Gorilla™

BEHAVIOURAL SCIENCE IN THE CLOUD

**What is Gorilla?**

Gorilla is a research platform for behavioural scientists that provides a powerful and secure way of creating, running and sharing questionnaires, tasks and experiments online.

**The Questionnaire Builder:**

Create your questionnaire by selecting from our numerous questionnaire widgets. The live preview ensures you know exactly what your questionnaire will look like and how it will behave.

**Features:**

* RICH TEXT
* IMAGE
* PAGE BREAK
* CONSENT BOX
* TEXT ENTRY
* COMMENT BOX
* DROPDOWN
* CHECKLIST
* RADIO BUTTONS
* MIXED ENTRY
* DATE ENTRY
* TIME ENTRY
* EMAIL ENTRY
* SLIDER
* RATING SCALE / LIKERT
* RANKING
* SCRIPT
* SWITCH

**The Task Builder:**

Create the task structure and then specify the trial content via a spreadsheet. Within the spreadsheet you can specify randomisation at both the trial level and block level. You can present and collect a wide range of stimuli and responses.

**Features:**

* CONTENT ZONES:
  + TEXT
  + RICH TEXT
  + IMAGE
  + AUDIO
  + VIDEO
  + EMBEDDED YOUTUBE
  + EMBEDDED VIMEO
* RESPONSE ZONES:
  + CONTINUE BUTTON
  + RESPONSE BUTTON (TEXT)
  + RESPONSE BUTTON PARAGRAPH (TEXT)
  + RESPONSE BUTTON PARAGRAPH (RICH TEXT)
  + RESPONSE BUTTON (IMAGE)
  + RATING SCALE / LIKERT (PASSIVE)
  + RATING SCALE / LIKERT (ACTIVE)
  + RESPONSE SLIDER
  + DROPDOWN LIST
  + KEYBOARD RESPONSE (SINGLE)
  + KEYBOARD RESPONSE (MULTI)
  + SPACE TO CONTINUE
  + RESPONSE TEXT
  + RESPONSE TEXT (MULTI)
  + RESPONSE TEXT AREA
* ADVANCED ZONES:
  + AUDIO RECORDING
  + CHANGE BLINDNESS
  + GO / NO-GO
  + GO / NO-GO AUDIO
  + CLICK PAINTING
  + KEYBOARD HOLD / RELEASE
  + MOUSE TRACKING
* FEEDBACK ZONES:
  + PROGRESS BAR
  + FEEDBACK (ACCURACY)
  + FEEDBACK AUDIO (ACCURACY)
  + FEEDBACK (SPEED)
* CONTROL ZONES:
  + FIXATION
  + TIMELIMIT (SCREEN)
  + TIMELIMIT (SECTION)
  + GO TO
  + JUMP TO ROW
  + EARLY EXIT
  + SWITCH
* SOCIAL MEDIA ZONES:
* SHARE ON FACEBOOK
* SHARE ON TWITTER

**Closed-Beta Features:**

* CALIBRATION
* EYE TRACKING
* GABOR PATCH
* READING ZONE

**The Experiment Tree:**

Use the intuitive experiment tree to design your experiment. Link together questionnaires, tasks and control nodes to create novel procedures.

**Features:**

* Questionnaire
* Task
* Start
* Finish
* Reject
* REDIRECT
* Checkpoint
* Delay
* Repeat
* Switch
* Branch
* Randomiser
* Order
* Counterbalance
* Quota

**Coding in Gorilla:**

**The Code Editor:**

If you would rather completely code your task yourself, then you can use our online JavaScript Editor. This gives you all the freedom you need to develop any task. Use Javascript/Typescript, jquery, HTML and CSS to design and create your study.

You can even integrate third party libraries (jsPsych, voice recognition, feature detection) to collect novel data.

**Task Builder Scripts:**

Use the Script Page to add custom scripts into your Tasks, giving you the freedom to adapt tasks built in the task builder to meet your exact requirements.

Copy, use and adapt our existing library of custom scripts straight into your own tasks.

**Questionnaire Script Widget:**

Use the Script Widget in the Questionnaire Builder, to access the Gorilla API and post-process your questionnaire data.

**Recruitment & Requirement Options:**

We provide a wide range of experiment deployment options.

**Recruitment Options:**

* Crowdsource Recruitment:
  + SIMPLE LINK
  + PILOT
  + SUPERVISED
* Email Recruitment:
  + EMAIL SHOT
  + EMAIL ID
* Third Party Integrated Recruitment:
  + 3RD PARTY
  + PROLIFIC
  + SONA SYSTEMS™
  + AMAZON MECHANICAL TURK
  + Qualtrics
  + Qualtrics Panel
  + Research Now

**Recruitment Features:**

* Set Recruitment Target
* Participation Time Limit

And a range of ways to limit participation based on device type, location and speed of internet connection.

**Requirement Features:**

* DEVICE TYPES
  + Computers (Desktops and Laptops)
  + Tablets
  + Phones
* BROWSER TYPES
  + Chrome
  + Firefox
  + Safari
  + Edge
  + Other
* LOCATION
* CONNECTION SPEED

**Data Collection:**

Task data is provided in long-format (one row per trial) in a format which can be easily downloaded as CSV, XLSX or ODS files and pivoted into short format (one row per participant).

Questionnaire data can be downloaded in either short-format (one row per participant) or long-format (one row per trial), as CSV, XLSX or ODS files.

All data you collect is owned by you.

Our secure data storage, located within the EU is end-to-end encrypted and fully complies with Data Protection Regulation [EU & UK] (GDPR), the British Psychological Society (BPS) and National Institute for Health Research (NIHR) Guidelines.