

USER MANUAL

IRT Online Tests Manager

Version 2.0

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1 INTRODUCTION

Online Tests Manager is a **web application** created to manage **Implicit Response Tests** (including manage participants, define segmentation, monitor and analyze results).

1.1 Data structure

In addition to the basic user structure, this application works with Organizations, Tests, and all the necessary entities to make Tests work.

1.1.1 Organizations

Refers to the user's name. Each user only has access to its own tests, participants and results.

1.1.2 Tests

This app allows the user to create different types of tests:

- **Priming tests** (semantic or visual)
- **Implicit Association Tests¹**

The test entity has several data associated with it:

- **General data:** Name, Test type, test language (important to display the Test Execution interface in the correct language) and Organization.
- **Stimuli:** Test stimuli configuration and parameters that affect the flow of the test. The stimuli set varies based on the test type.
- **Variables (optional):** Definition of the data about the participants that we want to store. If configured, generates a form before the execution the Implicit Response Test to be filled by the participant.
- **Segmentation (optional):** Definition of population segments. Allows to combine variable options and associate a number of participants that we want to get for those specific options.
- **Participants:** Preloaded or dynamic (created on-the-fly as the participant arrives to the test).
Participants are defined in the scope of one test.
 - o Associated with each participant, the **answers to the variables** are stored (if any)
 - o The test response is stored once the test is completed. **There are no partial answer sets.**
- **Settings:** Various settings that affect the behavior of the test execution app (P.E.: asking participants for an external ID or not, maximum number of participants, redirections for external panels...)
- **Processing settings:** Various settings that affect the test results. Allows configuration of response time thresholds and a discard rule. These are slightly different by test type.

¹ Scoring algorithm based on the one presented at "Understanding and Using the Implicit Association Test: I. An Improved Scoring Algorithm" by Greenwald, Nosek and Banaji
<https://faculty.washington.edu/agg/pdf/GB&N.JPSP.2003.pdf>

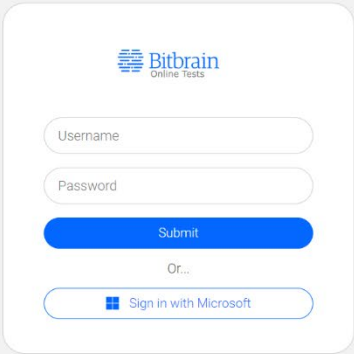
1.1.3 Test Results

In this version of the Online Tests platform, the results of the analysis (the *scores*) are not stored, since they are dynamically generated based on the defined segments and processing settings (including participant's discard rules).

Though we do not store each chart and calculated metrics, the chart source data can be downloaded and the generated chart images saved individually (right click on the chart -> Save image as) if needed.

2 LOG IN

Our support department will send an email to the user with instructions on how to access the platform.

The image shows a login form for Bitbrain Online Tests. It features a white rounded rectangle centered on a light gray background. At the top of the rectangle is the Bitbrain logo and the text "Online Tests". Below this are two input fields: "Username" and "Password". A blue "Submit" button is positioned below the password field. Underneath the button is the text "Or..." followed by a "Sign in with Microsoft" button that includes the Microsoft logo. At the bottom of the form, there is a link that says "I need to reset my password".

2-1 Login form

3 MY ACCOUNT

From this section a user can change their personal details:

- Full Name
- Password

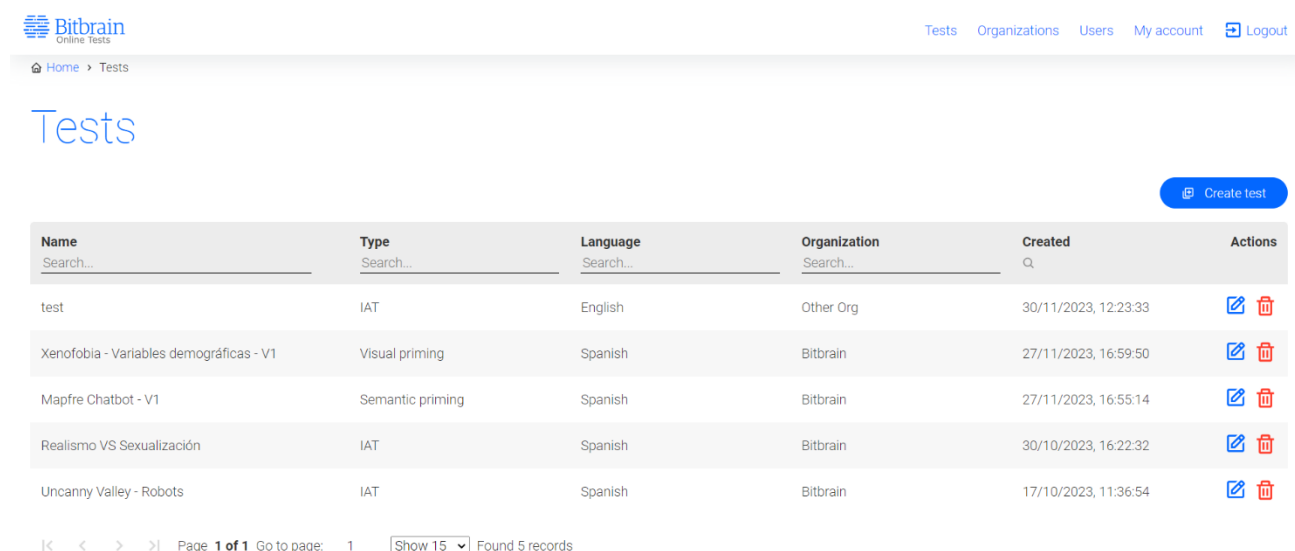
The email address, role and Organization cannot be changed by the user. If changes to any of these fields are needed, the user should contact support@bitbrain.com

4 TEST MANAGEMENT

Test management is the core of this web application.

There are two parts:

- Test basic info creation and edition.
- Test panel, from where all the test definition, configuration, participant management and results visualization are done.



Name Search...	Type Search...	Language Search...	Organization Search...	Created Q	Actions
test	IAT	English	Other Org	30/11/2023, 12:23:33	 
Xenofobia - Variables demográficas - V1	Visual priming	Spanish	Bitbrain	27/11/2023, 16:59:50	 
Mapfre Chatbot - V1	Semantic priming	Spanish	Bitbrain	27/11/2023, 16:55:14	 
Realismo VS Sexualización	IAT	Spanish	Bitbrain	30/10/2023, 16:22:32	 
Uncanny Valley - Robots	IAT	Spanish	Bitbrain	17/10/2023, 11:36:54	 



Page **1 of 1** Go to page: Show 15 Found 5 records

4-1 Test List

4.1 Test Creation, Edition and Clone

Test creation is accessed from the Test List, via the **Create Test** button.

The form for editing an existing test is the same, except that the **test type cannot be changed once a test has been created**.

Home > Tests > Create test

Create test

Name *

Test type *

Select... | v

Test language *

Select... | v

Organization *

Select... | v

Create Go back

4-2 Create Test Form

- **Name:** The name of the test.
- **Test type:** On **creation only**, this can be set to:
 - o IAT (Implicit Association Test)
 - o Semantic priming
 - o Visual Priming
- **Test language:** The language that **the test execution interface** will show to the end user. Currently both English and Spanish are supported.
- **Organization:** This will be automatically selected.

To edit a Test, access an existing test Dashboard and go to **"Edit Test"**. The form is the same, but inserted into the Dashboard.

