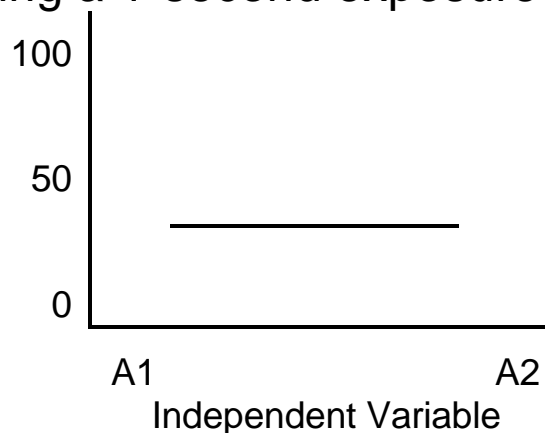


Sensitivity of Measures

- A measure should be *sensitive*, i.e., able to detect an effect of the independent variable.
- *Floor effect*:
A measure is insensitive because it is too difficult. No one is able to perform well. Example: asking subjects to recall the meaning of 100 Chinese characters following a 1-second exposure to each one.



- *Ceiling effect*:
A measure is insensitive because it is too easy. Everyone performs equally well. Example: asking subjects to proofread a short paragraph that includes only one obvious error.

