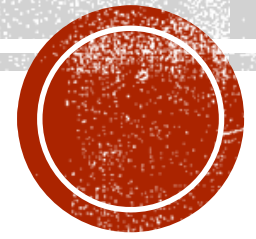
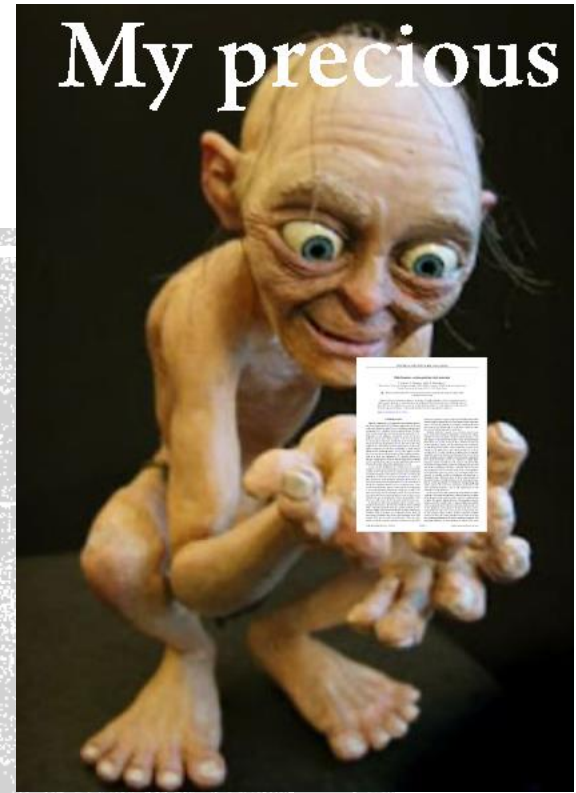


HOW SOME  
SUBJECTS  
F\*CKED UP MY  
PRECIOUS  
RESEARCH



...or did they?

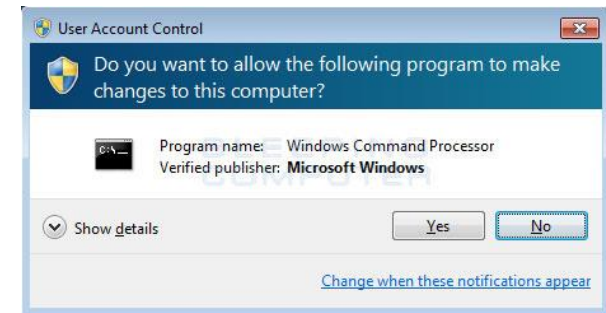
# WHAT IS MY J



- Laboratory experiments
  - with human subjects
  - Analysis of decision-making
  - Real money at stake
- Research Topics:
  - ...
  - Communication
- What is my failure about?
  - My first laboratory experiment



- 16 Subjects per Session (~90 minutes)
  - Dependent observations
- Average costs of Session ~270€
- A perfectly well designed experiment
- One minor issue with windows
  - User Account Control issued a prompt window when starting communication software
- All the subjects had to do, was to click “yes”
  - It was written on Instructions (twice)
  - Instructions were read out loud
  - Directly before the window appeared we reminded subjects about what to click
- Now guess, what happened...

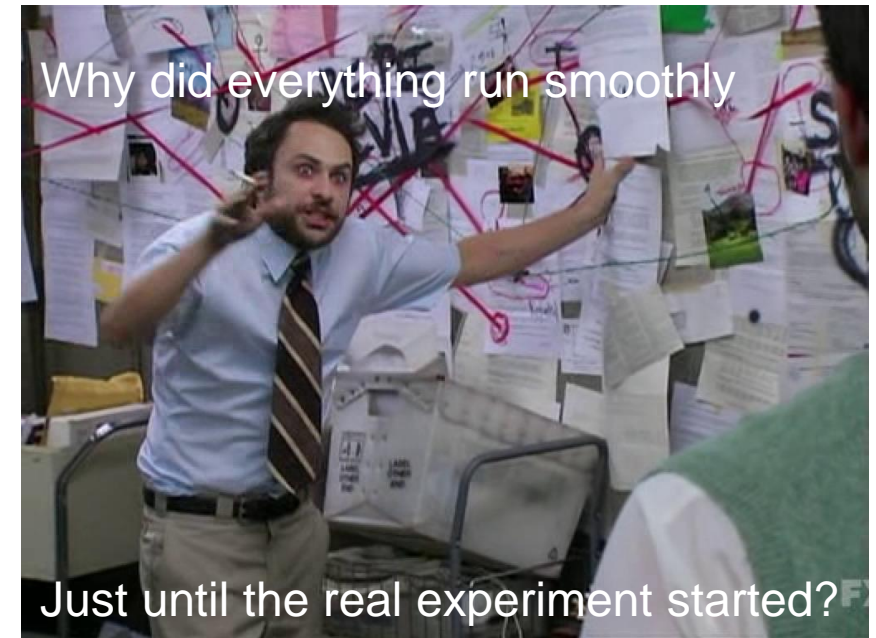


- Pilots and Session 1 (with supervisor) – perfectly fine
- Session 2: one person clicked ‘no’
  - That must have been a very stupid exception
- Session 4: another persons clicked ‘no’
- Added screenshot of the window to the instructions
- Session 6: somebody clicked ‘no’



# LESSONS LEARNED (AT FIRST)

- Hypothesis 1: Subjects are stupid
- Hypothesis 2: Subjects are evil
  
- Results yet to be published...



# LESSONS LEARNED (AT LAST)

- Did this failure help?
  - indirectly
- Talking to peers helped
- Make bulletproof experimental designs
- Pass on the experience
  - New PhD students doing first experiments

