

DPTE

Social Experiment Documentation

Supplement for version 2.5 +
current for version: 2.5.1

This documentation is a supplement to the main DPTE Documentation. It covers the DPTE Social Experiment features included in the software as a result of the Computer Science Grant Proposal.

The documentation explains the Social Features, and how to set them using Experiment Settings; it explains the options for Shared Items, Shareable Items, and Commenting; and covers how to designate Items as Shared and/or Shareable. The last section covers the ways in which a Researcher can manage the Social Data created by Subject interaction with a Social Experiment.

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DPTE Social Features Overview

Social Features in DPTE create a social environment in which users can share information with one another and provide feedback on DPTE items that others can view. Some of this social environment is genuine while other aspects are simulated. The Researcher has full control over the content which can be modified or removed as needed.

Social Experiments can contain Shared Items, while Subjects can provide feedback by clicking Feedback Buttons and/or leaving Comments.

Shared Items are designated by the Researcher for a given Stage, Sub-stage, and Group in the Timed Items section. Shared Items are Timed Items that do not simply appear the way normal Timed Items do, but instead have an Introduction screen that informs the Subject that another user has Shared that Item with them. The Subject then has the option to click on the Item to view it, or to dismiss the Introduction without viewing the Item. In this case, the Sharing is being simulated by the Researcher, who has pre-determined which Items to “share.”

Subjects can also “Share” an Item via a click of one of the Feedback Buttons.

Feedback Buttons are a row of buttons that appear below each Shareable Item in DPTE (see Designating Shareable Items). Researchers define between 1 and 5 Feedback Buttons and clicks of these buttons are counted by the software, aggregated at the Experiment level.

As of the current version of DPTE, Sharing is a simulated action; the Subject clicks the Share button (as designated by the Researcher) but no actual action is taken by the software.

Comments can be left by Subjects on Shareable Items as well. These Comments are stored and show up for that Item on subsequent viewings to all Subjects in that Experiment.

The Researcher decides which Items are Shareable, and whether Shareable Items allow Commenting.

So in summary, a Subject in a DPTE Social Experiment may be able to:

- Click a button to “share” an Item
- Click any other Researcher-defined Feedback Buttons to give feedback
- Leave a Comment on an Item
- View an Item that another “user” has “shared” with them

Setting Social Options in the Researcher Interface

The options for DPTE's Social Features are located on the Experiment Setup page; find the **Experiment Dashboard** panel, and click the **Settings** button:

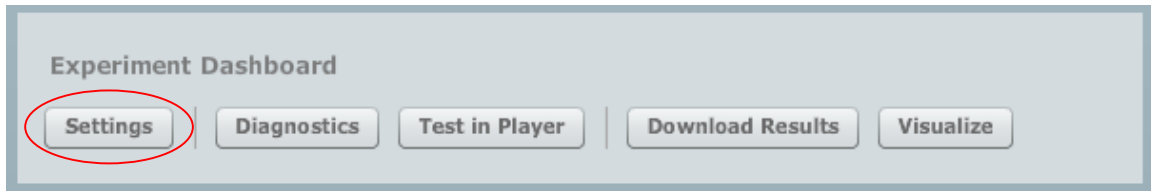


Figure 1: Settings button on the Experiment Dashboard

The **Social Experiment Options** are located in the lower pane of the **Experiment Settings** window:

