

Experimental Design

Experiments

Experiments are a good technique to collect **quantitative data** for statistical analysis

Experiments are the **only** technique that allow a researcher to verify a **causal explanation**

Experiments require researchers to **manipulate conditions**, and therefore raise **ethical issues**

Experiments are **NOT** a very common data collection technique in sociology

Experiments

For the purposes of this class, the important thing to understand is the **LOGIC** of experimental design.

Appropriate Research Questions for Experiments

Experiments are appropriate
for research questions that:

- Demand a causal explanation
- Have a very limited scope
(proximate causation)
- Use individuals or small groups
(Micro-level research)

Experiments, Terminology

VARIABLES:

Treatment/Independent Variable
Dependent Variable

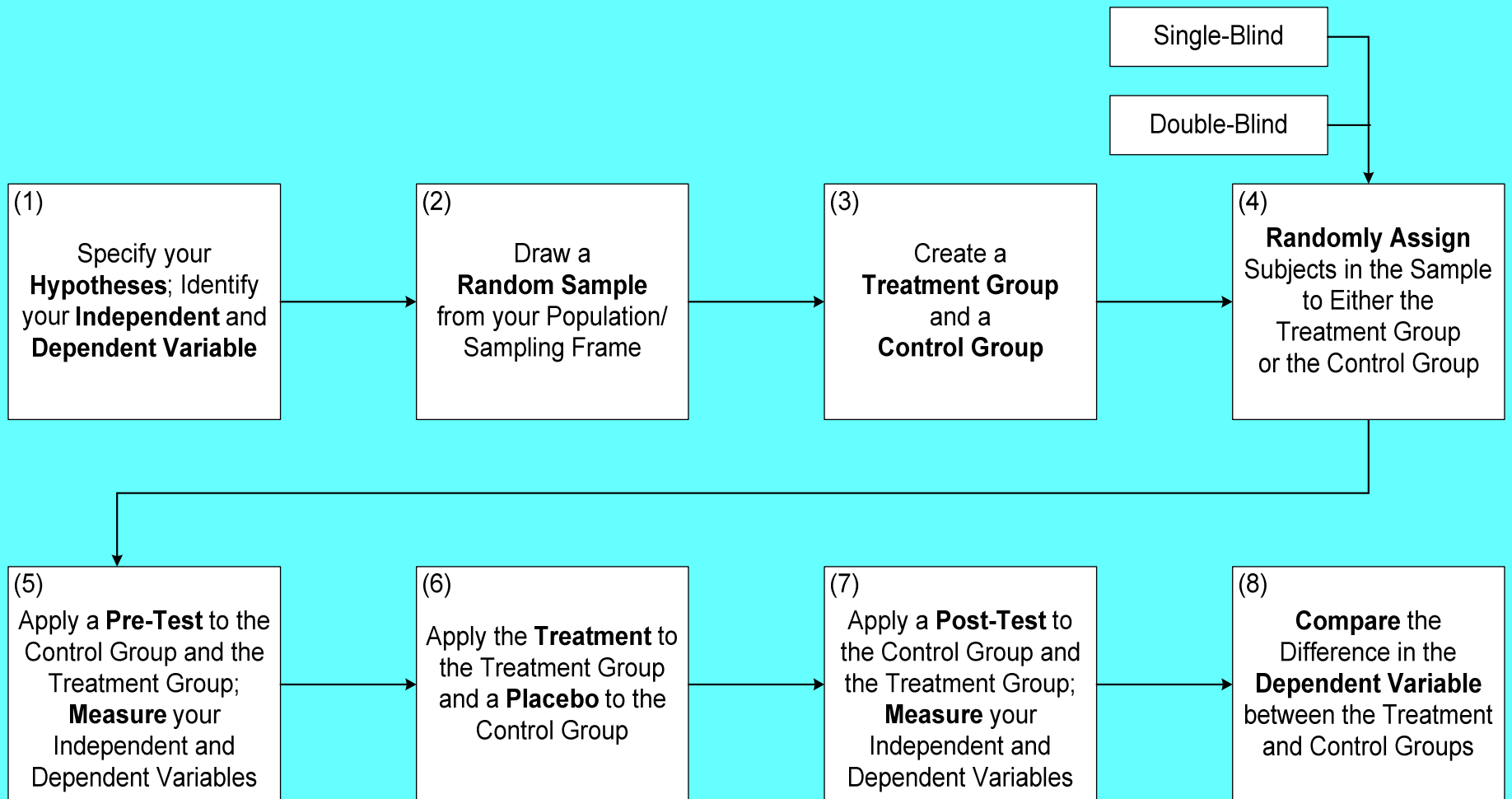
CASES:

