

		Treatment Assignment	
		Randomized	Not Randomized
Unit Selection	Randomized	<p>Randomized Experiment</p> <p>(gold standard)</p>	<p>Survey Sampling</p> <p>(allows population inference)</p>
	Not Randomized	<p>Controlled Experiment</p> <p>(allows causal inference)</p>	<p>Observational Study</p> <p>(large potential for bias)</p>