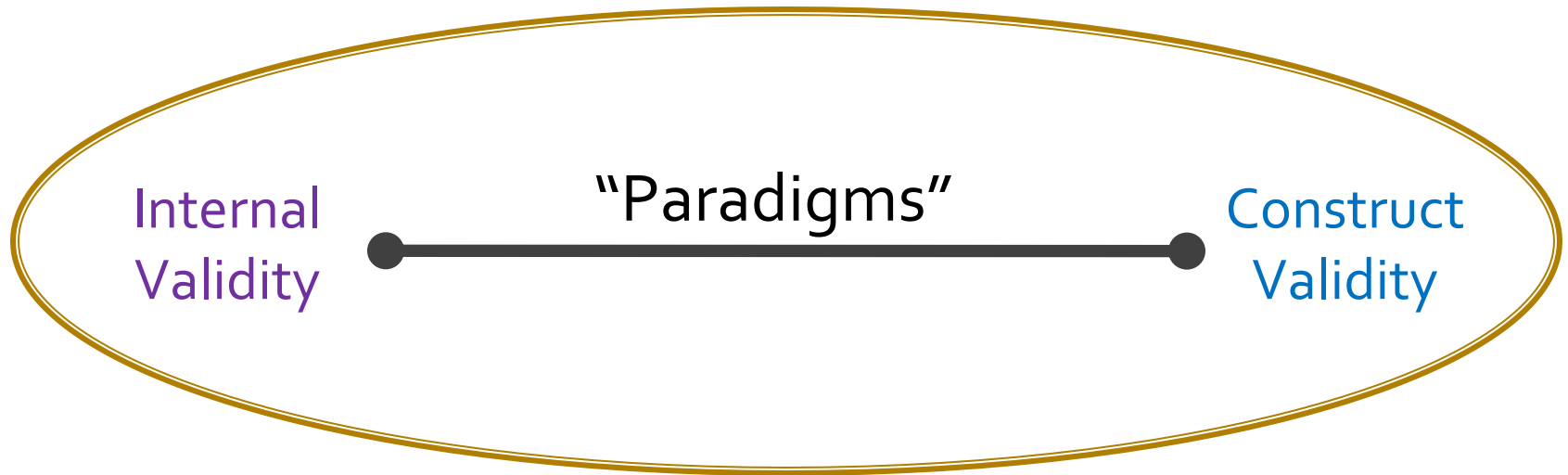


Validity Diamond – paradigms



paradigm –

*a standard method (incl. the manipulations and the measures)
for studying a particular issue*

the method has been “validated” to the extent that it’s
been shown to have both internal and construct validity

Paradigms and Paradigm Measures

paradigm – *a standard method (incl. the manipulations and the measures) for studying a particular issue*

paradigm measure – *a summary score (almost always a difference) requiring data from at least two conditions that is used to estimate a single theoretical construct*

note: in order to create the necessary conditions, the paradigm measure requires a within-subjects manipulation

but a paradigm's manipulation should probably be thought of as being quite different from other (causal) IVs

Some Example Paradigm Measures

- Stroop (original version)

target construct: automaticity (of reading)

task: name the ink color

paradigm manipulation: incongruence (of a to-be-ignored word with the correct vocal response for the trial)

incongruent trial: **green**

neutral trial: **house**

paradigm measure: the increase in response time between incongruent and neutral trials

(i.e., how much RT increases = how automatic is reading)

Some Example Paradigm Measures

- Stroop (complete version)

target construct: failure of attentional selectivity

task: name the ink color

paradigm manipulation: congruence (of a to-be-ignored word with the correct vocal response for the trial)

congruent trial: **red**

incongruent trial: **blue**

paradigm measure: the difference in response time between congruent and incongruent trials

(i.e., how much RT increases = how much attention failed)

Some Example Paradigm Measures

- Exogenous Cuing

target construct: capture of visual attention

task: respond to solid square

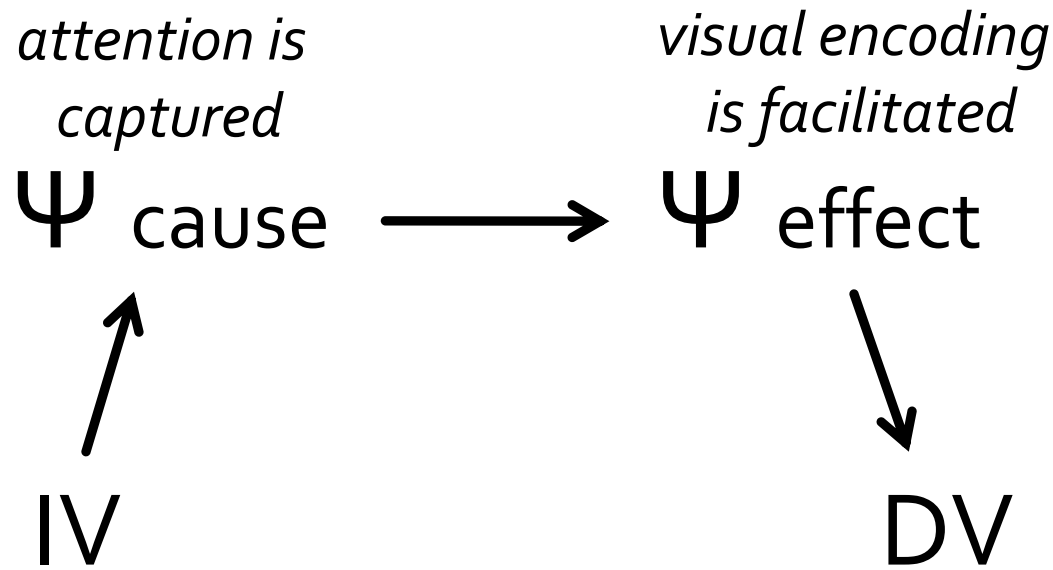
paradigm manipulation: spatial validity of a prior cue (i.e., whether an irrelevant previous event occurs in the same location as the the target or elsewhere)

demos

paradigm measure: the advantage (in RT or accuracy) for valid over invalid trials

(i.e., $\text{invalid-RT} - \text{valid-RT} = \text{amount of capture}$)

An Example Paradigm Mechanism



Are there any other possible consequences of a flashing cue (at a given location) besides the capture of attention?

Are there any other possible triggers for better visual encoding besides attention being at that location?