instructions given below when we carried out the experiment that produced the data provided in the *Assignment Booklet*, so it is important that you use the same instructions when you conduct the experiment. These instructions should be read verbatim to each participant:

> *In a moment I will place a sheet of A4 paper in front of you that contains two columns of words. You will notice that the words are written in six different colours of ink – red, blue, green, yellow, orange and purple. What I would like you to do is to say out loud the colour of the ink each word is written in. Start with the word at the top of the left column and work downwards. When you have finished all the words in the left column, start on the right column. Remember, I do not want you to read the word itself out to me, instead I want you to state what colour of ink it has been written in. You should work through the list as quickly as you can.*

> *To help you, here are two examples:*

> ***CHAIR**[*]*

> *For the item above you would respond 'blue'.*

> ***HOUSE**[†]*

> *For the item above you would respond 'red'.*

> *Do you understand what you will be required to do?*

> *(If yes, then proceed to task.*

> *If no, go through the examples again.)*

4.7 Choosing your participants

You are now almost ready to collect data. So think about what type of person you want to recruit as a participant. From your knowledge of cognitive processes and experimental research, what factors do you think might be important in deciding who might be a suitable participant? Well, first and foremost the participants must be able to understand the instructions and be able to complete the task. This means they will need to be able to understand and read English well, have normal or corrected-to-normal eyesight and be able to distinguish between different colours. If you think you might have problems with getting access to fluent English speakers (e.g. if you are studying outside the UK or Republic of Ireland), you may be able to find a

---

[*] This word would need to be written in blue ink.

[†] This word would need to be written in red ink.