





Allocation of units to groups

		By random assignment	No random assignment	
Selection of units	Random sampling	A random sample is selected from one population; units are then randomly assigned to different treatment groups (e.g., survey incentives)	Random samples are selected from existing distinct populations (e.g., teen hearing loss)	 <i>Inferences to populations can be drawn</i>
	Not random sampling	A groups of study units is found; units are then randomly assigned to treatment groups (e.g., tripping study)	Collections of available units from distinct groups are examined (e.g., night lights)	 <i>Potential for sampling bias</i>
		 <i>Can draw cause and effect conclusions</i>	 <i>May be confounding variables</i>	