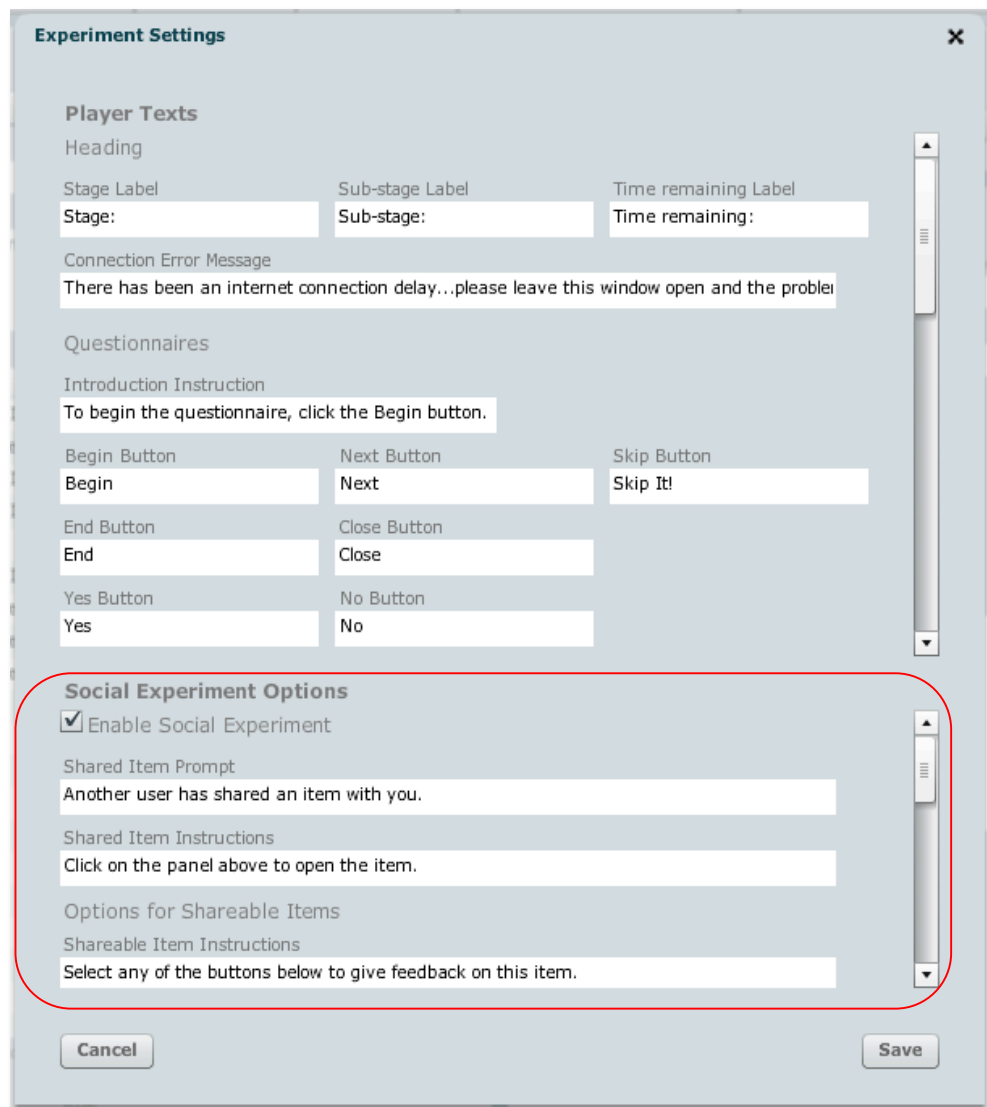


Figure 2: Experiment Settings window containing Social Experiment Options

Enabling a Social Experiment



Figure 3: Enable Social Experiment check box in Social Experiment Options

Clicking the **Enable Social Experiment** check box is necessary for any Social options to be utilized. Regardless of any other settings under Social Experiment Options, if this box is UNchecked then the Experiment will run as a normal, non-Social Experiment. In the DPTE Player, system variable `[[SYS_VAR_SOCIAL_EXP]]` returns “true” or “false” and can be changed using a Calculation icon with the same name.

Options for Shared Items

When a Subject is presented a Shared Item, there is an intermediate screen before the Item is presented. This screen gives the Subject the option to view the Item.

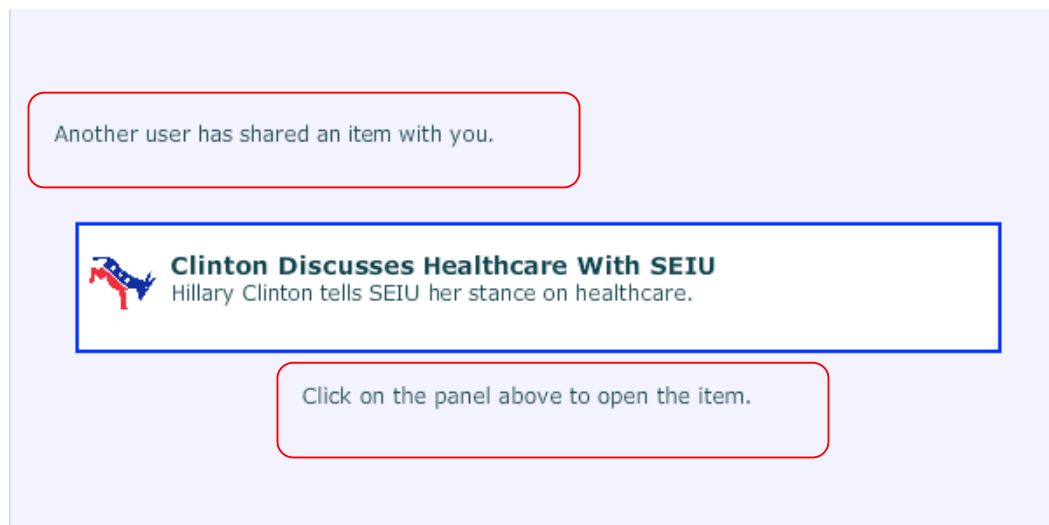


Figure 4: Example of a Shared Item, with Researcher-definable strings circled in red

There are two Researcher-definable strings, called the **Shared Item Prompt** and the **Shared Item Instructions**, which are circled in red above. They are defined in the Social Experiment Options directly below the Enable Social Experiment check box:

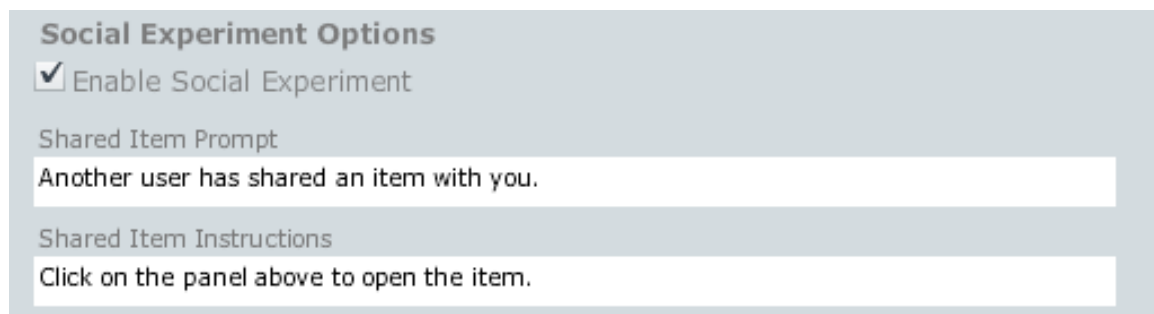


Figure 5: Definable strings: Shared Item Prompt and Shared Item Instructions

Options for Shareable Items

Directly below the small set of options for Shared Items is the more extensive section covering options for Shareable Items. This section includes all of the options for the Feedback Buttons that appear with Shareable Items, as well as Commenting options.

First, we present an example of a Shareable Item in action. Any Item that a Subject sees at any time might be tagged as a Shareable Item, in which case the Subject sees text, and a variable number of Feedback Buttons across the bottom of the screen.

