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VIDEO GUIDE · UNIT 0 · TOPIC 0.2

Experimental Design II

Watch the lesson

Name _____ Class _____ Date _____

NOTES: FILL IN THE BLANKS WHILE YOU WATCH

Placebos

1. A _____ is a fake treatment with no active ingredient; it lets both groups believe they might be getting the real treatment.
2. The _____ is a result caused by expectations alone, like feeling better simply from believing you're treated; a treatment's real effect is how much more its group improves than the _____ group.

Keeping people blind

3. In a _____, participants don't know whether they're in the experimental or the control group.
4. _____ occurs when a researcher's expectations unintentionally influence interactions with participants or how results are interpreted.
5. In a _____, neither participants nor the researchers interacting with them know who is in which group, which also reduces experimenter bias.

CHECK YOUR UNDERSTANDING

1. In a trial of a sleep supplement, sleep quality improves by 9 points in the supplement group and by 4 points in the placebo group. What is the best estimate of the supplement's real effect?

(A) 4 points
(B) 5 points
(C) 9 points
(D) 13 points

2. A researcher testing a new ADHD medication knows which children got the real pill and rates those children as calmer during sessions. This illustrates:

(A) The placebo effect
(B) Sampling bias
(C) Experimenter bias
(D) Recall error

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3. In a study of a new anxiety app, participants don't know whether they have the real app or a look-alike, but the researcher interviewing them does. This is a:

(A) Single-blind study

(B) Double-blind study

(C) Correlational study

(D) Case study

NOTES

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