**Video data description**

This dataset was collected by Scott Smith (University of Sheffield) to evaluate the use of best method for informing the public about a certain medical condition. There were three videos (New general video A, new medical profession video B, the old video C and a demonstration using props D). He wanted to see if the new methods were more popular so collected data using mostly Likert style questions about a range of things such as understanding and general impressions. This reduced dataset contains some of those questions and 4 scale scores created from summing 5 ordinal questions to give a scale score.

Variables

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| --- | --- | --- |
| Person |  |  |
| Gender |  | Binary: 1= Male, 2 = Female |
| Heardofcondition | Has the respondent heard of the condition | Binary  0 = N/A, 1 = Yes, 2 = No |
| Set | Order group |  |
| @1st | Favourite video | Nominal  1 = General Video A, 2= Medical video B, 3 = Old  video C, 4 = Demo D |
| @2nd | 2nd favourite |
| @3rd | 3rd favourite |
| @4th | Least favourite |
| Combination | Order videos seen |  |
| VideoAGenUnderstandingCONDITION | General video A understanding | Ordinal  1 = strongly disagree – 5 = strongly agree |
| VideoBdoctorUnderstandingCONDITION | Doctors video B understanding |
| VideoCOldUnderstandingCONDITION | Old video C understanding |
| DEMOUnderstandingCONDITION | Demonstration D understanding |
| TotalAGen | Overall score (video A) | Scale skewed |
| TotalBdoc | Overall score (video B) | Scale |
| TotalCOld | Overall score (video C) | Scale |
| TotalDDEMO | Overall score (demo D) | Scale skewed |

Research questions:

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| Topic | Example |
| 1. Mann-Whitney | Gender difference for overall video D score |
| 1. Friedman | Set of understanding scores/ranking/total scores |
| 1. Wilcoxon signed rank | Comparison of video A and D total scores |
| 1. Contingency table | Gender by favourite |
| 1. Paired t-test | Comparison of video B and C total scores |
| 1. Independent t-test | Video C total by gender |