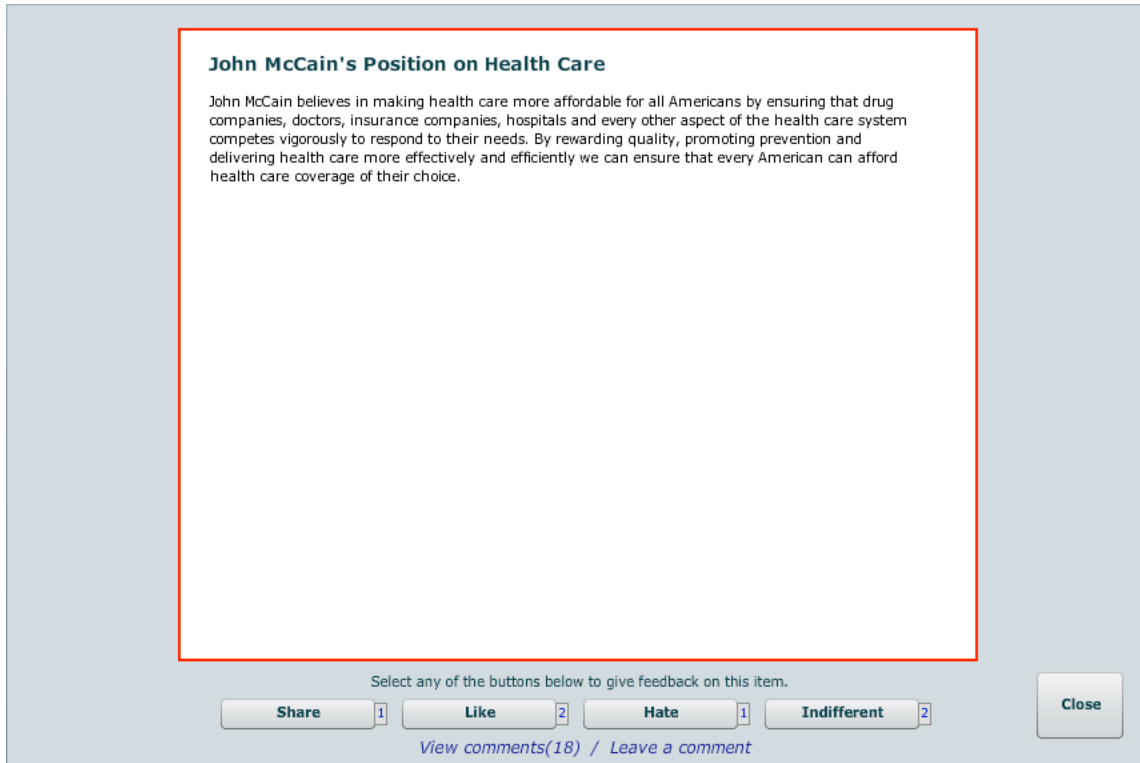


Figure 6: Example of a Shareable Item

The first thing to notice in this sample Text Item is that the content area for the Item is smaller; this is necessary to allow room for the buttons/text at the bottom. Both Text and Image Items are shorter by 60 pixels vertically, so keep this in mind while authoring Experiments. Video Items remain the same size but are moved up to create space.

Video Items that are Shareable do not show the “Close” button immediately, unlike Shared Text and Image Items. And unlike regular Video Items, Shared Video Items do not close automatically. Instead, when the Video is finished, a Close button appears and the Subject uses it to close the Item manually. This gives the Subject time to select Feedback Buttons, read and leave Comments, etc.

The area we will focus on is the space at the bottom, below the Shared Item’s content, where there is an Instructions String, one or more Feedback Buttons, and Commenting instructions:

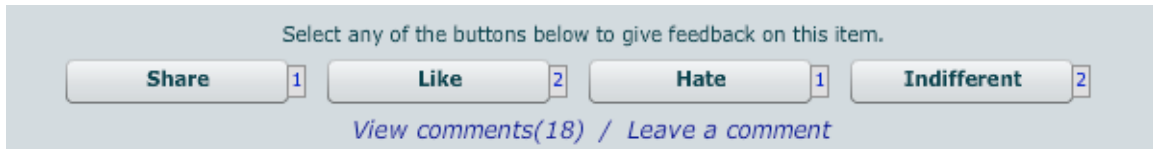


Figure 7: Close-up of controls on Shareable Item

The first Shareable Item option is the Instructions string, seen above the Feedback buttons:

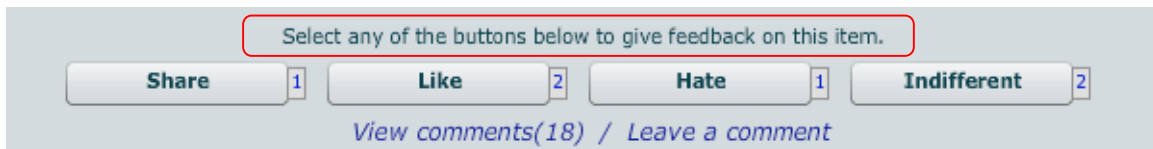


Figure 8: Shareable Item controls with Shareable Item Instruction circled in red

That text is controlled via the **Shareable Item Instructions** field under **Options for Shareable Items**:

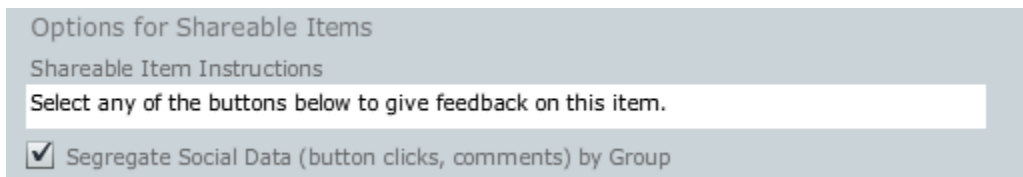


Figure 9: Shareable Item Instructions, and Segregate Social Data option

Figure 9 also shows the Segregate Social Data by Group check box. This is discussed in the section, **Segregating/Aggregating Social Data by Groups**, later in this document.

Shareable Item Feedback Buttons

The second “row” of controls on a Shareable Item contains the Feedback Buttons:

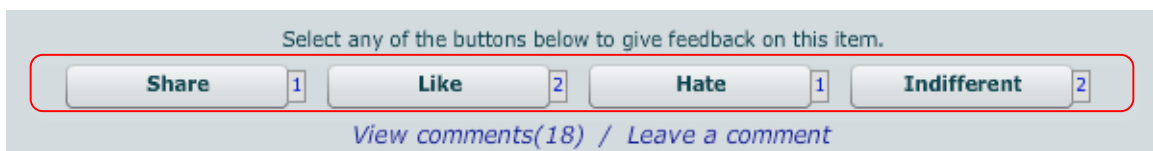


Figure 10: Shareable Item controls with Feedback Buttons circled

The Feedback Buttons are specified just below the region noted in Figure 9:

Buttons for Shareable Items: 4 Show click counts on: Items Flow panels

Text of Social Button 1: Share
Text of Social Button 2: Like
Text of Social Button 3: Hate
Text of Social Button 4: Indifferent
Text of Social Button 5: Button Text 5

Figure 11: Specifications for Feedback Buttons in Social Experiment Options

The counter labeled **Buttons for Shareable Items** controls how many Feedback Buttons (1 to 5) show up on each Shareable Item. The Text of the buttons is defined in the five fields below (**Text of Social Button 1**, etc.). Button text can be up to 25 characters, but should be shorter as only 13-15 characters are usually visible in a button label.

