



Gorilla Experiment Builder

Gorilla

Available to purchase until 31/07/2028

Gorilla is a powerful platform built by academics for academics, making it effortless to collect data from participants anywhere in the world, using questionnaires, complex cognitive and behavioural experiments, or simulated online shops, all without writing a single line of code.

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

The licence model is based on the numbers of respondents (complete number of participants).

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

A unified platform for world-class social science data collection

Gorilla is a powerful platform built by academics for academics, making it effortless to collect data from participants anywhere in the world, using questionnaires, complex cognitive and behavioural experiments, or simulated online shops, all without writing a single line of code.

With Gorilla:

- **Psychologists** can build sophisticated experiments through an intuitive dragandldrop interface or simply adapt one of the hundreds of readytouse, standardised paradigms freely available
- **Marketers** can create realistic simulated online shops or recreate sociallmedia environments to test the impact of targeted interventions
- **Economists** can implement a wide range of decisionlmaking tasks, including classics like the prisoner's dilemma, to explore behavioural dynamics. And,
- **Sociologists** can design rich, flexible questionnaires tailored to their research questions.
- **And more!** We've also been used in linguistics, anthropology, education, primary health and many more departments

Whatever you can imagine, you can test it with Gorilla.

Trusted by researchers & lecturers worldwide

Gorilla is used by researchers on every continent, apart from Antarctica (we're working on this) and has powered over **3,000 peerlreviewed publications** and tens of thousands of PhD, MSc, and undergraduate projects. Its flexibility and adaptability makes it suitable for cuttingledge research, large!scale teaching, and everything in between.

One Platform. Less friction. More research.

By bringing questionnaires, experiments, and simulations together in a single environment, students and academics only need to learn one system. Training becomes faster, teaching becomes smoother, and research becomes more consistent across departments

Significant savings - in cost, time, and effort

Gorilla reduces the administrative and financial overhead that comes with juggling multiple platforms. Instead of maintaining separate subscriptions for surveys, experiments, and cognitive and behavioural tasks, universities can consolidate everything into one flexible solution. Credits can be shared seamlessly across questionnaires and experimental paradigms, and departments no longer need to manage multiple suppliers or procurement processes. The result is a simpler, more efficient, and more sustainable approach to research across the social sciences

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

Useful Resources

[AI in Gorilla: More Interactive Studies, Richer Data:](#)

GORILLA™
AI in Gorilla: More Interactive Studies, Richer Data
 Hosted by Jo Evershed, CEO & Megan Beck, Gorilla Expert

www.gorilla.sc

This webinar, recorded in December 2025, showcases Gorilla's **new AI tools for behavioural science research**. The session demonstrate features such as creating interactive AI chats, guiding conversations with prompts and safeguards, and scoring open-text responses.

Gorilla Launch Webinar:

GORILLA™

**From Lab to Laptop:
 Research Without Boundaries**
 The All-in-One Platform for Behavioural Science

This webinar, recorded in October 2025, provides an introduction to the Jisc-negotiated Gorilla agreement and includes a comprehensive walkthrough on getting started with using the platform.

The views and opinions expressed in this recording are those of the individual and do not reflect the position of Jisc.

Demo: An Introduction to Gorilla:

GORILLA™
 Powerful, easy-to-use tools for experimental psychology*
 *and related disciplines

Case Studies

Teaching with Gorilla - UCL case study | Gorilla Experiment Builder

University College London redesigned its first year psychology teaching by using Gorilla to let students design and run real experiments from the start, shifting from passive participation to hands on research.

Teaching with Gorilla at Birkbeck | Gorilla Experiment Builder

Birkbeck uses Gorilla to let geographically dispersed students design and run fully customisable online experiments, overcoming hardware and scheduling barriers while enabling flexible, collaborative research.

Rutledge - Teaching with Gorilla | Gorilla Experiment Builder

Rutledge uses Gorilla to let Yale students rapidly design and run code-free psychological experiments online, enabling fast data collection from diverse participants.