Bitbrain Online Tests Tests Organizations Users My account Logout

Home > Tests > test > Edit test

Edit test

Test info

Edit test

Settings

Stimuli

Variables

Segmentation

Participants

Processing

Participation status

Results

Name *

test

Test type *

IAT

Test language *

English | v

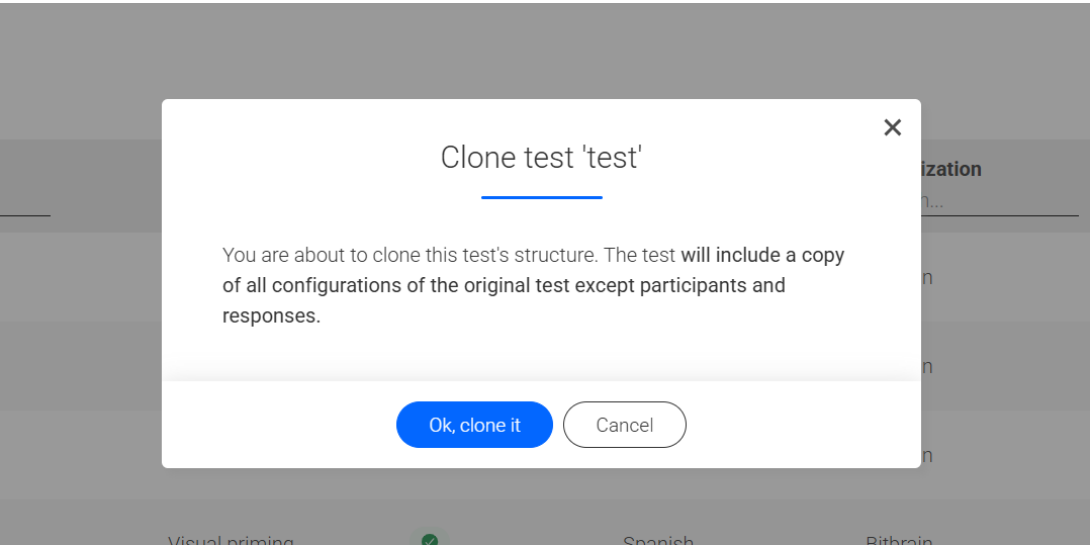
Organization *

Other Org | v

Save

4-3 Edit Test form

To clone a test, click the **"Clone Test button"**. A pop-up window will appear to confirm the cloning. Click **"OK, clone it"** to proceed.



4-4 Clone test form

A test with the same characteristics will be created, changing only the title by adding a “(Clone)”, without participant responses if conducted.



TestsOrganizationsUsersMy accountDocumentationLogout

Home > Tests

Tests

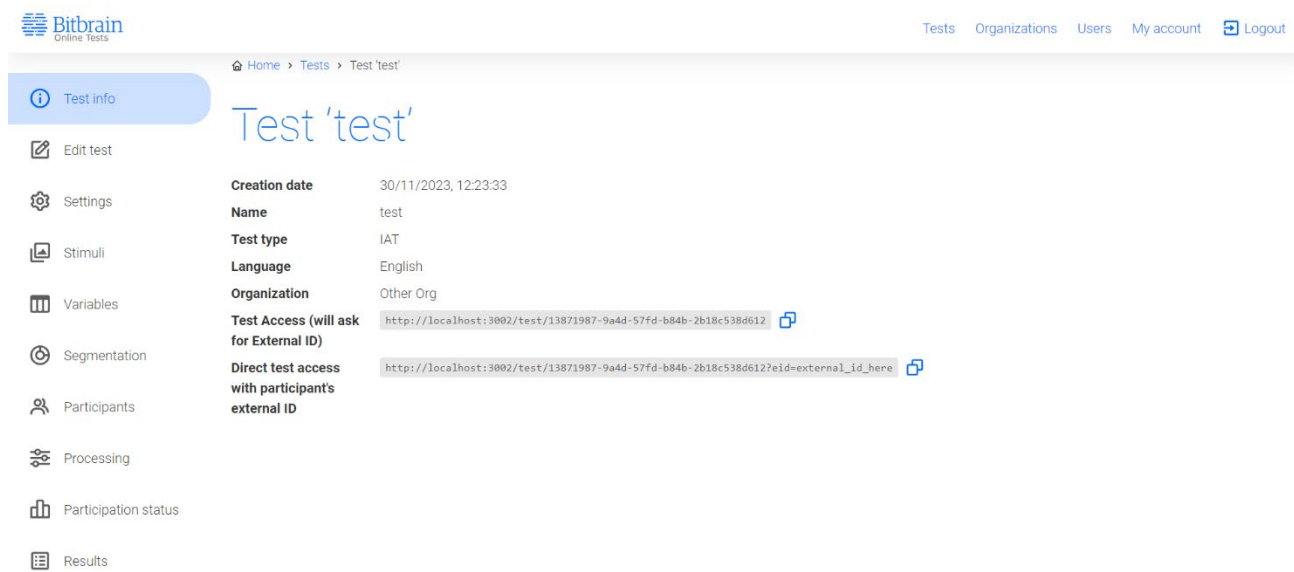
Create test

Name Search...	Type Search...	Configuration Status	Language Search...	Organization Search...	Created Q	Actions
test (Clone)	IAT		English	Bitbrain	1/10/2025, 11:19:42	  
test	IAT		English	Bitbrain	1/10/2025, 11:13:49	  

4-5 Clone test form

4.2 Test info

This is the first dashboard screen that appears when the first icon on the Action column for a test is clicked.



The screenshot shows the Bitbrain Online Tests Manager interface. At the top, there's a navigation bar with links for Tests, Organizations, Users, My account, and Logout. Below this, a breadcrumb trail shows Home > Tests > Test 'test'. On the left, a sidebar contains icons and labels for various sections: Test info (selected), Edit test, Settings, Stimuli, Variables, Segmentation, Participants, Processing, Participation status, and Results. The main content area is titled 'Test 'test'' and displays the following information:

- Creation date:** 30/11/2023, 12:23:33
- Name:** test
- Test type:** IAT
- Language:** English
- Organization:** Other Org
- Test Access (will ask for External ID):** <http://localhost:3002/test/13871987-9a4d-57fd-b84b-2b18c538d612>
- Direct test access with participant's external ID:** http://localhost:3002/test/13871987-9a4d-57fd-b84b-2b18c538d612?eid=external_id_here

