Experiments

- Not naturalistic
- Asks: What is the effect of X on Y
  - Examples
    - What is effect of cultural adaptation on L2 proficiency?
    - What is the effect of color on vowel perception?
    - What is the effect of gender of pitch variation?
    - What is the effect of teaching method on L2 acquisition?
    - How does time influence the use of *end up VERBing* expressions?
Experiments

• Methodology
  - Control everything, but the X
    • Similar genders, ages, time, materials when comparing groups
      - Can you compare 8:00 class with 2:00 class?
      - BYU grads are better in languages, therefore, BYU's methodology is better
    • Double blind
    • Large enough sample size
    • Internal validity—Does it measure what it's supposed to?
      - Galileo measuring speed of light
    • External validity
      - Is it representative of language outside of the experiment
Experiments

- What is the influence of recent experience on word recognition?
  - 2 groups
    - 1 heard story about sailors
    - 1 heard story about violence
Experiments

• What is the influence of recent experience on word recognition?
  – 2 groups
    • 1 heard story about sailors
    • 1 heard story about violence
      – What word is this?:
        R * P E
Experiments

• What is the influence of recent experience on word recognition?
  – 2 groups
    • 1 heard story about sailors
    • 1 heard story about violence
      – What word is this?:
        R * P E
      – “Let virtue garnish they thoughts . . .”
Experiments

- Online stroop
Experiments

- Is linguistic processing separate from other processing?
  - Say the words as fast as you can
Experiments

- Is linguistic processing separate from other processing?
  - Say the words as fast as you can
  - RED
Experiments

• Is linguistic processing separate from other processing?
  - Say the words as fast as you can
  - PURPLE
Experiments

- Is linguistic processing separate from other processing?
  - Say the words as fast as you can
  - GREEN
Experiments

- Is linguistic processing separate from other processing?
  - Say the words as fast as you can
  - YELLOW
Experiments

- Is linguistic processing separate from other processing?
  - Say the words as fast as you can
  - PINK
Experiments

- Is linguistic processing separate from other processing?
  - Say the words as fast as you can
  - BLUE
Experiments

• Is linguistic processing separate from other processing?
  - Say the words as fast as you can
  - BLUE

• This is called the Stroop effect.
Experiments

- Do linguistic sounds have meaning by themselves?
  - Which word means pounding?
    - Foff or boff?
  - Which word relates to shining?
    - Glafe or slafe?
Experiments

- Do linguistic sounds have meaning by themselves?
  - Which word means pounding?
    - Foff or boff?
  - Which word relates to shining?
    - Glafe or slafe?
  - Could these words affect boff?
    - banged, beaten, battered, bruised, blistered and bashed
Experiments

- Do linguistic sounds have meaning by themselves?
  - Which word means pounding?
    - Foff or boff?
  - Which word relates to shining?
    - Glafe or slafe?
  - Could these words affect boff?
    - banged, beaten, battered, bruised, blistered and bashed
  - Could these words affect glafe?
    - glow, gleam, glimmer, glare, glisten, glitter
Experiments

- What do words mean for kids?
  - Which is the big one?
  - Kids choose square in a and b

(pair a)

(pair b)
Experiments

- What do words mean for kids?
  - Which is the tall one?
  - Kids choose square in a and b
Experiments

- What do words mean for kids?
  - Which is the long one?
  - Kids choose square in a and b

\begin{figure}
\centering
\includegraphics[width=\textwidth]{figures/diagram.png}
\caption{
pair (a) \hspace{1cm} pair (b)
}
\end{figure}
Experiments

- What do big, tall, and long mean for kids?
Experiment

Read word pairs in black silently
Say word pairs in red out loud
Experiment

ball doze
Experiment

ball doze
bash door
Experiment

ball doze
bash door
bean deck
Experiment

ball doze
bash door
bean deck
bell dark
Experiment

ball doze
bash door
bean deck
bell dark
darn bore
Experiment

big dutch
Experiment

big dutch
bang doll
Experiment

big dutch
bang doll
bill deal
Experiment

big dutch
bang doll
bill deal
bark dog
Experiment

big dutch
bang doll
bill deal
bark dog
dart board
Induced speech errors

- big dutch
- bang doll
- bill deal
- bark dog
- dart board
- ball doze
- bash door
- bean deck
- bell dark
- darn bore
Presentation software

- Used to do stroop and induced speech errors
- Lexical decision task
- Play sound, show picture, get verbal response, keyboard response
- PsyScope, DMDX
Eye tracking
Eye tracking

- Saccade
  - Movements of eyes during reading
- Regression
  - Saccades that move backward
- Fixation
  - Time we spend looking at a certain location
DANS, KÖN OCH JAGPROJEKT

På jakt efter ungdomars kroppsspråk och den "synkretiska dansen", en sammansmältning av olika kulturers dans, har jag i mitt fältarbete under hösten rött mig på olika arenor inom skolans värld. Nordiska, afrikanska, syd- och östeuropeiska ungdomar gör sina röster hörda genom sång, musik, skrik, skratt och gestaltar känslor och uttryck med hjälp av kroppsspråk och dans.

Den individuella estetiken framträder i kläder, frisyrer och symboliska tecken som förstärker ungdomarnas "jagprojekt" där också den egna stilen i kroppsrörelserna spelar en betydande roll i identitetsprövningen. Upphållssrummet fungerar som offentlig arena där ungdomarna spelar upp sina performancer liknande kroppsshowver
Sleeping Beauty

Once upon a time there lived a king and a queen who wanted a child more than anything in the world. After many years when a little girl was born, they were overjoyed. The princess was so lovely that the proud king ordered a splendid feast.
Eye tracking

- We read in saccades
- Fixations are about 14 characters long
- Better readers have fewer regressions and fixations
Eye tracking

• Uses in marketing
Eye tracking

- Uses in marketing
Eye tracking

- Non linguistic uses