**Evaluation PPdays 2017**

In this evaluation I will try to describe the process of organizing the PPdays, how I approached it and possible ways to improve this.

To organize the PPdays, I closely followed the directions that were provided on the wiki page (see Organization\_PPdays.docx). To start, you have to choose a week for the participant days. To this end, it is a good idea to ask around when everyone is available, on vacation or away at conferences. Try to make sure you choose a week when most PhDs are available. Next, I contacted the staff to inform them of when I was planning to organize the participant days and to take stock of everyone that wanted to participate. In this mail I also asked them for a few details regarding their experiments, i.e., how many experiments they would like to run, an estimation of their running time and the requirements regarding equipment and participants. Additionally, concerning the PhDs, I asked their preferred testing days and testing room. Because you won’t be running their experiments, but you will need to compile a schedule that fits their needs. Make sure to also send a few reminders, because people tend to forget to reply.

Looking back on this whole process, I would like to recommend contacting the staff a bit earlier than I did (I contacted them about 1.5 month in advance), to give them more time to prepare their experiments but also to give yourself a larger window to choose a suitable week. I would like to recommend contacting the staff about 2-3 months in advance.

The next step is inviting the participants. In the past you could contact a lot of possible participants using the EMS newsletter, but unfortunately this is no longer possible due to privacy concerns. Thankfully, there are a few other good options still available. First, you can advertise on Facebook. Try to do this on several pages like the Cognitive Psychology page, the Cognitive Neuropsychology masters page, the VSPVU page, the Bachelor psychology pages etc. Second, you can contact previous participants using Sona-systems. Try to use the contact list of the more recent experiments to reach an audience that is more likely to respond. Furthermore, you can make flyers that you can spread across VU campus and Uilenstede. Make sure to leave also a pile of them in the different labs in the building (also the social psychology lab). Finally, you can notify participants of these testing days leading up this week. If their interested, you can note down their email address and invite them when the time comes.

In my opinion it is best to start inviting the participants about 5 weeks in advance. Make sure to also give them a clear deadline till when they can enroll. People who reply too late can function as reserves and possibly replace last minute cancelations (very useful!). See below for an example invitation mail.

The final step before the actual participant days start is compiling the schedule. This is a real pain and can get pretty complex depending on the experiments and the wishes of the participants. It is very useful to organize all participant information and the different experiments in a clear excel file. For an example, I added a screen (of a small part) of my schedule below.

In hindsight, I hugely underestimated the amount of work it was to compile the schedule. I think it is probably best to plan a few days in to just compile the schedule and try to finish the this a week before the participant days. This way you leave yourself some room to make some last minute changes in schedule.

During the participant days you won’t have much time, so prepare as much as you can before the actual testing starts, e.g., calibrate the screens, start the experiments in the cubicles, hang out schedules etc. Keep in mind that some participants will be late and some of them will cancel. Try to be as flexible as possible and make adjustments in the schedule when necessary. Contact the reserves to replace possible cancelations. Replacements for EEG and eye-tracking studies have a higher priority than behavioral studies.

**Example invitation mail:**

On the 21st till the 25th of August we are running approximately 22 different experiments, in which you can participate. There will be behavioral experiments (in which we look at how you respond to certain situations during computer experiments), eye-tracking experiments (in which we are interested in your eye-movements), and EEG experiments (in which we record data form electrodes on your scalp regarding your brain activity).

Each day, you may do up to 3 hours of experiments, and you are able indicate whether you would like to participate in the morning (10:00 to 13:00) or in the afternoon (13:00 to 16:00). Though we do not allow you to do more than 3 hours on one day, you are more than welcome to come 2 or more days in a row!

**What do you get?**  
We pay €10 per hour. Additionally, if you come two days in a row, you can earn a bonus of €15. If you come five days in a row, you can earn a bonus of €50! Therefore, ***you can earn up to €200 in four days***! Besides, we offer coffee, tea and some snacks to keep you going.

**What do we expect from you?**  
If you want to earn money by doing experiments, it is important that you take it seriously and do your best. We expect you to come to the lab well-rested and healthy. You are not allowed to take your bag, coat and/or phone into the experiment. There is space to leave your things at the continuously guarded coat rack.

**What do you have to bring?**  
To be able to pay you, we need your BSN (Civilian Registration Number) and a valid ID card/passport, as well as your bank details and address.