4-6 Test info page

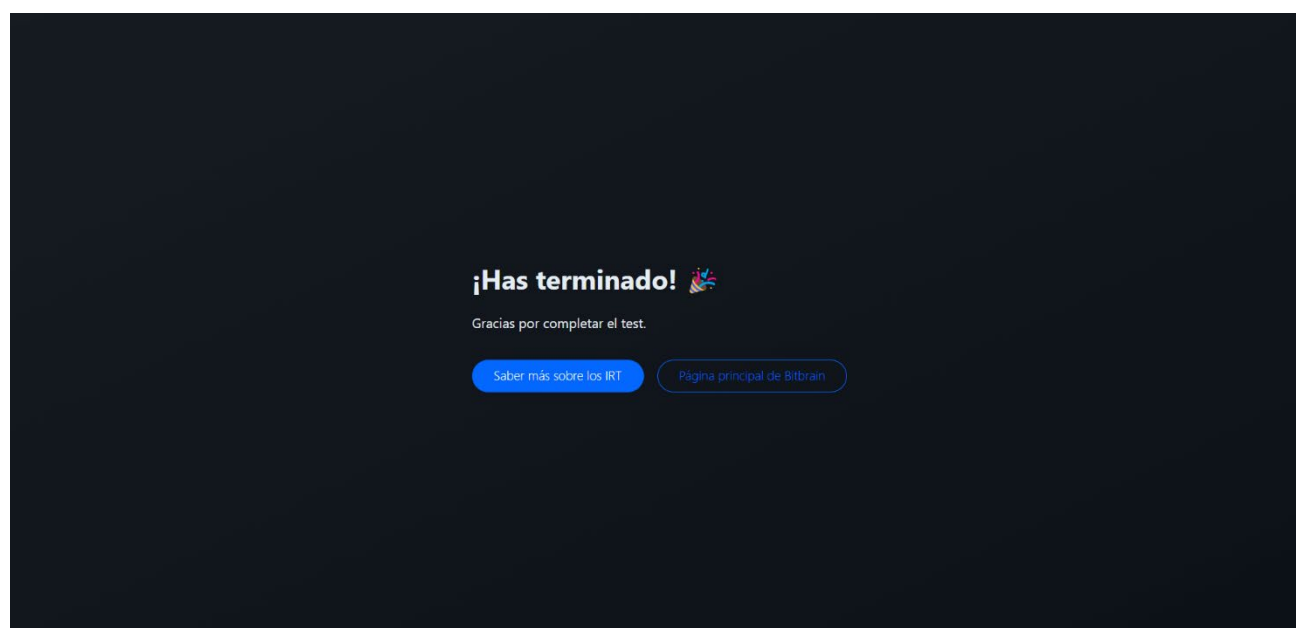
This page shows general data for this test, including the Access URL for the test execution. The content of this part will vary depending on the external ID configuration, configured on “Settings” section.

4.3 Settings

This settings control preferences about the participants and the redirections (especially useful when integrating with external panels that gather participants with specific attributes of interest).

- **Participants**
 - o **Ask for external ID:** If this option is checked, the test will ask the participants to enter a pre-shared or pre-known external ID unique to them before taking the test.
 - o **External ID parameter name:** On the “Ask for external ID” mode, a parameter name should be set, in case the External ID parameter will be provided to the user with the test access URL. This way, the External ID will be checked without the need for the user to enter it manually.
 - o **Maximum number of participants:** This is an upper limit that will only have effect if there are no segments defined.
- **Redirections:** Urls that the user will be redirected to under certain conditions. For security reasons, these redirection URLs must always be **https** (hypertext transfer protocol secure)
 - o **Screen out:** If the participant matches any **exclusion segment**, he will be redirected to this URL.
 - o **Quota full:** If the participant does not fit in any defined segment with spaces left in the quota, he will be redirected to this URL.
 - o **Test full:** When there are no segments defined and the maximum participants value is reached, the participant is redirected to this URL.
 - o **Test completed:** When the participant finishes the test, she is redirected to this URL.

In case there are no redirections defined, an informative page is displayed at each corresponding stage.



4-7 Test completed page when there is no redirection set (Spanish version)

4.4 Stimuli management

The **stimuli management dashboard page differs between test types**. The stimuli are sometimes images. The recommended size of the images to be uploaded is 900x600.

4.4.1 Priming Tests (Semantic and visual)

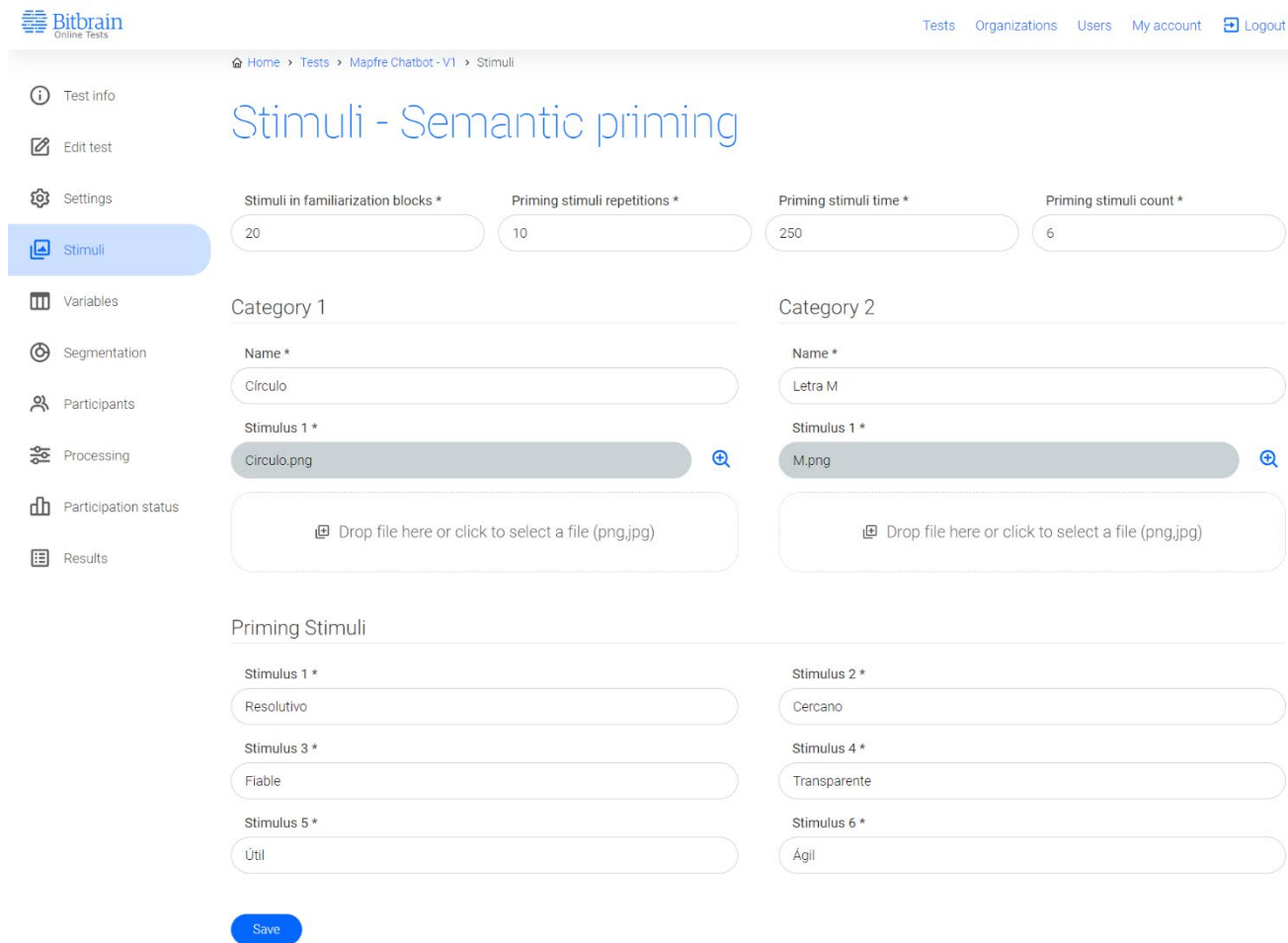
For priming tests, the difference between the semantic and the visual variant is on the priming stimuli type.

To know more about the Priming Tests, please refer to For **semantic tests**, the priming stimuli consists of a collection of words. For visual priming tests, each priming stimulus will be an image that should be uploaded on the Stimuli Management page for the test.