There are also two check boxes that determine whether “click counts” are displayed on Items and/or Flow Panels.

Buttons for Shareable Items: 4 Show click counts on: Items Flow panels

Text of Social Button 1: Share
Text of Social Button 2: Like
Text of Social Button 3: Hate
Text of Social Button 4: Indifferent
Text of Social Button 5: Button Text 5

Figure 12: Feedback Button options with Click Count options circled

DPTE keeps track of every Feedback Button selected by Subjects and aggregates this data for each Item. In other words, if a Subject clicks on Button #1 (Share) then DPTE increments a counter for that Button and Experiment (and optionally per Group; see **Segregating/Aggregating Social Data by Groups**).

When we refer to an Item’s Click Counts we mean the aggregate number of clicks for each Feedback Button for that Item. In the example above, the first check box (**Show click counts on Items**) tells DPTE to display a Click Count alongside each Feedback Button:

Select any of the buttons below to give feedback on this item.

Share 1 Like 2 Hate 1 Indifferent 2

[View comments\(18\) / Leave a comment](#)

Figure 13: Shareable Item controls, Click Count visible for each Feedback Button

We’ve seen this in our example all along. When the Subject selects a button, it toggles to a selected state; another click toggles it to unselected. When the Subject closes the Item,

the Button clicks are incremented. A Recorded Event (see main DPTE documentation) is sent to record that the Subject has clicked on a button(s); this is separate from the Click Counts stored for each Item.

If we UNcheck the **Show click counts on Items** box in the Experiment Settings, the row of Feedback Buttons looks like this:

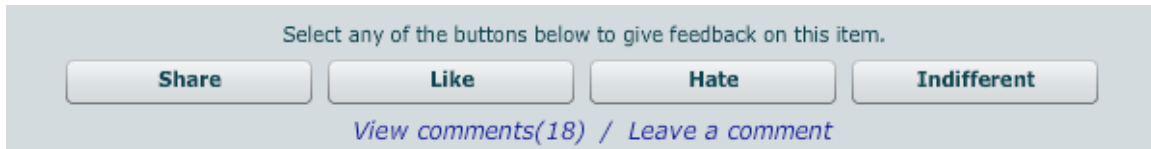


Figure 14: Shareable Item controls, no Click Counts on Feedback Buttons

With this option, the Subject doesn't see how many other Subjects have clicked on the various Feedback Buttons. It does allow for slightly longer Button names without truncation.

Click Counts can also be displayed on Flow Panels, which is what the 2nd check box, **Show click counts on Flow panels** does. An example of a Flow Panel displaying Click Counts is below:

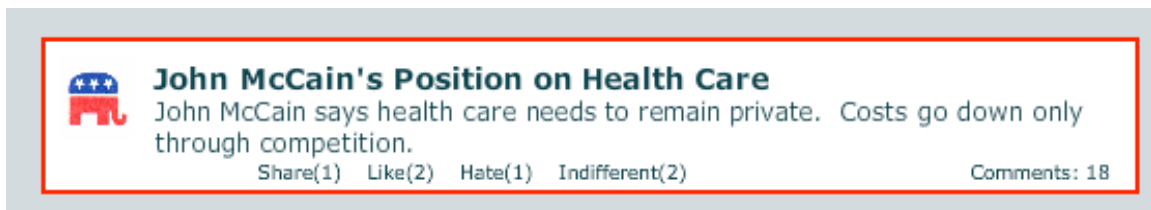


Figure 15: Flow Panel with Click Counts display enabled

When the display of Click Counts is enabled, the rest of the text on the Flow Panel is moved up slightly to accommodate the Feedback Button names and Click Counts.

Note that if Commenting is enabled and Show Click Counts on Flow Panels is checked, the number of Comments will also be displayed. The format used is specified in the **Comment count stem** text field (see **Comments for Shareable Items**, below).

Comments for Shareable Items

Another feature of Shareable Items is the ability of the Subject to leave comments. Commenting is enabled using the **Enable Commenting on Shareable Items** check box.

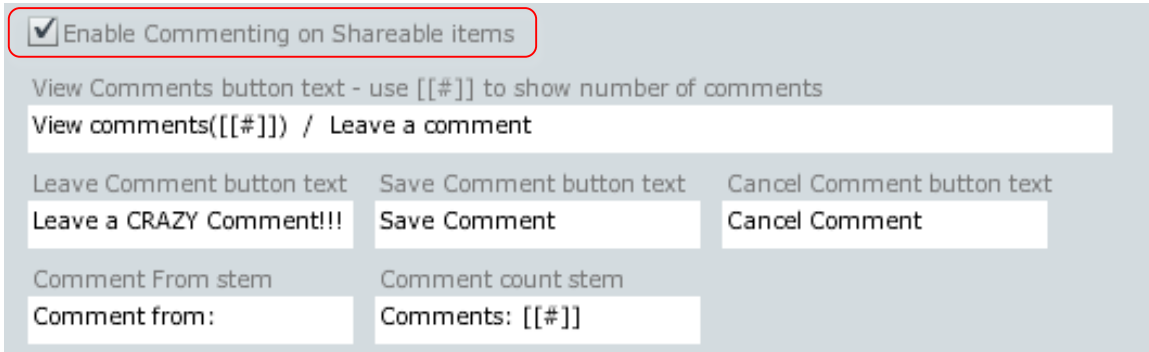


Figure 16: Commenting check box and View Comments button text circled in red

If the check box is not checked, no Comments can be viewed or added by a Subject, and the rest of the Commenting options cannot be altered.

