

TABLE 7.6 Reporting SEM in a Table

<i>Statements</i>	<i>Responses (M ± SEM)</i>
The products appeared to be fresh.	1.8 ± 0.09
The lunch was nice.	1.7 ± 0.07
I ate more than planned.	−1.5 ± 0.11
The instructions were trustworthy.	1.2 ± 0.10
The buffet appeared to me as a normal buffet.	0.7 ± 0.11

Participant responses on a scale from −3 (*completely disagree*) to +3 (*completely agree*) to statements concerning product samples in a buffet. Means are given plus and minus *SEM*.

Source: Adapted from Schickenberg, van Assema, Brug, & de Vries (2011).