The rest of the fields on this page define:

- **Stimuli in familiarization blocks:** During the familiarization blocks (first and third), the amount of times a category stimulus will be shown. Since there are two category stimuli, if this value is set to four, the amount of familiarization trials will be 2 times the category 1 stimulus and 2 times the category 2 stimulus, arranged randomly. An odd number on this field will yield one more stimulus on the category 1. It is recommended this number to be even.
- **Priming stimuli repetitions:** During the test blocks (second and fourth), the amount of trials that are presented to the user. If there are four priming stimuli and this field is set to 10, the amount of trials the user will have to perform will be 4 (priming stimuli) * 10 (repetitions) * 2 (two categories) = 80 tests per block, arranged randomly.
- **Priming stimuli time:** The amount of time (in milliseconds) that the priming stimulus is shown to the user before asking him to classify the category image.
- **Priming stimuli count:** The amount of individual priming stimuli for this test.
- **Categories groups:** There are always two categories, named as Category 1 and Category 2. Each Category group contains:

- **Category name:** A descriptive name for the category.
- **Stimulus:** The category stimulus (always an image file)
- **Priming stimuli:** A group of images (for Visual priming tests) or words (for Semantic priming tests), that will build the pool of priming stimuli.



The screenshot shows the 'Stimuli - Semantic priming' configuration page in the Bitbrain Online Tests Manager. The page has a sidebar on the left with navigation options: Test info, Edit test, Settings, Stimuli (selected), Variables, Segmentation, Participants, Processing, Participation status, and Results. The main content area is titled 'Stimuli - Semantic priming' and contains several configuration fields.

At the top, there are four input fields for general settings:

- Stimuli in familiarization blocks *: 20
- Priming stimuli repetitions *: 10
- Priming stimuli time *: 250
- Priming stimuli count *: 6

Below these are two columns for category configuration:

Category 1

- Name *: Circulo
- Stimulus 1 *: Circulo.png (with a magnifying glass icon)
- A file upload area with the text: Drop file here or click to select a file (png,jpg)

Category 2

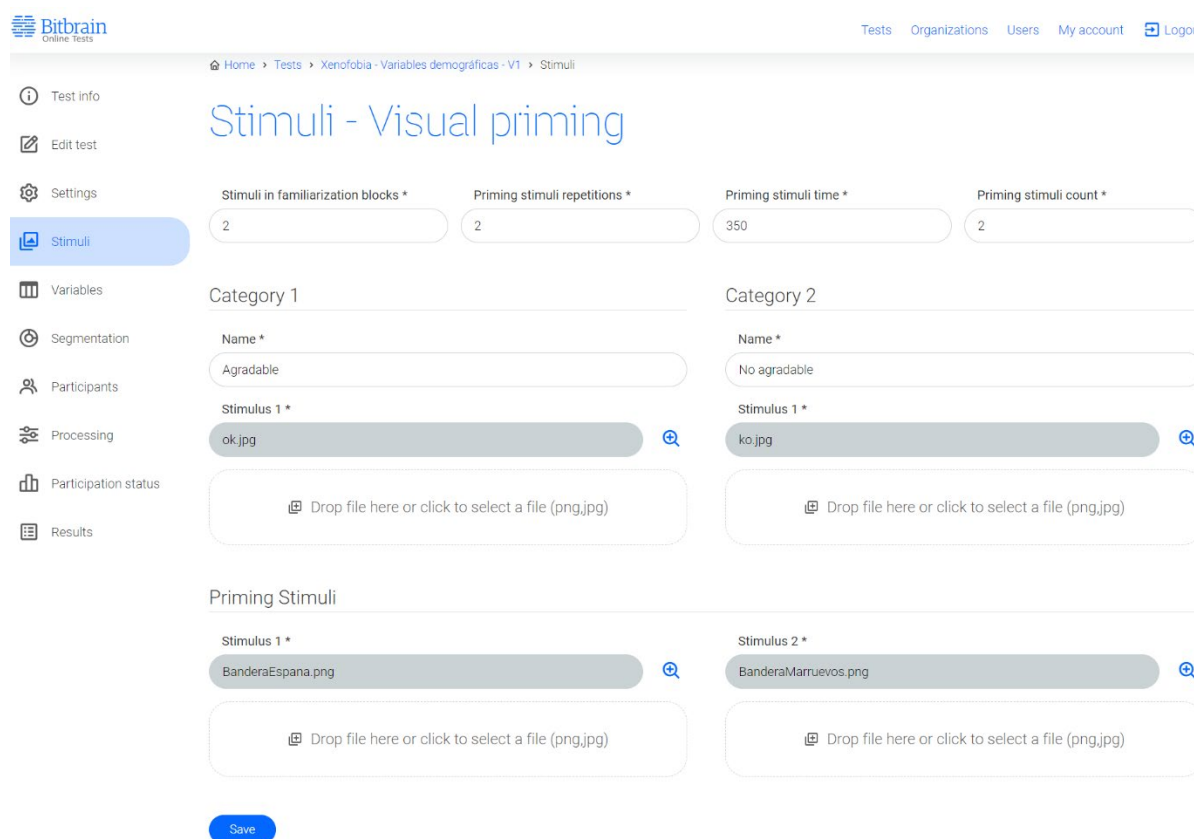
- Name *: Letra M
- Stimulus 1 *: M.png (with a magnifying glass icon)
- A file upload area with the text: Drop file here or click to select a file (png,jpg)

At the bottom, there is a section for 'Priming Stimuli' with six input fields:

- Stimulus 1 *: Resolutivo
- Stimulus 2 *: Cercano
- Stimulus 3 *: Fiable
- Stimulus 4 *: Transparente
- Stimulus 5 *: Útil
- Stimulus 6 *: Ágil

A blue 'Save' button is located at the bottom left of the page.

4-8 Semantic priming test stimuli configuration



4-9 Stimuli configuration for Visual Priming Test

4.4.2 Implicit Association Test

The Implicit Association Test are different on the stimuli configuration to the priming test.

This time, two categories are named (Category 1 and Category 2) and a group of stimuli is assigned to each one.

Two groups of text attributes are named and defined too (Attribute 1 and Attribute 2).

The order of the categories and attributes is important. In the results section we'll score the relationship between **Category 1 – Attribute 1** and **Category 2 – Attribute 1**.

Other fields in this configuration:

- **Stimuli per block:** The “base” amount of stimulus that will be put into a specific block. This means that the training blocks will have 20 stimuli, and the test blocks will double this amount. P.E.: In a typical test with 20 stimuli per block, the blocks with 20 stimuli will be: 1, 2, 3, 5, 6 and the ones with 40 will be: 4, 7.
- **Stimuli per category:** The number of items the categories will have (must be the same number on each category)

- **Stimuli per attribute:** The number of items the attributes will have (must be the same number on each category)

Stimuli - IAT

Stimuli per block *
20

Stimuli per category *
5

Stimuli per attribute *
5

Category 1

Name *
Realismo

Stimuli

Stimulus type *
☒ Image ☐ Text

Stimulus 1 *
A1Ayabrea.jpg 

 Drop file here or click to select a file (png,jpg)

Stimulus type *
☒ Image ☐ Text

Stimulus 2 *
A2Nova.jpg 

 Drop file here or click to select a file (png,jpg)

Stimulus type *
☒ Image ☐ Text

Stimulus 3 *
A3JillValentine.jpg 

 Drop file here or click to select a file (png,jpg)