If Comments are enabled for an Experiment, then the lower part of the Shareable Item looks like this:

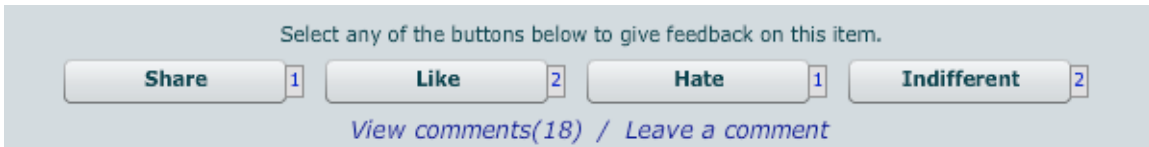


Figure 17: View Comments button text as it appears at the bottom of a Shareable Item

The Subject clicks this text to both view and leave comments, so it's best to reflect that in the text you use in the **View Comments button text**. The symbol `[[#]]` anywhere in the string will be replaced by the number of Comments left for that Item, as shown in Figure 17.

When the Subject clicks on the Comment button text, the Comments window is opened (see **Comment Window** section).

If Commenting is not enabled, a Shareable Item does not show any text, and clicking in the area does nothing.



Figure 18: A Shared Item in an Experiment where Commenting is not enabled.

Comment Window

The Comment Window is opened by the Subject by clicking on the View Comments button text at the bottom of a Shared Item, below the Feedback Buttons.

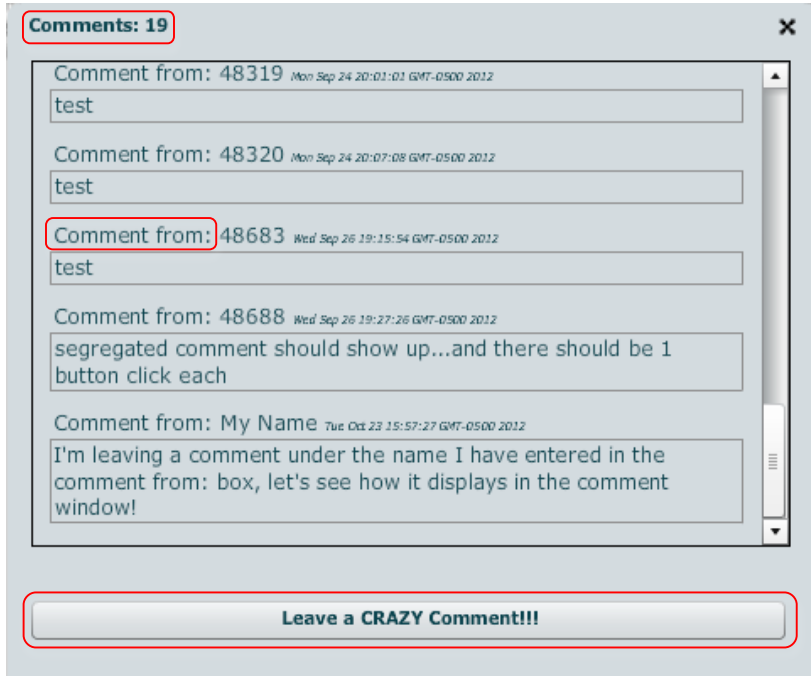


Figure 20: Comment Window with obviously customized Comment Button; default is “Leave Comment”

The Comment Window shows a scrolling field containing the Comments entered so far for this Item (possibly segregated by the Subject’s Group; see **Segregating/Aggregating Social Data by Groups**). The top line tells who the Comment is from (see **Entering Comments**) and includes a datestamp. The Comment itself appears in a box below, which expands depending on the length of the Comment.

The Window also shows the number of comments, and has a button for the Subject to leave a comment. The Researcher-definable strings are circled on both Figure 20 and Figure 21 below:

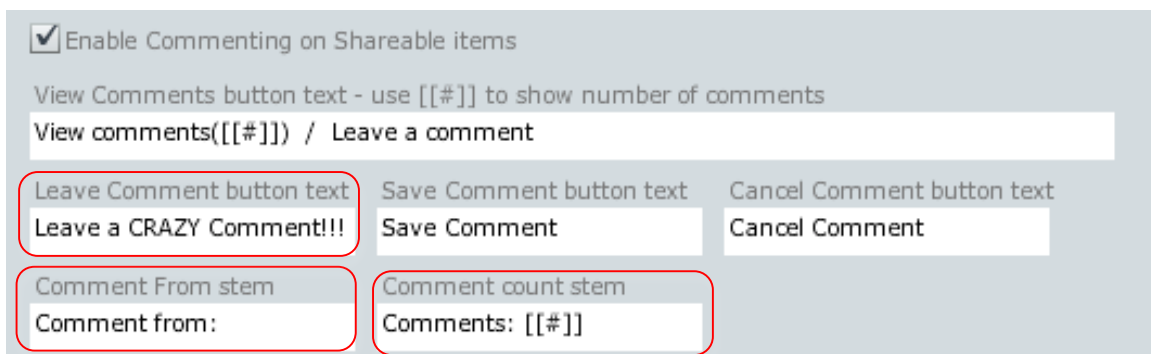


Figure 21: Commenting options with Comment window strings circled in red

Entering Comments

Comments: 19

Enter your comment in the box below:

