

Random Assignment

- How can we determine what causes what when there are third variables?
- With random assignment people are distributed *randomly*
 - This means we can assume that third variables are equally distributed across groups
 - We can infer that our hypothesis is correct, because only the variable we want to study varied across the two conditions (we think...)

Experimental Variables

- Independent Variables (IV)
 - What the experimenter manipulates
 - Study schedule (regular vs. cram)
- Dependent Variables (DV or measure)
 - What the experimenter measures
 - Value *depends* on the independent variable
 - Exams scores (regular vs. cram)

Which is which? IV vs. DV

- Teachers given high pay will have more positive attitudes toward the children than teachers given lower pay.
 - IV =
 - DV =
- People that talk faster are more persuasive.
 - IV =
 - DV =
- Do older adults have more car accidents than younger adults?
 - IV =
 - DV =

Evaluating Therapies

- Take Vitamin C... you cold goes away!
- Must have been the Vitamin C... or was it??
 - Would you have gotten better without it?



Evaluating Therapies

- Double-blind procedure
 - Experimenter doesn't know who is getting treatment
 - Participant doesn't know either
 - Experimental group = those getting the treatment
 - Control group = those not getting the treatment



Placebo

- Placebo effect
 - A change in a patient's illness or physical state that results solely from the patient's knowledge and perceptions of the treatments.

