Forty-five women participated in a variant of the social orienting paradigm employed in “Maternal Touch Predicts Attentional Bias Towards Faces in Young Children” (Reece, in press) [1]. On a given trial, they saw a mathematical equation and indicated whether this equation was true or false. Equations were superimposed on face or house distractors. A female experimenter sat next to the participant. In separate blocks, she either rested her hand on the participants arm or refrained from touching. Performance was poorer on trials with face than house distractors. However, experimenter touch failed to modulate this effect. Here we present raw and analyzed data of this companion experiment.

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How data was acquired

E-Prime® 2.0 Psychological Software

Data format

Analyzed

Experimental factors

Images (Face/House) presented as background distractors in a visual object categorization task

Experimental features

Response times in ms collected for object classifications

Data source location

Singapore

Data accessibility

Data is with this article

Value of the data

- The paradigm employed by [1] is effective in producing a social orienting effect in adults.
- The data comprises mean response times for each participant and condition.
- The data presented here can be employed for individual statistical and meta-analysis.

1. Data

We present response time means computed for each participant and condition. In the table provided, the column “Image” refers to whether the distractor was a face or a house. The column “Touch” refers to whether the participant was or was not being touched by the experimenter. Response times are expressed in milliseconds.

2. Experimental design, materials and methods

We piloted the paradigm employed by [1] with 48 adult female participants. Three participants were excluded because they failed to follow instructions ($N=2$) or because they encountered a technical error ($N=1$). The remaining sample consisted of 45 females (mean age=21.07 years, $SD=1.48$) who completed this study in return for credits for an introductory level psychology course. Participants were predominantly Chinese (80%). The remaining sample consisted of Indian (7%) and Vietnamese (4%) participants, as well as one Bangladeshi, one Filipino, one Burmese, and one undisclosed participant.

Rather than using the exact same procedure for children and adults, we introduced two variations in the adult pilot experiment. First, we used multiplication equations instead of geometrical shapes in order to avoid ceiling performance. Participants pressed one of two counterbalanced response keys to indicate whether an equation overlaid on a distractor was correct or incorrect (e.g., $2 \times 2 = 5$ would be incorrect). A second modification was that the experiment was divided into two counterbalanced blocks during one of which the experimenter rested her hand on the participant’s forearm – a form of skin-to-skin contact that was deemed fairly appropriate between strangers. This modification was introduced to assess potential short-term touch effects on social orienting.

For statistical analysis, we trimmed correct trial reaction times to $\pm 2SD$ and analyzed the resulting mean reaction times using a two-way analysis of variance (ANOVA) with Touch and Image as repeated measures factors. Participants had significantly longer reaction times during face trials ($mean=1110.94 \text{ ms, } SD=199.42$) relative to house trials ($mean=1088.52 \text{ ms, } SD=196.45; F(1, 44)=4.64, p < .05$) suggesting that they were more distracted by faces than houses. Importantly, the effect of Touch and its interaction with Face were non-significant ($ps > .1$). Thus, the pilot study replicated the well-established face bias in adults indicating that our paradigm is suitable for the study of social orienting. Additionally, the absence of differences between the touch and no-touch block suggested...
that immediate touch plays an insignificant role in affecting social orienting as measured with this procedure.