Terms and Conditions

Licensor: Cauldron Science Limited, 2 Old Bath Road, Newbury, Berks, RG14 1Q, Company Number: 07071678.

The Chest Order, together with the Licence Terms and Conditions, and any exceptions listed below, create a legally binding contract between your institution, organisation or company and the Licensor. Therefore please read the terms and conditions carefully and only submit a Chest Order if its terms and conditions are acceptable to your institution, organisation or company and you have the authority to make the financial commitment shown.

Licence Type

This licence is subject to the terms and conditions for the [Standard Software as a Service \(SaaS\) Licence \(July 2024\)](#). This agreement contains small variations to these terms and conditions which are available at the bottom of this page under the heading 'Exceptions to Terms and Conditions Content'.

These Supplier's Terms and Conditions shall only apply to the extent that a clause has not been addressed in the Terms and Conditions of the Standard Jisc Licence for Software as a Service available for purchase on Jisc's Chest Platform. These terms are under the 'Additional supplier terms' heading towards the bottom of this page.

Payment Terms

Chest is an Enterprise of Jisc. All Purchase orders must be made out to Jisc Services Ltd, 4 Portwall Lane, Bristol, BS1 6NB to cover all charges plus VAT. Payments are due within thirty days of invoice date; recipients of late payments are entitled to interest in accordance with UK statutory provisions.

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.

Other Location and Use Permissions

The product(s) may be used by any Authorised User of the Licensee for Educational Purposes which includes the administration and management of the licensee's educational and research operations. These permissions are described in the terms and conditions for the Standard Chest Licence for Software.

Exceptions to the Terms and Conditions

Clause 2

Clause 2.2 is amended and now reads:

'Throughout the term of this Licence Agreement and subject to its terms and conditions, the Licensee may for Educational Purposes only allow Authorised Users to access and use the Software to plan, design and carry out on-line experiments for academic research purposes only. Authorised Users may not use the Software for any other purpose, including but not limited to commercial use (unless you have paid the applicable commercial use charges), and if you do so then we may terminate your subscription to the Software.'

Clause 4

A new clause is added between 4.1(b) and 4.1(c) which reads:

'The Licensee will use all reasonable efforts to ensure that when Authorised Users access and use the Software to invite participants to take part in experiments, that the participants use the Software in a way which is consistent with the terms and conditions of this Licence Agreement'

and the Licensor is entitled to suspend or terminate the subscription if the Licensee is in breach of this clause.'

Clause 6

Clause 6.2 is added and reads:

'In accordance with the Renewal Rules in Schedule 2, the Licensor will notify the Licensee if the Licensor considers the volumes of data Authorised Users have uploaded to be unreasonable and the Licensor will offer the option to reduce the data volumes or pay extra for the Licensor's reasonable data storage costs. If the Licensor does not comply with any of the options provided within the period specified, then the Licensee may terminate the subscription to Gorilla and refund any pre-paid, unused charges.'

Clause 9

Clause 9.4 has been removed.

Additional supplier terms

These additional Supplier terms apply to the use of Gorilla:

If there is a conflict between these terms and conditions and the Terms and Conditions of the Standard Jisc Licence for Software as a Service in Schedule 4 (Jisc Terms), a signed Master Services Agreement, then the latter shall pre-vail.

In these terms and conditions we refer to Cauldron Science Limited as 'we' or 'us' and we refer to the person, company, organisation or institution subscribing to use Gorilla as 'you'.

If you are entering this Agreement on behalf of a person, company, organisation or institution, then you must ensure you have all required permission and authority to do so. If you do not have such permission or authority, you must not use Gorilla.

1. Account Set Up

You may only use Gorilla once you have completed registration and account set up.

You must ensure the information you provide to us at registration is accurate and that you promptly update us if it changes.

