Principles of Good Experiments

- Control group
  - subjects in this group do not receive the treatment, but may receive a placebo. They are still measured for the response variable at the end of the study
  - So we can tell what happens to the response variable without the treatment (baseline)
- Randomization
  - random assignment to treatment and control groups
  - Helps to equalize groups with respect to confounding vars
- Double-blinding
  - neither the subjects nor the researchers evaluating them know who is in the treatment and control groups
  - helps prevent bias by either subjects or evaluators
- Placebo
  - a fake treatment designed to look like the real thing but with no active ingredient, i.e. a sugar pill.
  - Helps control for the Placebo Effect – people who believe they are getting a treatment often get better even if the treatment has no active ingredient
  - studies show placebo helps 62% of headache sufferers, 58% of those with sea-sickness