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CMA Description of Data spreadsheets (Supplementary material for Factor et al.)

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CMA 1a & CMA 1b Raw Data Sheets

Recalled words from the spoken word lists were handwritten after each condition, divided into three separate columns of the paper corresponding to each condition. The corner of each subject's paper was labeled 1-6 corresponding to the order in which the conditions were presented (see Table 1 of the *Crossmodal Attention* paper), and thus the order in which the columns were filled in. The written words were then tallied up for each subject according to the word lists spoken in the corresponding condition, with a "1" in the cell to the right of the word (columns F, H, P, R, Z, AB of the *Raw Data* sheets), denoting that the word was recalled, or a blank space in the cell to the right of the word, denoting that the word was not recalled (absent from the subject's handwritten recall for that condition). The words recalled from the male voiced and female voiced lists were tallied up to give a single number each, shown in the rows labelled "M voice" and "F voice" for each condition, for each subject (columns I:J, S:T, AC:AD of the *Raw Data* sheets). Subjects who recalled fewer than three words in total in any condition were excluded from our analysis (subject numbers colored in blue in the raw data sheet), with the word "EXCLUSION" in place of the tallied word lists denoting the condition(s) in which the exclusion criteria were met. Loudness ratings were recorded within the experiment program as the numbers selected on the sliding scales for male and female voices post-exposure. These ratings (0-10) were recorded in the columns "M rating" and "F rating" next the recall sum information (columns K:L, U:V, AE:AF of the *Raw Data* sheets), with the exception of subjects who had already been excluded due to sub-threshold recall.

CMA 1a & CMA 1b Data Analysis Sheets

For all remaining subjects ($n = 33$ for 1a, $n = 36$ for 1b), we reorganized the data by subject number and aligned the conditions, then analyzed the data in the “voice” and “rating” cells separately for each condition. First, we analyzed the recall data separated by gender (the “Fvoice” and “Mvoice” -Congruous, -Incongruous, and -Neutral columns; W:Y, AA:AC in the *Data Analysis* sheets) using a repeated measures ANOVA for each, and a Cohen’s F value was computed for each ANOVA. Then, the word lists which were gender-congruous to the face in each condition (the male voiced list in the male faced condition, the female voiced face in the female voiced condition) were averaged into a single “Voice-Congruous” datapoint for each subject, and the same was done for the lists which were gender-incongruous to the face in each condition (“Voice-Incongruous) and the lists of both genders from the neutral condition (“Voice-Neutral”) (columns AE:AG of the *Data Analysis* sheets). The same analyses were performed on this gender-averaged data as on the gender-separated data to discern the main effect of congruousness. Paired t -tests were also performed on the averaged data between the categories (Congruous vs. Incongruous, Congruous vs. Neutral, and Incongruous vs. Neutral) to examine the specific relationship between of both the experimental conditions, and between each of the two experimental conditions with the control (neutral). Cohen’s d was computed for each t -test. The loudness data was also averaged using the same procedure as the recall data described above (columns AO:AQ of the *Data Analysis* sheets), although no paired t -tests were performed due to the lack of significance found by the primary ANOVA. All analysis results are outlined in black boxes beneath their corresponding rows of data (rows 38:46 of the *Data Analysis* sheets).