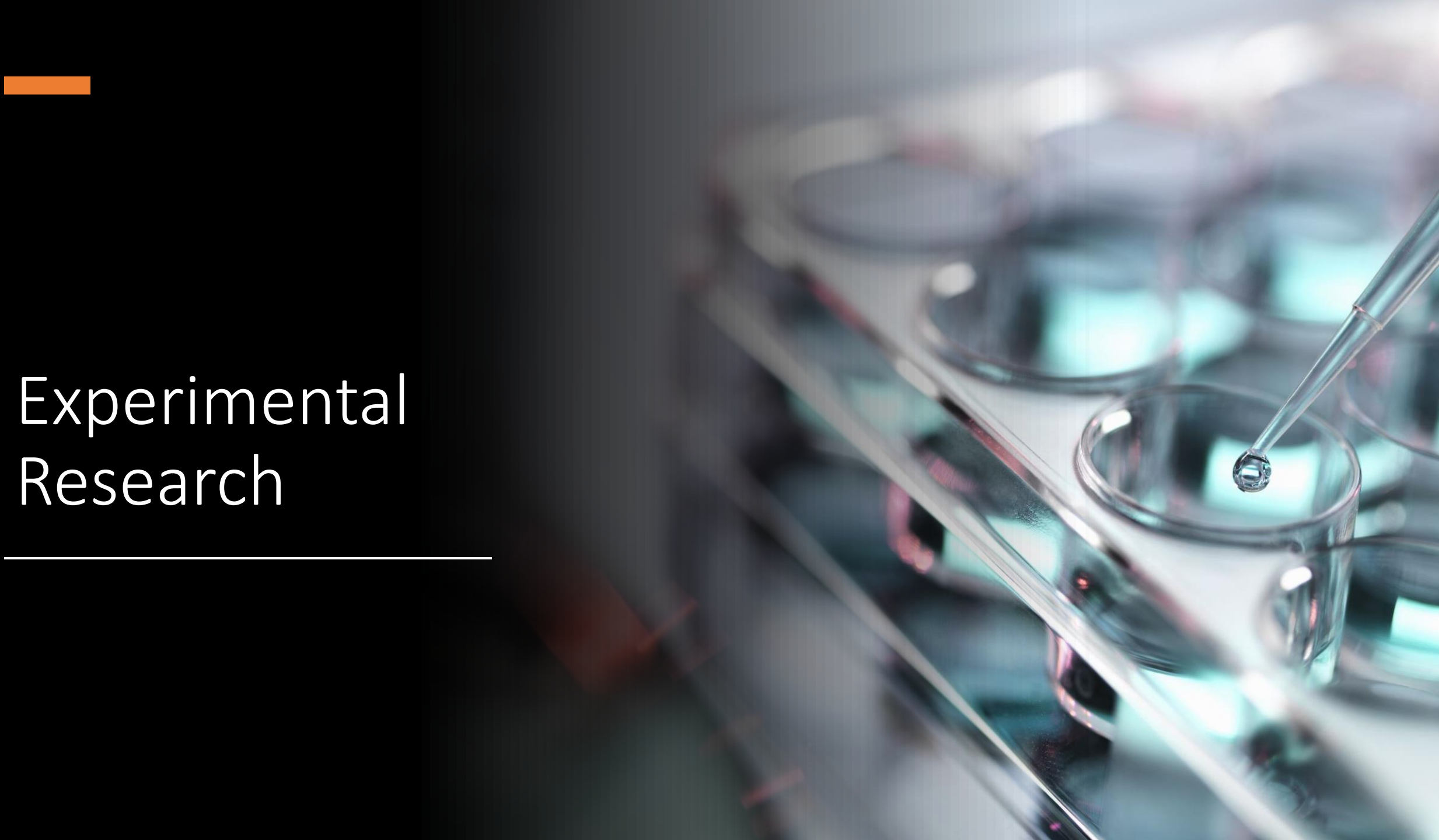




Experimental Research





What is Experimental Research?

Researcher manipulates Independent variable

Researcher measures dependent variable

Results are Quantitative

A/B Split Testing


Control

Save on prescription drugs - over \$3,637* a year!

Last year, Humana's Medicare Advantage plan members saved, on average, \$3,637* on prescription drugs! Choose your Humana Medicare Advantage plan and you could enjoy savings on prescription drugs, plus:

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433% Clickthrough increase

Treatment

Explore Humana's Medicare plans

Let us help you determine the Humana plan that's best for your needs.

→ Get started now




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Treatment

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→ Get started now



1 2 3 ▶

192% Clickthrough increase

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2016 Medicare Enrollment is here!

→ Shop Medicare Plans



1 2 3 ▶

Questions Experimental Research answers

Cause/Effect Relationships

Understanding the effect of changing a variable





Strengths of Experimental Research

High level of control of variables

Quality quantitate results

Highly reproducible

Can retest different variations of variables following same experiment design



Weaknesses of Experimental Research

Manipulation of variables can be artificial

Experimenter Bias

High cost – time and money

Observer effect – impacted results