chair
Onyxia takes a deep breath...

Your Holy Light critically heals you for 2430.
Nathie's Holy Light heals Nathie for 1520.
Nathie begins to cast Holy Light.
You gain 580 Mana from Illumination.
Your Flash of Light heals Winkles for 455.
Your Flash of Light heals Winkles for 456.
Your Flash of Light heals Lezobe for 481.
Your Flash of Light heals Lezobe for 581.
An energy-saving game that creates real results!

- Play "Power House" with your friends. It's an addictive "green" Sim with action, info and trivia!
- See your actual home energy use with Google Powermeter and then use real world savings to win contests and prizes!
- Earn Carbon offset points by playing games & use your points in the real world to plant trees, preserve rain forest, and support sustainable living!

Click Play Now to unlock your Power House!
Neighborhood

Got Friends

Neighborhood is a visual representation of your friends. Click on a username to see additional information. Play the games and use your upgrade bucks to earn even higher scores. Invite your friends to play on the Friends page and you will see them here after they sign up.
Interesting and complex stimuli

- An anti-smoking campaign with 20 PSAs
- Media that promote a fixed vs. growth mindset
- Liberal vs. conservative news stories about terrorism
- Educational curricula to teach math
- Corporate learning program that uses virtual environments and multiplayer games
Investments in variance
Sampling normally distributed stimuli

Kilowatt Hrs Used

High

Low

Monthly Bill in Mail

Social Game

A

X

B

C

X

D
Use of media in media psychology

- *Media Psy* + Google Scholar
- 10 years 2003-2014
- 300 studies
- 25K+ subjects
- 628 messages
- <100 hours of media
- 2 wk viewing time for average person
- 70% of studies had N(stim)=1
- Highly variant large media categories
  - Video games, liberal newspapers, 3D films, romantic movies, fearful children’s programs, political comedy, violent drama...
Stimulus Sampling: Social Psy vs. Media Psy

• **Social Psy**
  – Perils of ignoring stimulus variation
    • Clark 1973
    • Kenny, 1985
    • Judd, et al., 2012
  – How sampling under/over estimates results
    • Random vs. fixed effects
    • Mixed models (random factors = people + stimuli)

• **Media Psy**
  – Similar statistical sampling issues
  – **BUT** the stimuli are the *main topics!*
  – **PLUS** problem of external + construct validity
  – Variance in stimuli growing w/ new technology
Possible Solutions

• Care on breadth of claims
• Research/journal standards
  – Similar to power stats for subjects
• Mixed models (Herb’s comments)
• Replication w/ new stimuli (+, -)?
• Better definitions of stimulus categories
• Allocation of funding to multiple repetitions

• H: As the complexity of stimuli increases, stimulus replications (w/in and between studies) will result in different conclusions