Stimulus type *
☒ Image ☐ Text

Stimulus 4 *
A4Kassandra.jpg 

 Drop file here or click to select a file (png,jpg)

Stimulus type *
☒ Image ☐ Text

Stimulus 5 *
A5LaraCroft.jpg 

 Drop file here or click to select a file (png,jpg)

Category 2

Name *
Sexualización

Stimuli

Stimulus type *
☒ Image ☐ Text

Stimulus 1 *
B1Tifa.jpg 

 Drop file here or click to select a file (png,jpg)

Stimulus type *
☒ Image ☐ Text

Stimulus 2 *
B2Cammy.jpg 

 Drop file here or click to select a file (png,jpg)

Stimulus type *
☒ Image ☐ Text

Stimulus 3 *
B3Kitana.jpg 

 Drop file here or click to select a file (png,jpg)

Stimulus type *
☒ Image ☐ Text

Stimulus 4 *
B4Lady.jpg 

 Drop file here or click to select a file (png,jpg)

Stimulus type *
☒ Image ☐ Text

Stimulus 5 *
B5Quiet.jpg 

 Drop file here or click to select a file (png,jpg)

Attribute 1

Name *
Positivo

Stimuli

Stimulus 1 *
natural

Stimulus 2 *
admirable

Stimulus 3 *
representativo

Stimulus 4 *
ideal

Stimulus 5 *
empoderamiento

Attribute 2

Name *
Negativo

Stimuli

Stimulus 1 *
provocativo

Stimulus 2 *
despreciable

Stimulus 3 *
no representativo

Stimulus 4 *
vulgar

Stimulus 5 *
ofensivo

Save

4-10 Example of the Stimuli Configuration form on an IAT

4.5 Variables

The **Variables** are an optional tool that generate a questionnaire that the participants must fill to make the test.

Variables are useful for results analysis and are required to define **Segments**.

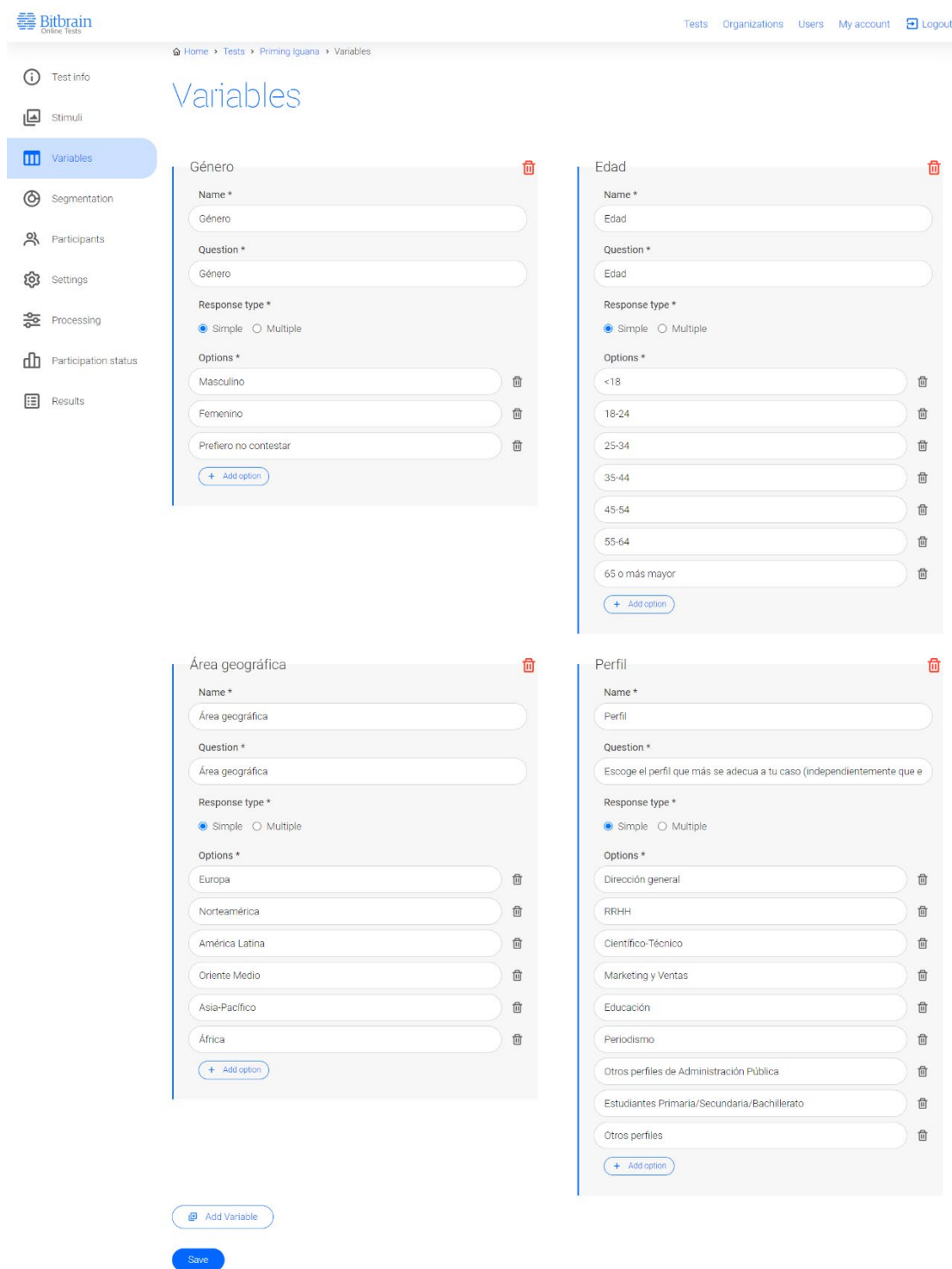
The variables **must be defined before the launch of the test**, since they won't be able to be edited if there are any participant answers on the system.

Variables are defined with:

- **Name:** The name for the variable. Will appear internally on reports and charts.
- **Question:** The phrase that will be presented to the participant on the questionnaire form.
- **Response type (simple/multiple):** If the answer expected is only one value or several values.
- **Options:** The options that are presented to the participant to choose from.

Important:

- **All variable questions are required.** If an empty option is needed, please add an option for it (P.E.: / *prefer not to answer*).
- **Use the simplest possible variable definitions** (do not combine several variables into one if possible).
The variable combinations are done later, at the segmentation page.



