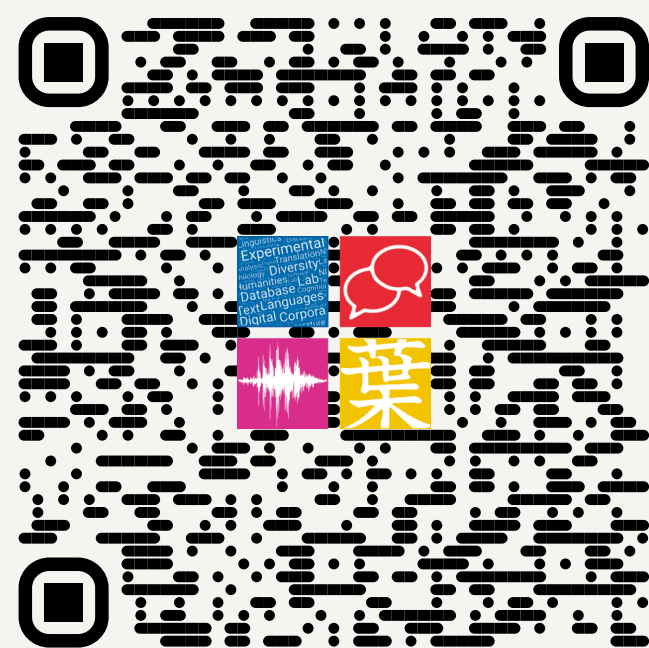# Conducting priming experiments with PCIbex

After a brief introduction to the concept of priming, this tutorial will provide a hands-on guide for designing and running priming studies using PCIbex (https://farm.pcibex.net), a free web-based experiment platform. Specifically, I will show you how to customize existing experiment templates to create your own priming study and collect data with ease.

About

Alice Blumenthal-Dramé is a tenured lecturer of English linguistics at the University of Freiburg, in Germany. She studied English Philology, Slavic Philology, Computational Linguistics and General Linguistics at the University of Manchester (UK), the Lomonosov University of Moscow (Russian Federation), and the University of Freiburg (Germany), where she received her PhD in 2011 and her Habilitation in 2019. In her studies she exploits behavioural and experimental methods to explore the extent to which the statistical generalisations gained from large corpora may offer realistic insights into speakers' cognition. She is particularly committed to test the cognitive reality of theoretical linguistic assumptions, especially those from Cognitive Linguistics and Construction Grammar.

PCIBEX

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Alice Blumenthal-Dramé
University of Freiburg

online, piattaforma *Microsoft Teams*