The Nuts and Bolts
This talk
Reasons to sleep through this talk

Part I: Common problems

Problem: I don't have a website
Solution: HTML

Problem: My website doesn't look right
Solution: CSS

Problem: My website doesn't do anything
Solution: Javascript
This talk
Reasons to sleep through this talk

Part II: Getting Hosted
What a host does for you
How you can get Google to do those things
You don't need any of the things in this talk
Get Our Most Powerful Tools
Upgrade for more customization and better results.

Create Your Own Survey in 3 Easy Steps
1. Decide how your survey should look
2. Add your questions
3. Send your survey

Need people to take your survey?
Choose your target audience from over 100 demographic and behavioral attributes.

How It Works
We make it fast, easy, and fun to create your online survey.

Design Your Survey
- Get a head start with certified questions from our Question Bank
- Choose from 15 different question types
- Customize how your survey looks with a (good looking) theme

Collect Responses
- Send your survey with a weblink, by email, or post on Facebook or Twitter
- Embed your survey on your blog or website

Get Survey Help, Ideas & Tips
- Learn how to survey like a pro
- Find more survey tools to help you
- Why use Question Bank?

Buy a Targeted Audience
[ Empty Page ]

Add a question here by clicking or dragging it from the left.

Done
1. What are you hoping to get out of the workshop?

- New tools for running experiments
- Amazing coffee and intelligent conversation
- Came by accident

Q2: Ranking

What kind of studies are you most interested in running?

- Surveys
- Game-like tasks examining basic cognition
- Anything unethical, I need the publicity.
1. What are you hoping to get out of the workshop?
- New tools for running experiments
- Amazing coffee and intelligent conversation
- Came by accident

2. What kind of studies are you most interested in running?
1. Anything unethical, I need the publicity.
2. Game-like tasks examining basic cognition
3. Surveys

https://www.surveymonkey.com/s/C9YRVD2
What are you hoping to get out of the workshop?

Answered: 1  Skipped: 0

- New tools for running... (100.00%)
- Amazing coffee and intelligent conversation (0.00%)
- Came by accident (0.00%)

Total: 1
Display your study
Pre-cooked solutions


Collect ➔ Analyze ➔ Act

Create your free account

The Ridiculously Powerful Insight Platform
Problem: I don't have a website
A minimal experiment using Google App Engine

A minimal experiment to show off how to use Google App Engine for psychology experiments
<div id="message">Thanks for participating! These are not trick questions: they're part of a live demo being held as part of EPC2015.</div>

<br>
<div id="experiment">
<p><h3>What is your favourite colour?</h3>
<select>
<option value="Red">Red</option>
<option value="Green">Green</option>
<option value="Blue">Blue</option>
<option value="Other">Other</option>
</select>
</p>
<p><h3>Do you have a nickname?</h3>
<input type="radio" name="nick" value="yes">Yes<br>
<input type="radio" name="nick" value="no">No
</p>
<input type="button" value="Done" id="done" onclick="finishExperiment()">
</div>
Tags

Thanks for participating! These are not trick questions: they're part of a live demo being held as part of EPC2015.

What is your favourite colour?

Do you have a nickname?

Done
Thanks for participating! These are not trick questions: they're part of a live demo being held as part of EPC2015.

What is your favourite colour?

- Red
- Green
- Blue
- Other

Do you have a nickname?

- Yes
- No

Done
<div id="message" role="alert">Thanks for participating! These are not trick questions: they're part of a live demo being held as part of EPC2015.</div>

What is your favourite colour?

Select:
Option: Red
Option: Green
Option: Blue
Option: Other

Do you have a nickname?

Radio button:
Yes
No

<input type="button" value="Done" id="done" onclick="finishExperiment()"/>
<div id="message">Thanks for participating! These are not trick questions: they're part of a live demo being held as part of EPC2015.</div>

<br>

<div id="experiment">

<p>
<h3>What is your favourite colour?</h3>
<select>
<option value="Red">Red</option>
<option value="Green">Green</option>
<option value="Blue">Blue</option>
<option value="Other">Other</option>
</select>
</p>

<p>
<h3>Do you have a nickname?</h3>
<input type="radio" name="nick" value="yes">Yes<br>
<input type="radio" name="nick" value="no">No
</p>

<p>
<input type="button" value="Done" id="done" onclick="finishExperiment()">
</p>

</div>
Tags define special elements

<div id="message">Thanks for participating! These are not trick questions: they're part of a live demo being held as part of EPC2015.</div>

<br>
<div id="experiment">
<p><h3>What is your favourite colour?</h3>
<select>
<option value="Red">Red</option>
<option value="Green">Green</option>
<option value="Blue">Blue</option>
<option value="Other">Other</option>
</select></p>
<p><h3>Do you have a nickname?</h3>
<input type="radio" name="nick" value="yes"> Yes<br>
<input type="radio" name="nick" value="no"> No</p>
<p><input type="button" value="Done" id="done" onclick="finishExperiment()"></p>
</div>
Tags can have attributes

<div id="message">Thanks for participating! These are not trick questions: they're part of a live demo being held as part of EPC2015.</div>
<br />
<div id="experiment">
<p>
<h3>What is your favourite colour?</h3>
<select>
<option value="Red">Red</option>
<option value="Green">Green</option>
<option value="Blue">Blue</option>
<option value="Other">Other</option>
</select>
</p>
<p>
<h3>Do you have a nickname?</h3>
<input type="radio" name="nick" value="yes">Yes<br />
<input type="radio" name="nick" value="no">No
</p>
<p>
<input type="button" value="Done" id="done" onclick="finishExperiment()">
</p>
</div>
Problem: My website doesn't look right
Thanks for participating! These are not trick questions: they're part of a live demo being held as part of EPC2015.