Bitbrain Online Tests

Tests Organizations Users My account Logout

Home Tests Priming Iguana Variables

Test info

Stimuli

Variables

Segmentation

Participants

Settings

Processing

Participation status

Results

Variables

Género

Name *

Género

Question *

Género

Response type *

☒ Simple ☐ Multiple

Options *

Masculino

Femenino

Prefiero no contestar

+ Add option

Edad

Name *

Edad

Question *

Edad

Response type *

☒ Simple ☐ Multiple

Options *

<18

18-24

25-34

35-44

45-54

55-64

65 o más mayor

+ Add option

Área geográfica

Name *

Área geográfica

Question *

Área geográfica

Response type *

☒ Simple ☐ Multiple

Options *

Europa

Norteamérica

América Latina

Oriente Medio

Asia-Pacífico

África

+ Add option

Perfil

Name *

Perfil

Question *

Escoge el perfil que más se adecua a tu caso (independientemente que e

Response type *

☒ Simple ☐ Multiple

Options *

Dirección general

RRHH

Científico-Técnico

Marketing y Ventas

Educación

Periodismo

Otros perfiles de Administración Pública

Estudiantes Primaria/Secundaria/Bachillerato

Otros perfiles

+ Add option

+ Add Variable

Save

4-11 Variables definition example

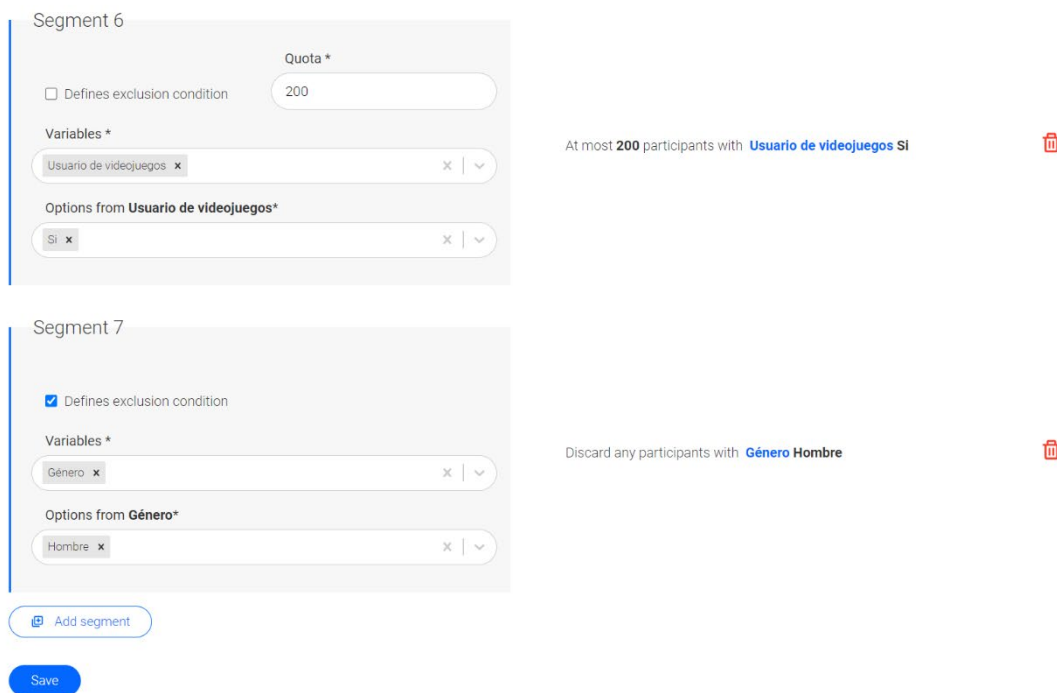
4.6 Segmentation

Segmentation allows the user to combine variables and options and to set a specific quota for the group that meets the criteria, and to reject specific population groups.

If configured, the test will allow at least² the number of participants specified on each **quota** field.

If the “**Defines exclusion condition**” checkbox is checked, the **segment will define a sufficient condition to reject the participant** before the test execution. If the exclusion segment is set after participants already exist, the validity of existing participants will take it into account the exclusion segment to exclude matching participants from the reports.

Important: Exclusion segments are checked **before quotas**. Only set exclusion segments if necessary. Any participant matching the exclusion segment will not be permitted to perform the test.



The screenshot displays the 'Segmentation definition' interface. It shows two segments, Segment 6 and Segment 7, each with a 'Quota' field and a 'Defines exclusion condition' checkbox. Segment 6 has a quota of 200 and is configured with the variable 'Usuario de videojuegos' and the option 'Si'. Segment 7 has a quota of 200 and is configured with the variable 'Género' and the option 'Hombre'. Both segments have a 'Save' button and a 'Delete' icon. The interface also includes an 'Add segment' button and a 'Save' button at the bottom.

Segment 6

Quota * 200

☐ Defines exclusion condition

Variables *

Usuario de videojuegos x | v

Options from Usuario de videojuegos*

Si x | v

At most 200 participants with Usuario de videojuegos Si

Segment 7

☒ Defines exclusion condition

Variables *

Género x | v

Options from Género*

Hombre x | v

Discard any participants with Género Hombre

Add segment

Save

4-12 Segmentation definition

4.7 Participants

Participants are defined in the scope of one test.

From this page, all participants or participants responses can be deleted in bulk, individual participants answers can be seen, individual responses or participants can be deleted, and Participants responses downloaded.

Participants and answers delete buttons are located at the bottom of the table.

² The quota is checked once a participant has completed the segmentation questionnaire, and only then. Only participants that have completed the test and meet the validity criteria are considered for the quota. Since segments and validity criteria can be changed at any time, **a participant acceptance can vary with time if changes to the test configuration or exclusion segments are made**. Since the participant is counted when he finishes the test, there will be a relevant delay between a participant accessing the test and finishing it. More participants could enter that meet the criteria during this time, so the quotas will accept *at least* the quota indicated.

[Home](#) > [Tests](#) > [Uncanny Valley](#) > [Participants](#)

Participants

[Download responses](#)

UUID Search...	External ID Search...	Created Q	Questionnaire Select..	Test Select..	Valid Select..	Actions
3b8481fa-281f-5203-a2d3-9fc83c057f2e	1027	31/10/2023, 11:10:51	✗	✓	✓	? ↔ 🗑️
ac22c65f-98e8-5daa-abba-4220db12f7aa	1029	31/10/2023, 11:10:51	✗	✓	✗	? ↔ 🗑️

4-13 Participants list

3ace7b3f-ba86-51f5-b6d9-8d67931a91be	1052	31/10/2023, 11:10:51	✗	✓	✓	? ↔ 🗑️
365105e4-f81b-5540-8b96-2e0d702f4b56	1056	31/10/2023, 11:10:51	✗	✓	✓	? ↔ 🗑️
64b8306a-7a55-5ce1-9e04-cec597f0618c	1059	31/10/2023, 11:10:51	✗	✓	✓	? ↔ 🗑️

[⏪](#)
[⏩](#)
[⏴](#)
[⏵](#)
 Page **1 of 31** Go to page: [Show 15](#) Found 462 records

[Delete participants](#)
[Delete responses](#)

4-14 There are options to delete participants and responses at the bottom of the table

Appending the parameter `?uuid=THE_PARTICIPANT_UUID`` to the test URL allows the test to be executed for the participant with that uuid (if it's not already completed). This is useful for internal testing purposes.

The **“View participant response”** action (question mark icon) displays the participant related information, like the complete response (for downloading), if the participant is valid per current processing settings, the answers to the questionnaire, and the segments where this participant fits.

The **“Download responses”** button generates and downloads a JSON file with one entry per participant, and includes:

- Uuid
- External ID for the participant (if any)
- Valid (true / false) – applies the discard logic, if enabled, to get this value
- Questionnaire responses (if any)
- Test responses

Home > Tests > Priming Iguana > Participants > Participant '6dfa5813-0c58-58ba-bbb7-9268ddf83028'

Participant '6dfa5813-0c58-58ba-bbb7-9268ddf83028'

This participant has been discarded by the discard rule.

To adjust the rejection criteria, please go to [Processing settings page](#).

Questionnaire

Perfil ?

- RRHH

Área geográfica ?

- Europa

Edad ?

- 45-54

Género ?