Once you have completed registration and paid the applicable charges, we will provide you with a user account(s) and password(s). You must keep all account password(s) secure. If you purchase an account with multiple users then you are responsible for ensuring that all users keep the account password(s) secure and otherwise comply with these terms and conditions and the Jisc Terms.

If you lose your password or you think someone else may know your password, you must let us know immediately and we will issue a new password. We are not responsible for any loss or damage caused by anyone else who uses your Gorilla account using your password.

2. Using Gorilla

Once you have met the payment obligations under the Jisc Terms, we grant you a non-exclusive right to access and use Gorilla to plan, design and carry out on-line experiments for Academic Research purposes only. You may not use Gorilla for any other purpose, including but not limited to commercial use (unless you have paid the applicable commercial use charges), and if you do so then we may terminate your subscription to Gorilla.

You can use your user account to invite your selected participants to take part in experiments ('Participants'). You are responsible for ensuring your Participants access and use Gorilla in a way which is consistent with these terms and conditions and the Jisc Terms, and we will be entitled to suspend or terminate your subscription in accordance with the Jisc Terms if you fail to do so.

3. Trial Use

You may register to use Gorilla without charge for a trial period with limited functionality ('Trial Account'). If your Trial Account remains dormant for a period of 6 months or longer then we may securely delete your Trial Account and User Content and it will no longer be available to you.

4. Intellectual Property

We own or have the right to use all intellectual property rights (including, without limitation, copyright, database rights, design rights, patents, trademarks and logos) in and to Gorilla, our website and the material, documents, information and services that we provide to you ('Cauldron

IP').

You retain all rights in and to the User Content and (subject to the rights you grant to us in relation to Open Materials below) we are permitted to use the User Content only in order to provide Gorilla and its services to you. We will keep User Content confidential except to the extent that it is necessary to publish it in order to provide our services to you, for example where your study involves public participation.

Once the Agreement expires or earlier terminates, your rights to use the Cauldron IP shall come to an end.

5. Using Gorilla Open Materials

Where you opt to use our Gorilla Open Materials service to publish your User Content (excluding data) the provisions of this clause 9 will apply.

You are able to set user permissions in respect of your User Content and each subscriber will be entitled to use your User Content only in accordance with either the Creative Commons licence selected by you from Attribution or Attribution Non-Commercial, or the Gorilla Academic Research Licence.

6. Data Protection And Privacy

You agree that when using our web-based tool you are acting as a 'controller' and we as 'processor' (as both terms are defined in the Data Protection Act 2018 (DPA) and the General Data Protection Regulation) in relation to any personal data uploaded onto Gorilla and that the provisions the DPA Appendix shall apply to the processing of such personal data.

Further, where you are based outside the United Kingdom, we both agree that the standard contractual clauses (SCCs) in the EU Commission's decision 2010/87/EC at <https://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX%3A32010D0087> shall form part of this agreement between us and that the personal data subject to this agreement (and to which Chapter V of the General Data Protection Regulation ((EU) 2016/679) applies) will be transferred in accordance with the SCCs exclusive of any optional clauses as of that date. To give full effect to the SCCs, we each agree to complete the appendices to the SCCs promptly. If there is any conflict between this agreement and the SCCs the terms of the SCCs shall apply.

You also agree that we offer self-service products via an Application Service Provider model delivered via the Internet and using standard web browser software and that it is you who determines what data to collect, from whom and where, for what purpose, and for how long. As a result, we do not, and cannot, classify or represent any Participant data. All data are processed electronically on your instructions as required to meet our obligations to you. As you have full control over your data, you may have special obligations to protect the data outside the scope of the protection we provide (for example, if data were downloaded to your local drive or printed). However, we are clear that we safeguard all Participant data in accordance with industry best standards, regardless of what that data represents.

You are responsible for ensuring that you have all necessary consents and permissions from Participants required for us to process and use their personal data in accordance with these terms and conditions. In addition, whilst we provide technology that enables our customers to be GDPR- and DPA-compliant, you should seek your own legal advice as to how to comply with GDPR and the DPA.