Comment from: My Name

I'm leaving a comment|

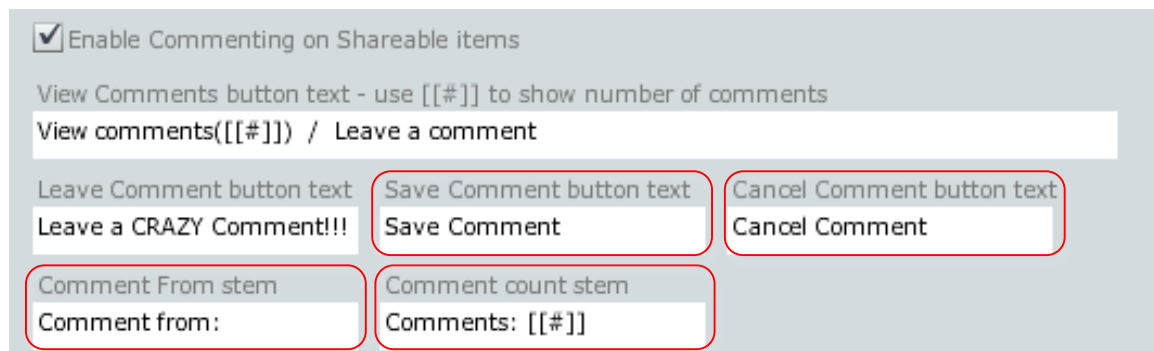
Cancel Comment Save Comment

Figure 22: Leaving a comment

When the Subject clicks the Comment Button in the Comment Window, the view changes to a form that allows the Subject to enter a Comment. A space is provided for a name to be entered; this name shows up as in Figure 20. By default, this field shows the Subject's Subject Id. Once a name has been entered, the software keeps the name associated with the Subject in a Subject Variable, `[[SYS_VAR_SUBJECT_NAME]]`.

The Comment itself is entered in the large box. The Subject can either Cancel or Save the Comment; either option brings the Subject back to the first Comment Window screen. The 'X' must be used to close the Comment Window.

Figure 23 shows the correspondence between text strings on the Comment Entry screen and the Commenting options in the Researcher interface:



Enable Commenting on Shareable items

View Comments button text - use `[[#]]` to show number of comments

View comments([[#]]) / Leave a comment

Leave Comment button text: Leave a CRAZY Comment!!!

Save Comment button text: Save Comment

Cancel Comment button text: Cancel Comment

Comment From stem: Comment from:

Comment count stem: Comments: [[#]]

Figure 23: Fields used to define Comment Entry screen in Figure 22

The Comment Prompt text and the Comment Accepted text are defined in the Commenting section of the Social Experiment Options as well:

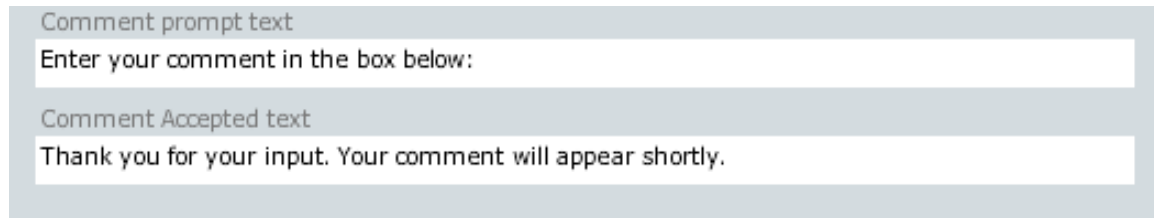


Figure 24: Comment prompt text and Comment Accepted text

You can see the Comment prompt text in Figure 22; its purpose is to give the Subject some instruction on how to fill out a Comment.

The Comment Accepted text is used in the Comment Window after a Subject has entered a Comment. Comments don't appear immediately in the Comment Window, so it's best to reflect that in the message. This message appears just above the Comment button, as seen in Figure 25.

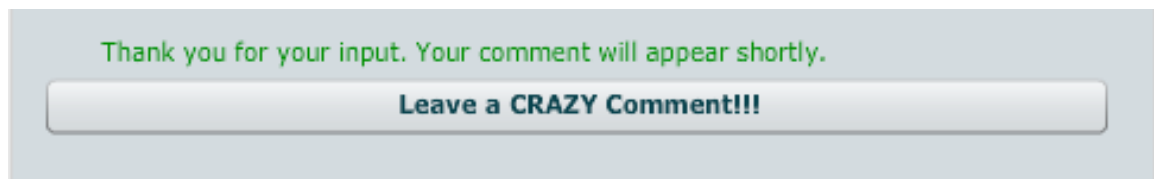


Figure 25: Comment Accepted text appearing on the Comment Window screen.

Segregating/Aggregating Social Data by Groups

The check box just under Options for Shareable Items determines whether data collected from Subjects for a Shareable Item will be segregated by Group, or aggregated for all Groups.

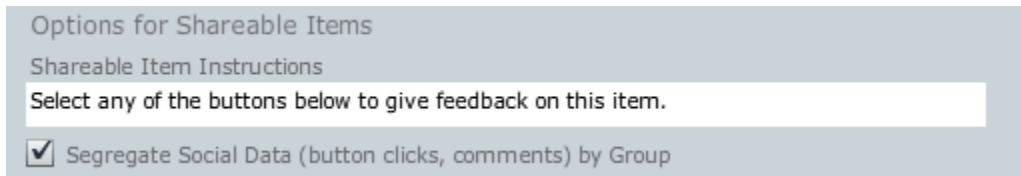


Figure 26: Segregate Social Data check box

Feedback Button clicks and Comments are **always** tagged with the Group of the Subject that clicked the Button or left the Comment. If the box above is checked, then only Subjects within the same Group will see the click tallied or see the Comment. In other words, if an Item is used in both Group A and Group B and is Shareable in both, Subjects in Group A won't see clicks or Comments left by Subjects who were in Group B.

If unchecked, all clicks and Comments will be visible for that Item regardless of where it is encountered. If an Item is only used within one Group, or is Shareable in only one Group, it won't make any difference.

The segregation option is useful in the case where an Item's Attribute or Alternative could be different in different Groups, rendering some Comments potentially confusing. By default this box is checked and segregation by Groups will occur.

Note on Congruency: If Congruency for a Group/Substage is set to anything other than 100% or 0%, then different Subjects may see the same Item differently, as it will be assigned to a different Alternative. In that case, Comments made with a Congruent Item might not make sense if seen by a Subject who sees that Item as Incongruent (see main DPTE documentation for further explanation of Congruency).

Specifying Items as Shared and/or Shareable

Any Stimulus Item can be specified as Shareable, and any Timed Item as Shared, as long as the Experiment is a Social Experiment (See **Enabling a Social Experiment**).