- Masculino

Segment matching

✗ Género Femenino

✗ Edad <18 or 18-24 or 25-34

[Go back](#)

Test Response

This test was completed on **13/9/2023, 13:50:51**

[Download response Json](#)

4-15 Participant details

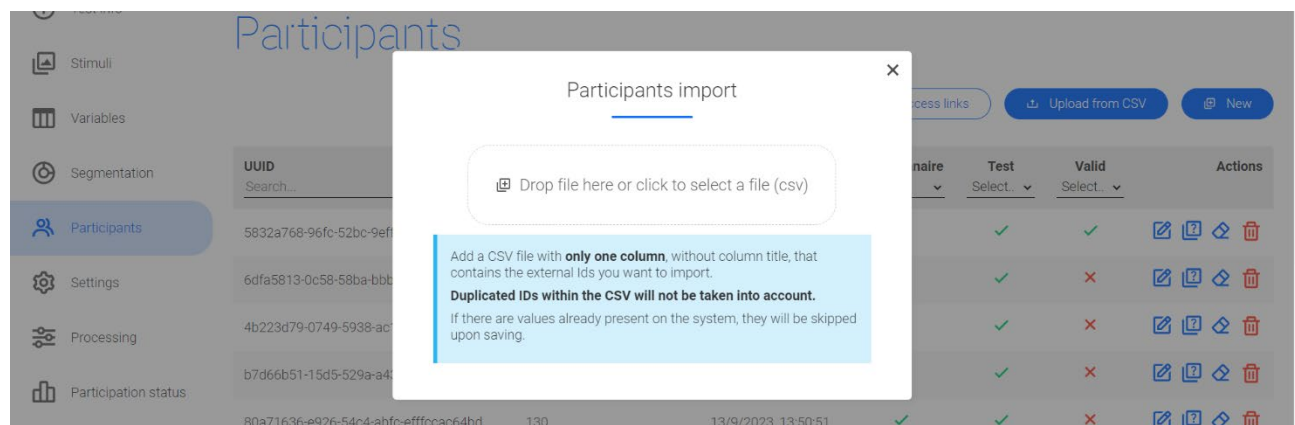
4.7.1 When external ID is disabled

When the **external ID setting is disabled** (see 4.3 Settings), the participants will be automatically generated upon accessing the test execution page (shown on the “Test Info” section).

4.7.2 When external ID is enabled

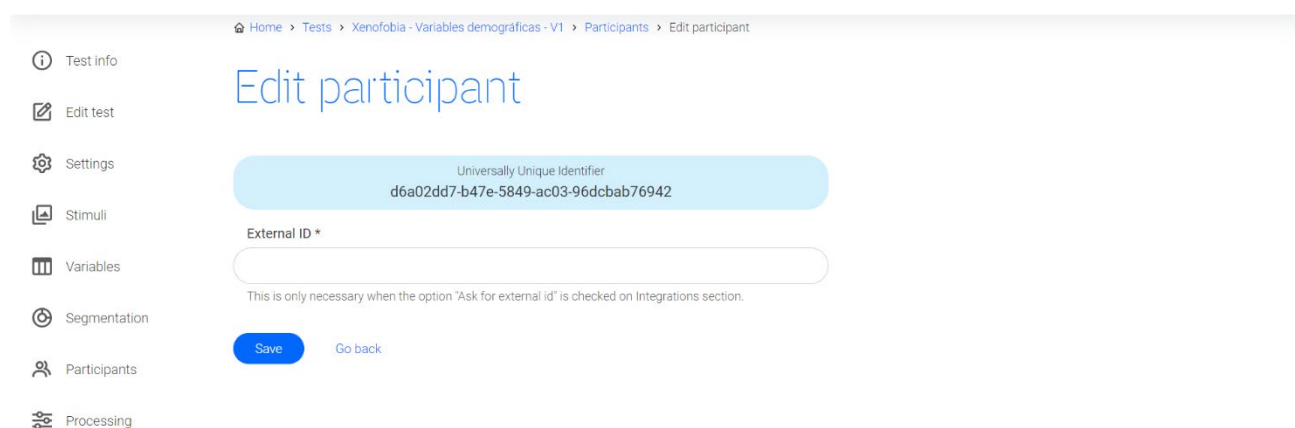
When the **external ID setting is enabled** (see 4.3 Settings), the participants are no longer automatically generated. They must be loaded ahead of time via “Upload from CSV” button.

This button presents an uploader that reads a CSV file that should have only one column, without column title, that contains all the external IDS that you want to import. Only this specific group of participants can take the test.



4-16 Participants Import Dialog

In addition to the operations previously described, on this mode the external ID can be edited.



4-17 Participant edit form.

4.8 Processing

The processing settings affect the Participants (*valid* indicator), Participation Status charts and the Results sections. The processing settings are slightly different by test type.

The button “**Load default settings**”, located next to the “**Save**” button, load the recommended default settings for the test type. To save the default settings, click “**Save**” button.

It is not recommended to change the default processing settings unless it is necessary.

The defaults are values that have been proved to work. If you want to try changing them to see how the results are affected, you can do it and change to the default settings afterwards if you wish.

Please take into account **that they will affect the quotas status**, so it is not advised to fiddle with them while participants are still answering the test.

Save

Load default settings

4-18 Before loading default settings.

Save

Defaults loaded. Click "Save" to confirm the changes.

4-19 After loading default settings. Notice the button is now disabled and the text has changed.

4.8.1 Priming Tests (semantic and visual)

- **Response times:** Allow the user to specify the response time ranges where a response will be considered valid. The default values are set to 300 (lower limit) and 900 (upper limit).
- **Discard rule:** A way to control the quality of the test responses, "cleaning up" the response pool from participants that could hinder the results. The discard rule excludes from the "Participation status" page, "Results" page and quota control on test execution any participant that meets the condition of the discard rule. The discard rule is built as follows:
 - o Participants with more than X% (10%, 20% or 30%) of response times below (lower limit) milliseconds or above (upper limit) milliseconds will not be used to compute the results, appear in participation stats or control quota population.

[Home](#) > [Tests](#) > [Priming Iguana](#) > Processing

Processing

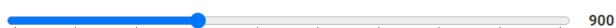
Response times

Lower limit (ms) *



Minimum amount of response time considered correct.

Upper limit (ms) *



Maximum amount of response time considered correct.

Discard rule

☒ Use the discard rule (recommended)

The discard rule excludes from the "Participation status" page, "Results" page and quota control on test execution any participant that meets the condition of the discard rule.

Bad responses percentage *



Participants with more than 20% of response times below 300ms or above 900ms will not be used to compute the results, appear in participation stats or control quota population.

Save

Load default settings

4-20 Test processing settings for Priming test with default values shown.

4.8.2 Implicit Association Test

For the IATs, the available settings are:

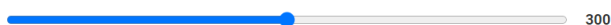
- **Response times**
 - o **Lower limit:** Minimum amount of response time considered correct.
 - o **Upper limit:** Maximum amount of response time considered correct, but only applies to the discard rule (the value is used on the score if the participant is not discarded).
- **Error handling:** On the IAT there are two ways of handling the participant errors while classifying the images.
 - o **Keep first response:** The response considered for the score will be the first one, correct or not. Later, if the response was not correct, this specific response time is substituted for a calculation (response time block mean + penalization) and the response is after that is counted as a correct one.
 - o **Keep correct response:** The response considered for the score is the correct one. The additional time that the participants spend realizing the mistake and choosing the correct one acts as a natural penalization.
- **Discard rule:** In small pools of participants, “bad” participants could have an important impact on the score. For that reason, the discard rule is always recommended. If enabled, participants with more than the chosen percentage of response times below **lower limit** or above **upper limit** will not be used to compute the results, appear in the participation stats or control quota population.