**What is your favourite colour?**

- [ ] Red

**Do you have a nickname?**

- [ ] Yes
- [ ] No

[Done]
body {
    background-color: #f0f0f2;
    margin: 0;
    padding: 0;
    font-family: "Open Sans", "Helvetica Neue", Helvetica, Arial, sans-serif;
}
div {
    width: 600px;
    margin-left: auto;
    margin-right: auto;
    background-color: #fff;
    border-radius: 10em;
    text-align: center;
}
#message{
    background-color: yellow;
}
CSS uses an identifier

body {
    background-color: #f0f0f2;
    margin: 0;
    padding: 0;
    font-family: "Open Sans", "Helvetica Neue", Helvetica, Arial, sans-serif;
}
div {
    width: 600px;
    margin-left:auto;
    margin-right:auto;
    background-color: #fff;
    border-radius: 10em;
    text-align:center;
}
#message{
    background-color:yellow;
}
CSS applies formatting

body {
  background-color: #f0f0f2;
  margin: 0;
  padding: 0;
  font-family: "Open Sans", "Helvetica Neue", Helvetica, Arial, sans-serif;
}
div {
  width: 600px;
  margin-left:auto;
  margin-right:auto;
  background-color: #fff;
  border-radius: 10em;
  text-align:center;
}
#message{
  background-color:yellow;
}
A demonstration of what can be accomplished through CSS-based design. Select any style sheet from the list to load it into this page.

Download the example [HTML FILE] and [CSS FILE]

THE ROAD TO ENLIGHTENMENT

Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible DOMs, broken CSS support, and abandoned browsers.

We must clear the mind of the past. Web enlightenment has been achieved thanks to the tireless efforts of folk like the W3C, WASP, and the major browser creators.

The CSS Zen Garden invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to use the time-honored techniques in new and invigorating fashion. Become one with the web.

SO WHAT IS THIS ABOUT?

There is a continuing need to show the power of CSS. The Zen Garden aims to excite, inspire, and encourage participation. To begin, view some of the existing designs in the list. Clicking on any one will

http://www.csszengarden.com
The Beauty of CSS Design

A demonstration of what can be accomplished through CSS-based design. Select any style sheet from the list to load it into this page.

Download the example HTML file and CSS file.

The Road to Enlightenment

Listening to the past relics of browser-specific tags, incompatible DOCTYPEs, broken CSS support, and abandoned browsers.

We must clear the mind of the past. Web enlightenment has been achieved thanks to the tireless efforts of folk like the W3C, W3C, and the major browser creators.

The CSS Zen Garden invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to use the time-honored techniques in new and invigorating fashion. Become one with the web.

http://www.csszengarden.com
Demo

Problem: My website doesn't do anything
Example from w3schools

```html
<!DOCTYPE html>
<html>
<body>

<h1>My First JavaScript</h1>

<button type="button" onclick="document.getElementById('demo').innerHTML = Date()">Click me to display Date and Time.</button>

<p id="demo"></p>

</body>
</html>
```
Javascript + canvas
Javascript + canvas

\[ Z = \text{different} \quad \text{and} \quad M = \text{same} \]
Javascript + canvas

\[ [Z] = \text{different} \quad [M] = \text{same} \]
Places to get started:

- Code Academy
  http://www.codecademy.com/  (free, registration required)
- W3 Schools
  http://www.w3schools.com/  (free, no registration)
- Stackoverflow
  www.stackoverflow.com  (Troubleshooting Q&A)
- Eloquent Javascript
  http://eloquentjavascript.net/  (creative commons online book)
- And many many more...
Part II: Hosting
Host your study

Download the Google App Engine SDK

By downloading, you agree to be bound by the Terms that govern use of the App Engine SDK.

Google App Engine SDK for PHP

Google App Engine SDK for Python

Google App Engine SDK for Java

Google App Engine SDK for Go

Previous SDKs

SDKs for previous versions of App Engine can be accessed at https://console.developers.google.com/storage/appengine-sdks/deprecated/. You will need to log in with your Google credentials to access this page.
### My Applications

<table>
<thead>
<tr>
<th>Application</th>
<th>Title</th>
<th>Storage Scheme</th>
<th>Status</th>
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<td>High Replication</td>
<td>Running</td>
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<td>Running</td>
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<td>sandpt4nothing</td>
<td>sandpt demo</td>
<td>High Replication</td>
<td>Running</td>
</tr>
</tbody>
</table>

You have 8 applications remaining.
Host your study

Windows Launcher for Google App Engine

This project contains the source code for the GUI Launcher, first included with the Google App Engine SDK 1.2.5 for Python on Windows. The Launcher is an application for creating, running, uploading, and otherwise managing Google App Engine applications.

The Launcher itself is written in Python and uses the wxWidgets toolkit. You can run the Launcher on Linux and Mac OS X as well. Mac developers already have a native Launcher included with its SDK. You can find the Mac Launcher source code over at the Mac Launcher for Google App Engine page.

The Launcher
This talk

Display your study

With a pre-packaged solution
eg. surveymonkey, qualtrics

Or build your own with
HTML
CSS
Javascript

Useful resources:
www.codeacademy.com
www.w3schools.com

Host your study

Possible to do yourself,
but it's much easier to let
google or amazon handle it!

Useful resources:
https://appengine.google.com/
http://aws.amazon.com/
Any questions?