7. Compliance

You are solely responsible for ensuring that you and your Participants comply with all laws, regulations, guidelines, and codes of practice relating to your use and access of Gorilla and Gorilla Open Materials and the services we provide and for complying with any relevant requirements of your company, organisation and/or institution.

If you or your company, organisation or institution have in place or are otherwise subject to any code of ethics, regulatory guidelines or any other codes or practices then you are solely responsible for ensuring that your use of Gorilla and Gorilla Open Materials is fully compliant with any such requirements.

8. Fair Usage

You agree not to do anything that interferes with or compromises the proper working of Gorilla or places an unreasonable load on our systems or infrastructure. We do not place any limits on the volume of data that you can upload onto Gorilla provided that you do not upload volumes that we (at our sole discretion) consider unreasonable. We will notify you if we consider the volumes of data you have uploaded to be unreasonable and we will give you the option to reduce your data volumes or pay extra for our reasonable data storage costs. If you do not comply with one of the options we provide to you within the period we specify then we may terminate your subscription to Gorilla and refund any pre-paid, unused charges.

9. Acceptable Use

You may only use Gorilla for lawful purposes. You may not use Gorilla:

- in any way that breaches any applicable local, national or international law or regulation;
- in any way that is unlawful or fraudulent, or has any unlawful or fraudulent purpose or effect;
- to transmit, or procure the sending of, any unsolicited or unauthorised advertising or promotional material or any other form of similar solicitation (spam); or
- to knowingly transmit any data, or send or upload any material, that contains viruses, Trojan horses, worms, time-bombs, keystroke loggers, spyware, adware or any other harmful programs or similar computer code designed to adversely affect the operation of any computer software or hardware.

You also agree not to access without authority, interfere with, damage or disrupt any part of Gorilla.

10. User Content

You can upload or input your own information, data, materials and content, as well as responses from your third party participants (together 'User Content') onto Gorilla in accordance with these terms and conditions.

You are solely responsible for the User Content and for ensuring that you have all rights and permissions necessary to use and upload the User Content and that the User Content complies with all applicable law and is not obscene, defamatory, pornographic, inflammatory, offensive, discriminatory, promoting of any illegal activity, threatening or abusive. If the User Content contains aversive stimuli or similar material it is your responsibility to secure all necessary approvals to use such content in experiments that you conduct using Gorilla. We may without liability to you remove any User Content that does not comply with these requirements.

In accordance with our Privacy Policy, we may (but are not obliged to) monitor your User Content and/or your use of Gorilla. We may access your account and/or share your User Content and information relating to your use of Gorilla as necessary or appropriate to satisfy our legal obligations, to protect us and/or our customers, or to operate Gorilla and the services we provide.

11. Consultancy Services

When carrying out consultancy services in relation to Gorilla, we shall:

- Use the professional skill, care and diligence which may reasonably be expected of a qualified and competent professional experienced in the provision of services of similar scope and standard to those required under the Agreement.
- Comply with agreed timescales and provide agreed outputs as stated in the quotation.
- Comply with all UK or EC statutes, orders, regulations, directives, standards, or codes of practice from time to time in force relevant to the Services.

However, you are solely responsible for any User Content (as if it were uploaded or inputted by you) and for implementing and testing any deliverables arising from consultancy services. Until accepted by you, any deliverables are licensed for evaluation and debugging purposes only. Once accepted, you are licensed to use the deliverables, but we accept no responsibility for any defects, either new or existing.

These documents all form part Gorilla's terms: [suppliers list](#), [regulatory policies statement](#) and [due diligence for institutions](#).

Commercial in confidence

Operating address: Chest (a Jisc Enterprise), 4 Portwall Lane, Bristol. BS1 6NB email: help@chest.ac.uk tel: 0300 121 0878

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