



The experiment is carefully designed, things to do

Quiz, 5 questions

1
point

1. In A/B testing randomization of a treatment is used to (check all that apply):

- ☒ To obtain a random sample from the population
- ☒ Attempt to balance potential unobserved confounding variables
- ☐ To make groups as comparable as possible

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point

2. Three strategies to combat sampling bias are (check all that apply):

- ☐ Randomizing a treatment
- ☒ Weighting
- ☒ Modeling
- ☒ Random sampling

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point

3. It is generally a good idea to consider possible confounders when considering a significant effect

- ☐ False
- ☒ True

1
point

4. It's possible for a regression effect to reverse itself after the inclusion of another variable into the model

- ☐ False
- ☒ True

1
point

5. Blocking and adjustment are tools to:

- ☐ Account for unknown variables that may impact the estimation of the effect of interest.
- ☐ To obtain a representative sample from the population.
- ☒ Account for variables potentially impacting the estimation of the effect of interest.

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