to create the best possible design for your study using existing research by a systematic tabular meta-analysis of relevant literature. We will also provide you with a collection of resources for research from existing databases of stimulus materials to freely available research tools. Upon completing this workshop you should have gained an understanding of the fundamentals of how to prepare your own experimental study.