Random Selection
Experimental/Treatment Group
Control Group
Random Assignment
Double-Blind Assignment

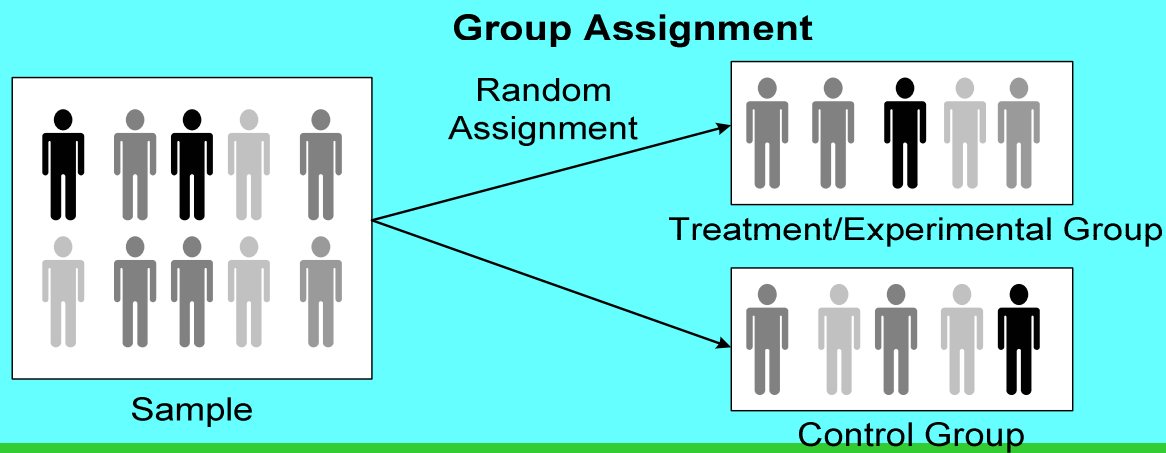
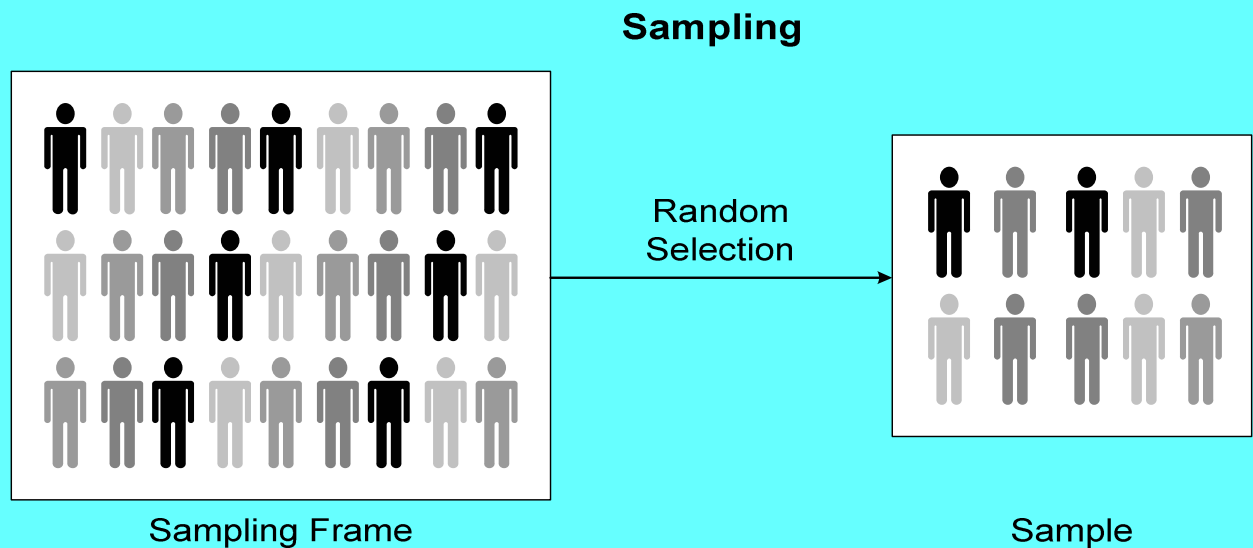
MEASURES:

Pretest
Posttest

Steps in Conducting an Experiment

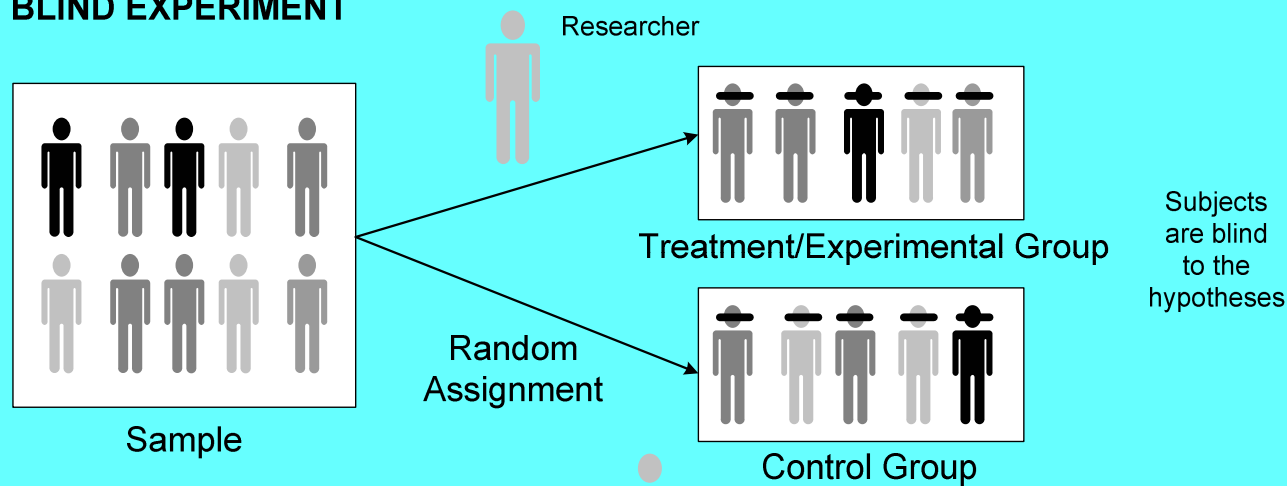


The Logic of Experimental Design: Choosing Subjects and Groups

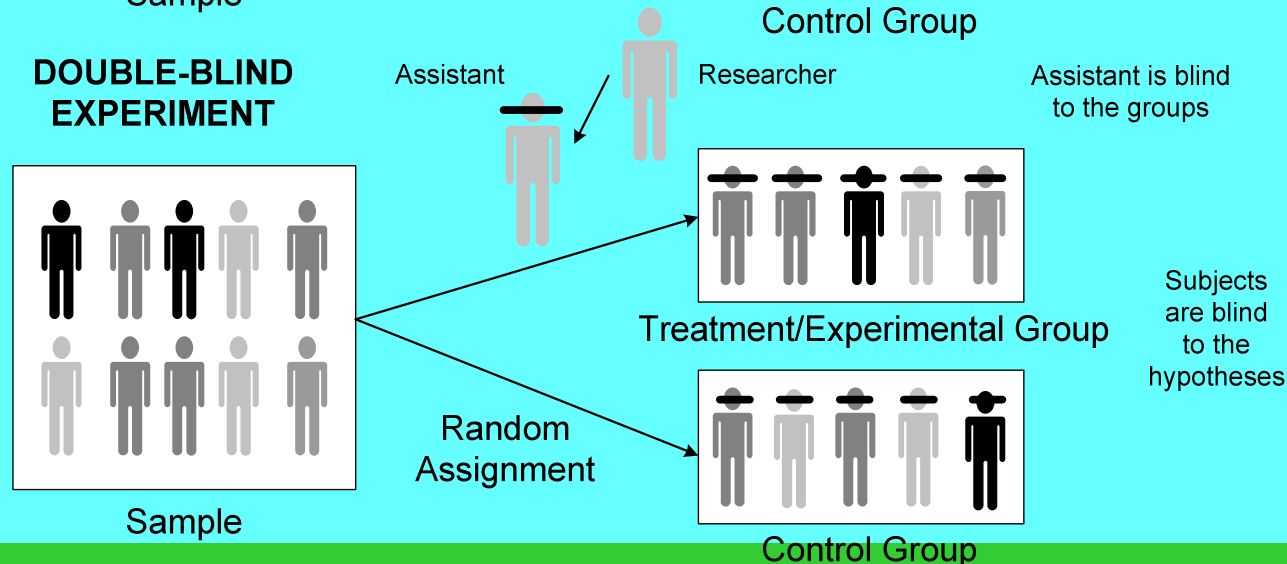


The Logic of Experimental Design: Blind and Double-Blind Group Assignment

BLIND EXPERIMENT



DOUBLE-BLIND EXPERIMENT



The Logic of Experimental Design: Tests and Treatment