| Subject ID | Image | Touch   | Response time |
|------------|-------|---------|---------------|
| 1          | Face  | Touch   | 808.6         |
| 1          | Face  | No_Touch| 880.3         |
| 1          | House | Touch   | 860.3         |
| 1          | House | No_Touch| 908.6         |
| 2          | Face  | Touch   | 1200.8        |
| 2          | Face  | No_Touch| 1289.1        |
| 2          | House | Touch   | 1109          |
| 2          | House | No_Touch| 1171.3        |
| 3          | Face  | Touch   | 1091.1        |
| 3          | Face  | No_Touch| 912.6         |
| 3          | House | Touch   | 1029.3        |
| 3          | House | No_Touch| 958.9         |
| 4          | Face  | Touch   | 1071.7        |
| 4          | Face  | No_Touch| 1226.8        |
| 4          | House | Touch   | 950           |
| 4          | House | No_Touch| 1192.7        |
| 5          | Face  | Touch   | 1324.2        |
| 5          | Face  | No_Touch| 1389.1        |
| 5          | House | Touch   | 1459.9        |
| 5          | House | No_Touch| 1402.9        |
| 6          | Face  | Touch   | 1128          |
| 6          | Face  | No_Touch| 1023.5        |
| 6          | House | Touch   | 1045          |
| 6          | House | No_Touch| 973.2         |
| 7          | Face  | Touch   | 1072.6        |
| 7          | Face  | No_Touch| 1122.8        |
| 7          | House | Touch   | 1042.6        |
| 7          | House | No_Touch| 1117          |
| 8          | Face  | Touch   | 1099          |
| 8          | Face  | No_Touch| 1095.9        |
| 8          | House | Touch   | 1066.5        |
| 8          | House | No_Touch| 1026.6        |
| 9          | Face  | Touch   | 1373          |
| 9          | Face  | No_Touch| 1428.5        |
| 9          | House | Touch   | 1366.1        |
| 9          | House | No_Touch| 1391.6        |
| 10         | Face  | Touch   | 1317.3        |
| 10         | Face  | No_Touch| 1274.8        |
| 10         | House | Touch   | 1221.6        |
| 10         | House | No_Touch| 1195          |
| 11         | Face  | Touch   | 905.4         |
| 11         | Face  | No_Touch| 1065.4        |
| 11         | House | Touch   | 875.2         |
| 11         | House | No_Touch| 1092.4        |
| 12         | Face  | Touch   | 1163.9        |
| 12         | Face  | No_Touch| 1057.1        |
| 12         | House | Touch   | 1067          |
| 12         | House | No_Touch| 935.2         |
13 Face Touch 1075.2
13 Face No_Touch 1057.4
13 House Touch 1081
13 House No_Touch 1174.1
14 Face Touch 1096.5
14 Face No_Touch 1098
14 House Touch 1000
14 House No_Touch 1000.8
15 Face Touch 1184.9
15 Face No_Touch 1109.6
15 House Touch 1254.9
15 House No_Touch 1111.3
16 Face Touch 825.9
16 Face No_Touch 756.1
16 House Touch 755.4
16 House No_Touch 771.3
17 Face Touch 1090.8
17 Face No_Touch 1035.7
17 House Touch 1083.5
17 House No_Touch 1131
18 Face Touch 1084.5
18 Face No_Touch 1087
18 House Touch 1076.8
18 House No_Touch 1065.8
19 Face Touch 923.5
19 Face No_Touch 1098.7
19 House Touch 1058.6
19 House No_Touch 1378.1
21 Face Touch 849.4
21 Face No_Touch 1061
21 House Touch 944.4
21 House No_Touch 1025.2
22 Face Touch 1149.9
22 Face No_Touch 1142.4
22 House Touch 969
22 House No_Touch 1088.2
23 Face Touch 911.8
23 Face No_Touch 822.4
23 House Touch 1043.3
23 House No_Touch 856.5
24 Face Touch 909.9
24 Face No_Touch 967.9
24 House Touch 900.3
24 House No_Touch 936.5
25 Face Touch 849.3
