



## Gorilla Experiment Builder

### Gorilla

Available to purchase until 31/07/2028

Gorilla is a cloud-based platform for building and running online behavioural research. It offers intuitive tools for creating surveys, reaction-time tasks, games, multiplayer studies, and consumer research – all through an easy-to-use graphical interface.

## Key Facts

### Benefits

- Exclusive Jisc packages
- 25% discount on the first year for all new universities and colleges
- Advanced tools included for free on packages over 12k tokens

### Important dates:

**Agreement start:** 1 August 2025

**Agreement end:** 31 July 2028

**Invoice date:** annually three months in advance of the anniversary of the licence start date.

### Licence Type

Site license

### Commitment Period

Institutions may participate in the Agreement at any time during the agreement period, and are bound by its Terms and Conditions, including payments, until the end of the institutions three year licence subscription.

### Eligible Institutions

Higher and Further Education and Research Councils in the United Kingdom, and to Universities and Colleges of Further Education in the Republic of Ireland. Other organisations supporting education, including research bodies and the public sector, may ask to participate in the Agreement. Chest will liaise with the Supplier about any such requests.

## Product Information

### Supplier Details

## Product Description

Gorilla Experiment Builder is a cloud based research platform that allows users to create and host behavioural experiments online.



### SPEED

Configure your experiment and instantly deploy it to the world.

Our visual design tools can keep pace with your ideas, and keep you focused on the science, not the syntax.



### SCALE

Say goodbye to underpowered studies. Gorilla enables you to recruit far larger participant numbers, so you can be sure that you're seeing real effects. With access to a planetful of online participants ready to take part, you can collect your data in a fraction of the time it would take in the lab.



### REACH

Stop being WEIRD. Need more diverse participants? Or looking to study a specific demographic? Use Gorilla's seamless integration with recruitment services such as Prolific, mTurk and SONA to reach diverse or specific populations and meet your recruitment goals.

Gorilla encompasses questionnaire, task builder and experiment configuration tools. Users can create questionnaires and tasks and link them together into an overall experimental protocol to create a true behavioural study.

Gorilla allows you to capture respondents' behaviour in terms of accuracy and reaction times, and gather survey responses using Questionnaire Builder.

Gorilla is built for running behavioural studies. The tool allows you to add randomisation, counterbalancing, repeats and delays to create a range of experiments quickly and easily, generating powerful data.

## Tooling Tiers

There are 3 different tooling tiers available to purchase: (1), (2) and (3)

### (1) Questionnaire Builder Only - IDEAL SURVEY TOOL

- Powerful survey tool at a competitive price
- Designed for academic research

### (2) Task Builder + (1) - IDEAL FOR PSYCHOLOGY DEPARTMENTS

- All in one research platform
- Questionnaires and Cognitive (RT) tasks
- Lab quality experiments online

### (3) Standard Tools + (1) and (2) - IDEAL FOR SITE WIDE SUBSCRIPTIONS

- All in one research platform
- Surveys, Cognitive Tasks, Games, Multiplayer, Social Media Simulations, Shopping Simulations, UX Simulations, LLM Research, eye-tracking research
- Broad appeal across various university departments

At higher volumes Gorilla only have a Standard Tools package (3). Gorilla believe this is the right package for all site wide subscription as it has useful tools for psychology / linguistics / social science / economics / medicine / education / business / marketing departments.

## Feature Summary

### Experiment Builder

Visual tool to link questionnaires, tasks together with powerful control nodes to enable randomisation, branching, repetition and more.

Yes

### Task Builder

Visual tools to create novel reaction time tasks

Yes

### Task Templates

Pre-existing tasks that you can clone and populate with your own stimuli

Yes

### Questionnaire Builder

Visual tool to create questionnaires and surveys

Yes

<b>Participant Requirements</b> Limit participants by device, browser, location or connection speed to ensure high quality data	Yes
<b>CONSORT Diagram</b> Keep track of recruitment progress and attrition	Yes
<b>Recruitment Policies</b> Policies for a wide range of recruitment scenarios	Yes
<b>Prolific Integration</b> Easy interface with the most popular recruitment in behavioral science	Yes
<b>Support</b>	Yes
<b>Single Platform</b> All functionality provided within a single platform for ease	Yes
<b>Open Materials</b> Open access repository for sharing tasks and materials	Yes
<b>Extensible Tools</b> augment our functionality by writing custom code	Yes
<b>Java Scrip code Editor</b> For hosting jsPsych and Lab.js tasks	Yes
<b>Voice Recording</b>	Yes
<b>Mouse Tracking</b>	Yes
<b>Gaze Detection</b>	Yes
<b>Canvas Painting</b>	Yes
<b>Teaching Tools</b>	Yes
<b>GDPR Compliance</b>	Yes

## Service and Support

### Trials

Free trials are available with direct contact to [Gorilla Support Contact Form](#) and are offered for an unlimited time period with 20 respondent tokens included.

### Product Documentation

Training and Training Materials:

[Gorilla Demo](#)

[Can Gorilla Do What I Need?](#)

[Gorilla Onboarding Webinar](#)

[Getting Started Guide](#)

[Gorilla Support](#)

[Gorilla Support Contact Form](#)

### Technical Support

[Onboarding webinar](#)

Onboarding webinar is built to guide new users through every aspect of Gorilla, including...

- Navigating around Gorilla
- Training on Questionnaire Builder
- Training on Task Builder
- Walking through the whole experiment process, including set up and downloading data
- How to access support information and support desk

### Support Documentation

Large and detailed database of guides for all tools, designed to support users through each step when building their experiments. The documents are kept up to date by Gorilla support team.

### Support Desk

Support desk gives users a place to get in touch with the Gorilla Support Team directly. Once a request is submitted to the team, users can expect to receive a personal response within two working days.

### Gorilla Presents Webinars

Gorilla Presents is a webinar series all about behavior science research, covering a wide array of subject areas.

Case Studies & Testimonials:

### Testimonials

### Gorilla Insights Blog

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## Demo

An Introduction to GORILLA:



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## Terms and Conditions

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On receipt of a completed order, sites will be invoiced for the first year of their agreement. For each subsequent year, sites will be invoiced 3-months in advance of their licence anniversary date. Invoices are payable within 30 days of the date of the invoice.

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Commercial in confidence

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