Specifying Items as Shareable

When an Experiment is a Social Experiment, there is an extra check box (Shareable) visible in all five Sub-stage: screens (Before Items, Timed Items, Flow Items, After Items, and Follow-on Items).

Flow Items in Sub-stage for Group				
✓	Flow Item	Shows	Shareable	?
<input type="checkbox"/>	Image: Healthcare-Clinton	7	<input checked="" type="checkbox"/>	<input type="radio"/>
<input type="checkbox"/>	Image: Healthcare-McCain	1	<input checked="" type="checkbox"/>	<input type="radio"/>
<input type="checkbox"/>	Image: Iraq-McCain	1	<input checked="" type="checkbox"/>	<input type="radio"/>
<input type="checkbox"/>	Text: Healthcare-Conserv	3	<input checked="" type="checkbox"/>	<input type="radio"/>
<input type="checkbox"/>	Text: Healthcare-Neutral	4	<input checked="" type="checkbox"/>	<input type="radio"/>
<input type="checkbox"/>	Text: Iraq-Conserv	5	<input checked="" type="checkbox"/>	<input type="radio"/>
<input type="checkbox"/>	Text: Iraq-Liberal	5	<input checked="" type="checkbox"/>	<input type="radio"/>
<input type="checkbox"/>	Text: Iraq-Neutral	5	<input checked="" type="checkbox"/>	<input type="radio"/>
<input type="checkbox"/>	Video: Healthcare-Clinton	3	<input checked="" type="checkbox"/>	<input type="radio"/>
<input type="checkbox"/>	Video: Healthcare-McCain	1	<input checked="" type="checkbox"/>	<input type="radio"/>
<input type="checkbox"/>	Video: Healthcare-Obama	1	<input checked="" type="checkbox"/>	<input type="radio"/>

Figure 27: Shareable column on Flow Items screen

Any Stimulus Items marked Shareable will contain the controls enabled in the Experiment Settings, and display as in Figure 6 and 7. Depending on the number of buttons specified and whether Commenting is enabled, there will be more or fewer options.

As of release 2.5.0, only Stimulus Items can be Shareable; other Items are treated as normal Items, without Feedback Buttons, etc. In the future Questionnaires will likely be Shareable, so try it out and if it works, great!

Specifying Items as Shared

In addition to the Shareable field, the Timed Items screen also has a “Shared” field when an Experiment is enabled as a Social Experiment.

Timed Items in Sub-stage for Group									
✓	Hrs	Min	Sec	⊙	Timed Item	Type	Shared	Shareable	?
<input type="checkbox"/>	00	00	05	⌚	Text: Healthcare-Conserv	stim	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	○
<input type="checkbox"/>	00	02	10	⌚	Image: Healthcare-Clinton	stim	<input checked="" type="checkbox"/>	<input type="checkbox"/>	○

Figure 28: Timed Items screen with Shared and Shareable columns

A Shared Timed Item appears to the Subject as in Figure 29, with an intermediate introduction screen that contains a Flow Panel.

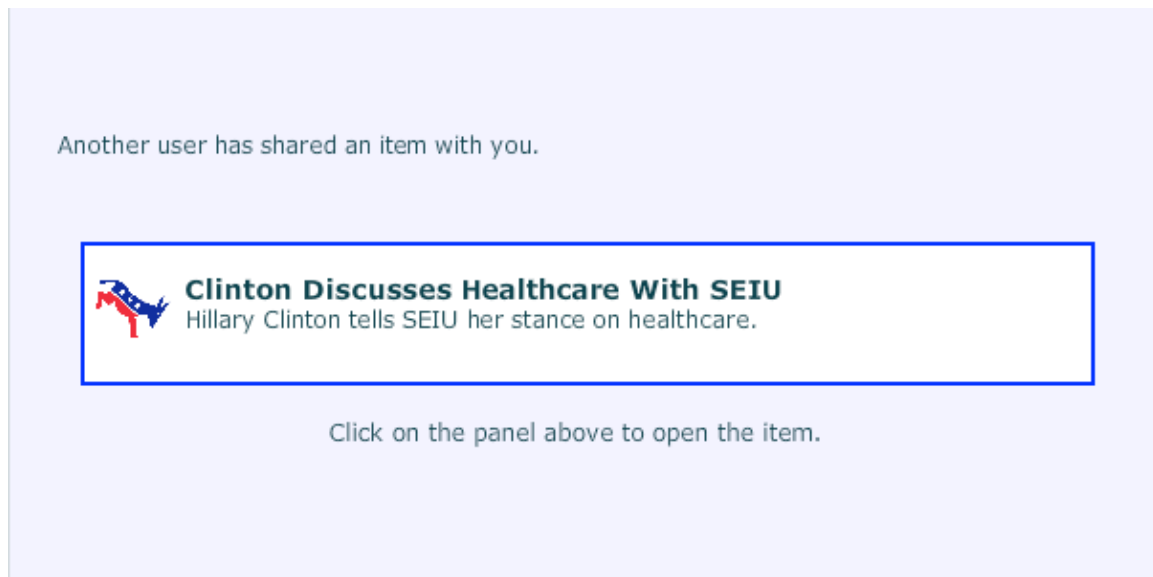


Figure 29: Intermediate “Intro” screen for Timed Item designated as “Shared”

