10/06

"explanatory"
factors (X's) ← to treatments
response (Y)

require and

- Experiments use random assignments to diff. treatment grps ← reduces problem of confounding variables

- Random assignments to treatments → ① "completely randomized design"

- Placebo effect
  - blinding & double-blinding

2 variables are confounded when we can't tell their indiv. effect on responses

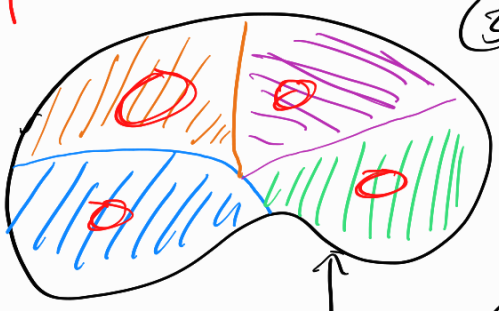
② 2nd experimental design

matched pairs design
"paired-comparison design"

giving 2 treatments to 2 subjects and seeing the results

only one to each subject.
treatment

sampling



③ "Block Design"

experiments

- each ▨ is a strata

- each ▨ is a block
  - subjects inside each block are randomly assigned treatments
  - used to divide into rep. groups to highlight differences

replication = having more than one experimental unit

Random Assignment

Random Sampling