**How can you participate?**  
In order to create a schedule for these 5 testing days, we need to know exactly who can participate when and in what types of experiments.

If you want to participate, please send an e-mail to …, containing the following information, before the 11th of August:

* Your name as in your passport
* Your date of birth
* Your gender
* Your native language
* Whether you have any optical corrections, and which kind (glasses, hard/soft contact lenses)
* Your dexterity (right-/ left-handed or both)
* Whether you have any language disorders (e.g. dyslexia)
* Your availability: morning (10:00 – 13:00) or afternoon (14:00 – 17:00) for each day that you would like to participate
* What kinds of experiments you’d rather not perform (e.g., eye-tracking, EEG or behavioral).
* Any other questions/remarks

Please feel free to invite your friends, relatives, colleagues, roommates, etc. to join as well.

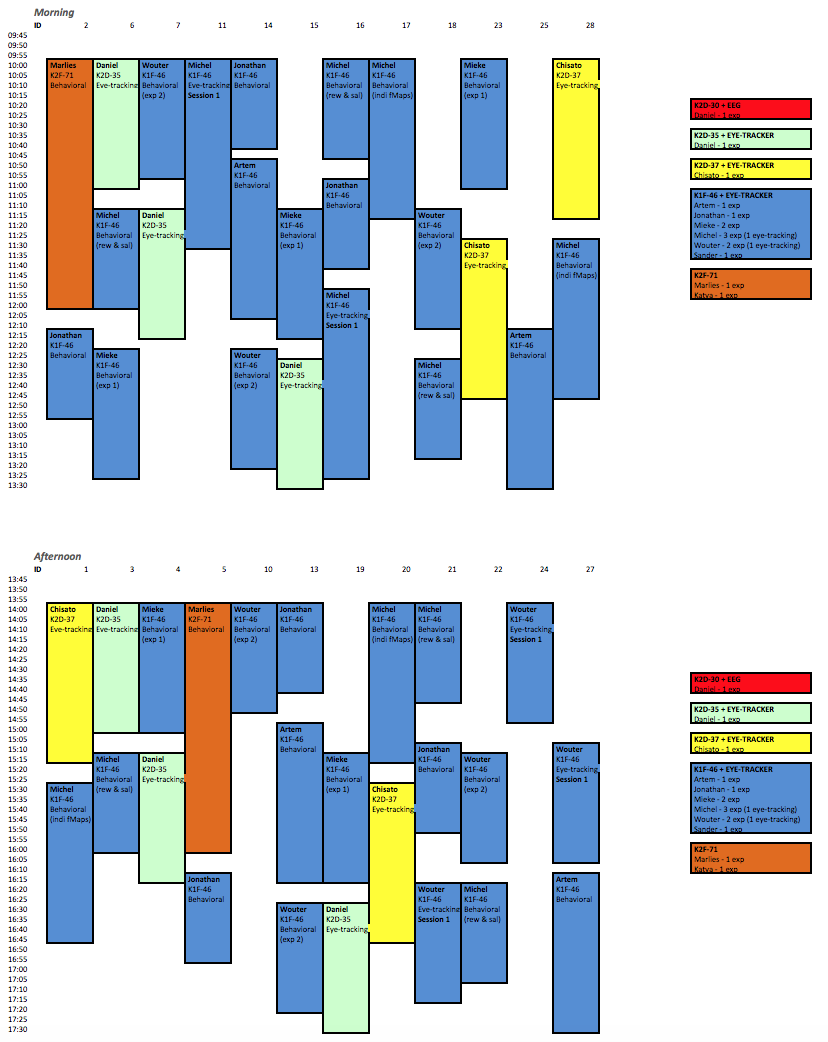
Unfortunately, we are not able to test people who are partially or completely colorblind. Furthermore, participants should be between 18 and 35 years old.

Once you have sent us your information, you will receive your personal participation ID. Before the 19th of August, you will receive the experiment schedule. In the schedule you will find exactly in which experiments you will participate at what times, by looking for your participation ID. This way, the schedule is completely anonymous. In order to ensure a smooth run of events, we ask you to be present at the lab at least 15 minutes before your first experiment begins.

If you would like to participate, please send us an e-mail with your details as mentioned above before the 11th of August! If you have any questions about participating, do not hesitate to contact us at. Please note that a reply might take a few days.

PLEASE DO NOT JUST REPLY TO THIS EMAIL!  
  
Hope to see you soon at the participant days!

**Example Schedule:**

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