25 Face No_Touch 1040.3
25 House Touch 845.3
25 House No_Touch 975.8
26 Face Touch 1376.9
26 Face No_Touch 1590.6
26 House Touch 1362.1
26 House No_Touch 1551.9
27 Face Touch 1277.3
27 Face No_Touch 1271.9
|   |   |   |   |
|---|---|---|---|
|27 | House | Touch | 1290.3 |
|27 | House | No_Touch | 1223.8 |
|28 | Face | Touch | 1223.6 |
|28 | Face | No_Touch | 1127.1 |
|28 | House | Touch | 1137.3 |
|28 | House | No_Touch | 1019.9 |
|29 | Face | Touch | 983.9 |
|29 | Face | No_Touch | 1017.3 |
|29 | House | Touch | 1009.3 |
|29 | House | No_Touch | 1009.3 |
|30 | Face | Touch | 1355.2 |
|30 | Face | No_Touch | 1274.9 |
|30 | House | Touch | 1283.3 |
|30 | House | No_Touch | 1174.3 |
|31 | Face | Touch | 899.3 |
|31 | Face | No_Touch | 896.2 |
|31 | House | Touch | 930.3 |
|31 | House | No_Touch | 963.9 |
|32 | Face | Touch | 1669.5 |
|32 | Face | No_Touch | 1680.4 |
|32 | House | Touch | 1775.6 |
|32 | House | No_Touch | 1536.2 |
|33 | Face | Touch | 1234.8 |
|33 | Face | No_Touch | 1207.7 |
|33 | House | Touch | 1353.5 |
|33 | House | No_Touch | 1275.2 |
|34 | Face | Touch | 1004 |
|34 | Face | No_Touch | 1097.3 |
|34 | House | Touch | 896.8 |
|34 | House | No_Touch | 1163 |
|35 | Face | Touch | 1014.7 |
|35 | Face | No_Touch | 974.6 |
|35 | House | Touch | 1000.3 |
|35 | House | No_Touch | 917.5 |
|37 | Face | Touch | 1305 |
|37 | Face | No_Touch | 1123.1 |
|37 | House | Touch | 1261.4 |
|37 | House | No_Touch | 1064.8 |
|38 | Face | Touch | 957.2 |
|38 | Face | No_Touch | 1134.4 |
|38 | House | Touch | 901.3 |
|38 | House | No_Touch | 1079.1 |
|39 | Face | Touch | 1120.7 |
|39 | Face | No_Touch | 1270.3 |
|39 | House | Touch | 1132.2 |
|39 | House | No_Touch | 1145.1 |
|40 | Face | Touch | 1082.6 |
|40 | Face | No_Touch | 947.1 |
|40 | House | Touch | 1056.4 |
|40 | House | No_Touch | 875.7 |
|41 | Face | Touch | 1467.1 |
|41 | Face | No_Touch | 1449.6 |
|41 | House | Touch | 1286.2 |
|41 | House | No_Touch | 1255.9 |
| Face/Room  | Touch/No_Touch  | Time (ms) |
|------------|-----------------|-----------|
| Face       | Touch           | 868       |
| Face       | No_Touch        | 936.5     |
| House      | Touch           | 894.3     |
| House      | No_Touch        | 995.3     |
| Face       | Touch           | 1027.4    |
| Face       | No_Touch        | 942.6     |
| House      | Touch           | 916.7     |
| House      | No_Touch        | 913.7     |
| Face       | Touch           | 1248.1    |
| Face       | No_Touch        | 1243.9    |
| House      | Touch           | 1130.2    |
| House      | No_Touch        | 1104.9    |
| Face       | Touch           | 857       |
| Face       | No_Touch        | 784.6     |
| House      | Touch           | 830.3     |
| House      | No_Touch        | 741.3     |
| Face       | Touch           | 839       |
| Face       | No_Touch        | 834.1     |
| House      | Touch           | 863.7     |
| House      | No_Touch        | 835.2     |
| Face       | Touch           | 1406.8    |
| Face       | No_Touch        | 1412.6    |
| House      | Touch           | 1216.1    |
| House      | No_Touch        | 1607.2    |

Transparency document. Supporting information

Transparency data associated with this article can be found in the online version at http://dx.doi.org/10.1016/j.dib.2016.07.013.

Reference

[1] C.E. Reece, X. Cheng, A. Schirmer, Maternal touch predicts attentional bias towards faces in young children. Cognitive Development 39 (2016) 128-140.