

# what should I do?

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Hello,

Because of my very limited statistic knowledge, I would like to ask about your opinion on what calculations I should do?

As part of a Psychology course I conducted a study (with 45 participants) in order to study something called promising alternatives. I via a think aloud method retrieved participants ideal alternatives about cars and based on it I developed 5 cars that were very similar to their ideal alternative but differed a bit. I showed the cars as a diagram where it consisted of several attributes such as size price etc and each attribute had a value from 0–100 that was shown as a bar on the diagram. (So I showed them five diagrams that each represented a car). They were then asked to pick the most promising one. I repeated this set of five ten times and each time I timed them on how long it took till they picked the car that they found most best Each car I showed then represented a decision making rule. So Now I want to see which rule they used mostly and see if time has an effect. Of course I can just do a frequency calculation but what should I do if I want to see if it is so called statistically significant? Should I do a chi square? ANOVA? Independent T?

Also how should I consider my data, because the way it is now is I can do it in 2 ways?

1. see which rule each participants used as most and then see which rule was most common out of the 45 participants.
2. see which rule was used mostly in all the sets, meaning taking 45 participants x 10 sets and see which was most common out of 450.

Thank you in before hand

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