[Home](#) > [Tests](#) > [Realismo VS Sexualización](#) > Processing

Processing

Response times

Lower limit (ms) *



Minimum amount of response time considered correct.

Upper limit (ms) *



Maximum amount of response time considered correct (only applies to discard rule).

Error handling

Error handling mode *

☒ Keep first response ☐ Keep correct response

Which response time to keep when a participant chooses the wrong category: the response time of the first (wrong) answer, or the response time of the correct answer. **Please note:** if the first response mode is selected, errors will be substituted with the average of the response times on the block plus a penalization of 600ms.

Discard rule

☒ Use the discard rule (recommended)

The discard rule excludes from the "Participation status" page, "Results" page and quota control on test execution any participant that meets the condition of the discard rule.

Bad responses percentage *



Participants with more than 20% of response times below 300ms or above 1500ms, will not be used to compute the results, appear in participation stats or control quota population.

Save

Load default settings

4-21 Processing settings for an IAT

4.9 Participation Status

The Participation Status page displays statistics about the participants (finished or the complete pool), by the different variables set and the status of the segments (if any).

Note: If there are more than 7 options in a variable, the shape of the chart changes from the half doughnut to the horizontal bar chart to maintain data legibility.

[Home](#) > [Tests](#) > [Priming Iguana](#) > Participation Status

Participation Status

[Show finished participants](#)
[Show all participants](#)

Participants

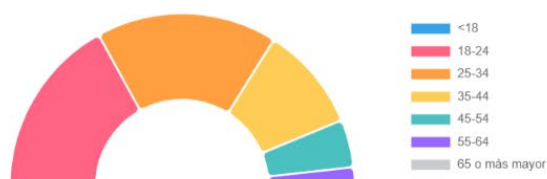
Using **112 valid participants** of **122** that finished.

Variables

By **Género**



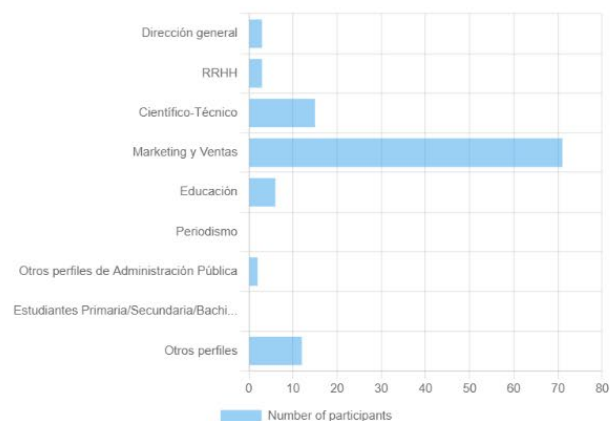
By **Edad**



By **Área geográfica**



By **Perfil**



Segmentation

Segment 1



At most **100** participants with **Género Femenino**

Segment 2



At most **150** participants with **Edad <18 or 18-24 or 25-34**

4-22 Example of participation status chart

4.10 Results

4.10.1 Priming test (semantic and visual)

The results page render charts that show strong and light associations (if any) between the priming attributes and the categories.

There are three rendering modes available:

- **Global results:** all participant responses analyzed globally.
- **By Variables:** allows the user to select **one or more** options from variables, to see the aggregated results of all participants that responded the chosen option in the questionnaire (one result section by selected option)
- **By Segments:** allows the user to select **one or more** defined segments, to see the aggregated results of the participants that fit each segment. Additional segments can be defined at any moment if needed to visualize the results grouped in specific ways in the Segmentation section of the Test Dashboard.



4-23 Global results for a Priming test

Results

Global

By Variables

By Segments

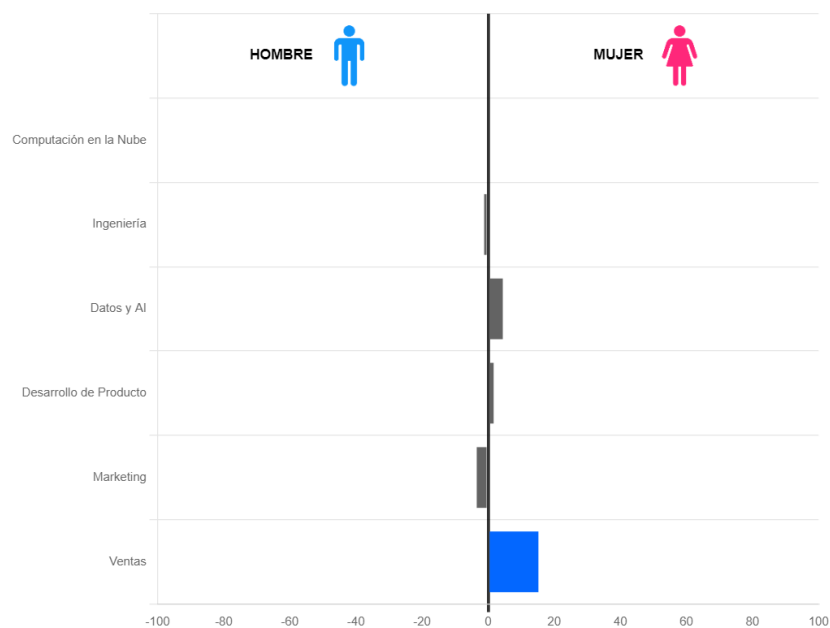
☒ Edad 18-24 or 25-34 and Perfil RRHH☒ Edad 35-44 or 45-54 or 55-64☐ Edad <18 or 65 o más mayor

Results for Edad 18-24 or 25-34 and Perfil RRHH

Cannot get results. Valid participants are less than 10 (2).

Results for Edad 35-44 or 45-54 or 55-64

Response time difference (ms) between 'HOMBRE' and 'MUJER' (36 valid participants of 38)



Strong associations between:

• Ventas and MUJER

No **light** associations detected.

[Download chart data](#)

4-24 Results filtered by multiple segments on a priming test.

The data values for the chart can be downloaded from “Download chart data” button in JSON format.

Please note: aggregated results can only be computed after a certain number of valid test responses are obtained. (>10).

Results

Global

By Variables

By Segments

Edad - 36 años o más



Results for 'Edad - 36 años o más'

Cannot get results. Valid participants are less than 10 (0).

4-4 Example of what happens when the valid responses are too few for the selected configuration (Happens on both types of test)

[Home](#) > [Tests](#) > [Realismo VS Sexualización](#) > Results

Results

Global

By Variables

By Segments

Usuario de videojuegos - No



Results for 'Usuario de videojuegos - No'

Valid participants are less than 20 (11). Results shown are exploratory only.

Response time means (ms) for 'Realismo - Positivo' and 'Sexualización - Positivo'

(11 valid participants of 15)



4-25 When valid participants are less than 20, a warning is displayed (Happens on both types of test)

4.10.2 Implicit Association Test

The chart changes slightly for this test type, although the filters and the rules for displaying results are the same.

[Home](#) > [Tests](#) > [Realismo VS Sexualización](#) > [Results](#)

Results

Global

By Variables

By Segments

Global results

Response time means (ms) for 'Realismo - Positivo' and 'Sexualización - Positivo'

(107 valid participants of 109)



Light association. Light association level between **Realismo** and **Positivo**.

[Download chart data](#)

4-26 Global results chart for an IAT

Chart data can also be downloaded from the “Download chart data” button.

