Skittles Rating Lab

Data Collection Instructions

The goal of this lab is to test how the texture and color of Skittles contribute to peoples' Skittles liking. Before diving into the tasting, we have some decisions to make. As a class, discuss and decide answers to the following procedure questions. For all of them, consider how different alternatives might affect *reliability*,[1] *internal validity*,[2] and *external validity*[3] of your testing.

- Which specific colors and textures do you plan to taste? Why / why not?

- Should every participant taste every flavor included in the study? Why / why not?

- In what order will each participant taste them? Why?

- Give specific "how to taste a skittle" steps. (Why is this important?)

- How should participants describe, or their rate, their opinion of the candy? How should they record this rating?

After you have decided on an experimental protocol, conduct your experiment. Record the results in the Google Sheet linked from Canvas (check that the column names align with your planned protocol), and download the data as a .csv.

From here, move into the Lab 1 Research Report, linked from Canvas.

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[1] The **reliability** of a measurement tells you how precisely you are measuring something. How close is your measured value to some "true" value that we theorize might exist?

[2] The **internal validity** of a study describes how well the study's design lets us draw a logical conclusion. Did the experimenters rule out alternative explanations and extraneous factors?

[3] The **external validity** of a study describes how well the study can be generalized outside of the specific setting in which it was conducted. Would you expect these results to hold for similar cognitive processes in "real life"? For different people?