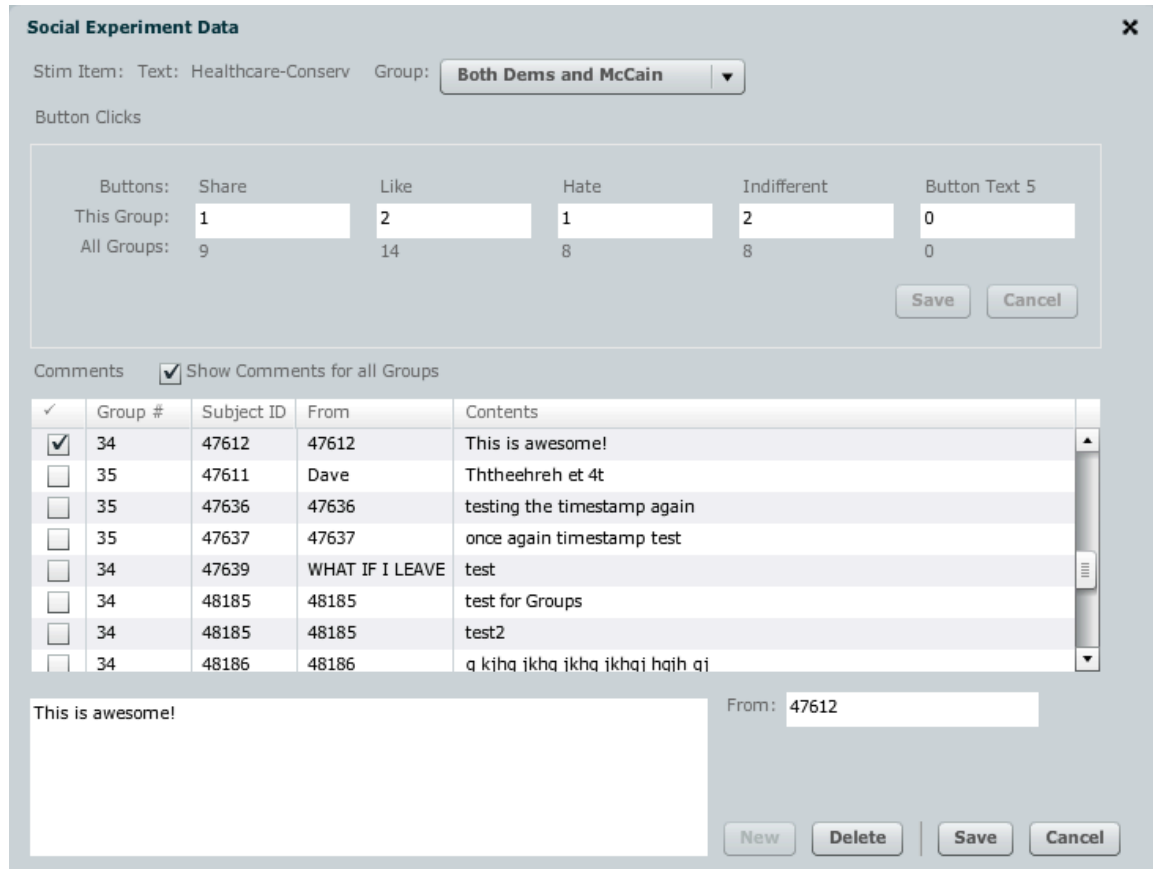
It makes sense for any Timed Item marked Shared to also be Shareable; otherwise, how did the (hypothetical) “other user” Share the Item with you in the first place? So as a general rule, Shared Items should be Shareable, but Shareable Items don’t have to be Shared Items.

Important Note: If you uncheck Enable Social Experiment for an Experiment, then all of the Timed Items you specified as Shared Items will show up as normal Timed Items; that is, they will appear without the intermediate intro screen. DPTE remembers the settings, however, so once you re-enable the Social Experiment, these Timed Items will appear as Shared Items.

As of release 2.5.0, only Stimulus Items can be Shared; other Items display normally. In the future Questionnaires can be Shared, so try it out and if it works, great!

Modifying, Adding, and Deleting Clicks and Comments

Social Data can be modified via the Modify Social Data button on the Stimulus Item screen. This brings up the Social Experiment Data for that Item.



The screenshot shows the 'Social Experiment Data' window. At the top, it displays 'Stim Item: Text: Healthcare-Conserv' and 'Group: Both Dems and McCain'. Below this, there are input fields for 'Button Clicks' for five categories: Share, Like, Hate, Indifferent, and Button Text 5. The counts for 'This Group' are 1, 2, 1, 2, and 0 respectively, while 'All Groups' counts are 9, 14, 8, 8, and 0. There are 'Save' and 'Cancel' buttons. Below the clicks section is a 'Comments' section with a checked box for 'Show Comments for all Groups'. A table lists comments with columns for Group #, Subject ID, From, and Contents. The first comment is selected. Below the table is a text area for editing the selected comment, with a 'From' field showing '47612' and 'New', 'Delete', 'Save', and 'Cancel' buttons.

Buttons:	Share	Like	Hate	Indifferent	Button Text 5
This Group:	1	2	1	2	0
All Groups:	9	14	8	8	0

✓	Group #	Subject ID	From	Contents
<input checked="" type="checkbox"/>	34	47612	47612	This is awesome!
<input type="checkbox"/>	35	47611	Dave	Ththeehreh et 4t
<input type="checkbox"/>	35	47636	47636	testing the timestamp again
<input type="checkbox"/>	35	47637	47637	once again timestamp test
<input type="checkbox"/>	34	47639	WHAT IF I LEAVE	test
<input type="checkbox"/>	34	48185	48185	test for Groups
<input type="checkbox"/>	34	48185	48185	test2
<input type="checkbox"/>	34	48186	48186	q kija ikhq ikhq ikhqj hqjh qj

Figure 30: Social Experiment Data for an Item

The Social Experiment Data window shows the Button Clicks and Comments for the given Item (listed at the top after Stim:Item). Since clicks/comments can be segregated by Group, the Group: menu determines which ones are shown. For clicks, the “This Group:” line shows the Button Click counts for the chosen Group, while the line below (“All Groups:”) gives a count for all Groups. For Comments, the Group # is listed in the Grid. If “Show Comments for all Groups” is checked, all Comments will appear in the grid, as in the example above.

The Button Click counts for an Item can be changed as needed for any Group. The “All Groups” total is re-figured by the software, so to change it you have to choose a Group to add to or remove from.

Comments can be added (with New), removed (with Delete), and modified. To modify a Comment, select it in the grid and edit in the boxes below, then Save. “New” can only be used when no Grid lines are selected, and Delete is available only if at least one line is selected.

Rectangular Data Set Changes

To Be Determined.

As of version 2.5.1 of DPTE, the Rectangular Data Set does not report any Social Data. However, the necessary data is stored in the Recorded Events so that when the Rectangular Data Set output is modified it will include Social Data reporting, and new Data Sets generated will include that output. At that time the details will be included in an update to this page of the Social Experiment Documentation.