

Experiments

We rely upon informal experiments every day to answer interesting and important questions

Important Question: How much salt should I put into this soup?

Research Method:

Experiments

Social Scientists rely upon more formal experiments to answer interesting and important questions

Important Question: Does praise increase performance on an athletic task like balancing on a beam?

Research Method:

Place research participants on a balance-beam and

Experimental Example

• Researchers were interested in the effect of _____ and other environmental factors on the _____ of workers at a General-Electric plant (the Hawthorne Plant) in Cicero, Illinois. (Topic)

• They followed a _____ that suggested _____ characteristics in the workplace would affect worker _____ and these characteristics were more important than _____. (Use of Theory)

Roethlisberger, Fritz J. and William J. Dickson.
1939. *Management and the Worker*. Cambridge, MA: Harvard University Press.

Experimental Example

- Researchers measured the workers' _____
- They then made the lights in the plant brighter
- They again measured _____
- _____ was higher

The _____ Group

- Ideally, experiments in the social sciences should contain a _____
- The purpose of the _____ group is to _____

- The _____ occur because many different things happen

The _____ Group

- Therefore, it is best to compare the _____

- The _____ group should have experiences that _____

Important Question

Are the groups

How can we make certain they are?

1. _____ people in each group

_____ and _____ Assignment

“_____” Experiments

When researchers take advantage of “_____” changes to compare a group affected by the change with a _____ group

How is a city’s crime rate affected as a result of a judge ordering the release of prisoners due to overcrowding?

Strengths and Weaknesses of Experimental Research

Weaknesses	Strengths
Costly (maybe)	
