Section 2: Week 3: Designing an Experiment

Nate Bachmeier

TIM-7101: Statistics for Technology Leaders

August 16, 2020

North Central University

# Designing an Experiment

NCU-Cares (NCU-C) is a politically neutral nonprofit organization, seeking to make the world a better place through targeted lobbying efforts. The death of George Floyd has risen the debate of police violence and reform to the national stage (Crary & Morrison, 2020). While the topic rests on American’s hearts and minds, it has also become highly partisan with many efforts to undermind the conversation (McCaskill, 2020). Separating the seed from the chaff requires a well-structured experiment that identifies independent and dependent variables (IV versus DV). Next, precise controls must exist to reduce interference from either internal or external threats to conclusive validity. These controls will guide data collection requirements and dictate analysis procedures that follow.

# Section I: Identify the Problem

# Section II: Methodology

# Section III: Threats to Validity

## Internal Threats

## External Threats

## Statistical Conclusion Threats

## Construction Threats

# Section IV: Data Requirements

## Collection Process

## Data Analysis Procedures