Results

Wilcoxon Signed-Rank Test

A Wilcoxon signed rank test ($\alpha = .05$, two-tailed) was performed to compare GM food purchasing decisions ($N = 30$) before and after attending a lecture. Findings indicated that attending a lecture had a significantly influence on GM food purchasing decisions, $T = 63.50$, $z = -3.26$ (corrected for ties), $N - \text{ties} = 28$, $p = .001$. The magnitude of the effect can be considered as medium, $r = .36$.

Specifically, in comparison to the pre-lecture rankings, 22 participants ranked GM ingredients as more influential after attending the lecture, Sum of Ranks = 342.50. At the same time, there were 6 participants indicating GM ingredients as less influential after attending the lecture, Sum of Ranks = 63.50, compared to the pre-lecture rankings. Twelve participants reported the same level of the influence of GM ingredients before and after the lecture.

The statistical assumptions for conducting a Wilcoxon signed rank test were met. That is, the measurement scale of the GM food purchasing decisions was ordinal. Additionally, each participant only provided one set of data (i.e., rating their decisions before and after attending the lecture), therefore, the assumption of independence was assumed. Finally, the distribution of the difference scores between the pre-lecture and post-lecture conditions was reasonably symmetrical.

Commented [KC1]: Provide information about the type of analysis conducted, the alpha level for the evaluation of significance, and stated IVs and DV.

Commented [KC2]: Must *italicise* English letters, but do NOT *italicise* Greek letters.

Commented [KC3]: Do NOT add a 0 before the dot if the number cannot be greater than 1.

Only use a leading 0 if the number can be greater than 1.

Commented [KC4]: Justify and report results of statistical assumption testing.