

# The Horsemen of Empirical Research Apocalypse

*Controlled Experiments - What could possibly go wrong?*

## Fair Incentives ?

Ensure a fair participant compensation!

Low pay will reduce population diversity!

Double check results for plausibility, before reimbursement!  
Money also attracts scammers.



McGill

## Usable Results ?

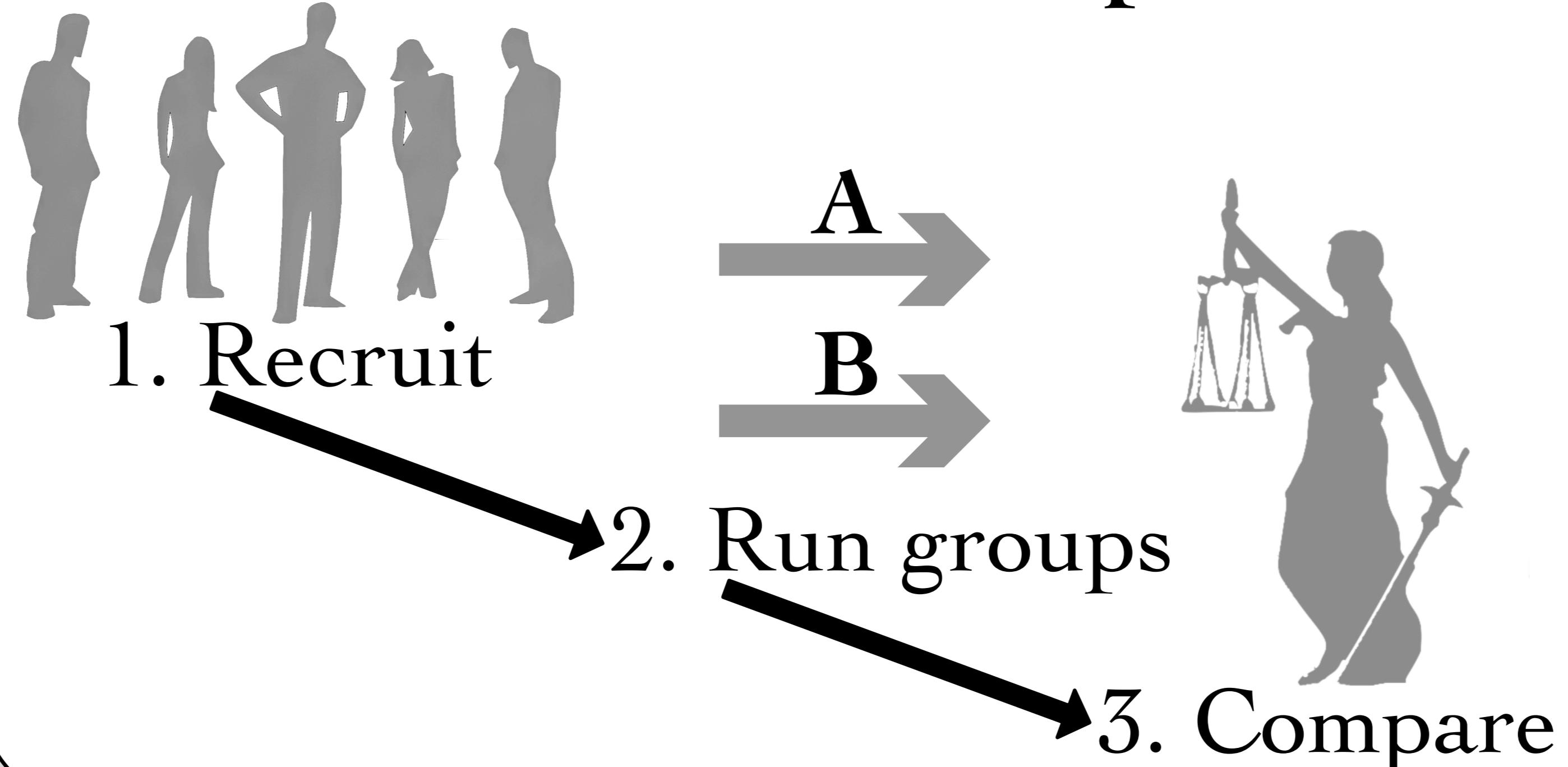
Consider regulatory constraints. Not all data you collect will be usable!

Negotiate with the R.E.B. to maximize publishable data!

Keep an eye on the review process! Removing identifiers often breaks reproducibility!



## Standard Controlled Experiment



## Careful when setting experiment control!

- Too much: lower experiment significance.
- Too little: lower data quality to work with.

Reviewer: "How much control did you set for the experiment?"  
P.I.: "Yes."



Check out my advanced project anonymizer!



## Tameable Data ?

You may want to cover as many aspects as possible. More data means more flexibility for upcoming research ideas.

Estimate how much time analysis will take, before you start collecting!

Extra vigilance with non-parsable data, e.g. videos!

## Sound Instructions ?

Participants often have their own minds. They may skim instructions or skip what they deem too lengthy.

Formulate the instructions very concise, but clear.

Let them confirm there is no pay, unless the tasks were fully solved to your satisfaction.

