

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

_____ Group Example

A political scientist is studying the effect of exposing voters to an argument about inequality on whether voters will favor a democratic or republican candidate

_____ Group

_____ Group

- Determine candidate choice

- Determine candidate choice

Double-Blind Experiment

Ideally, the people who deal with both groups should

But, they may treat them different for conscious or unconscious reasons

So,

Important Question

Are the groups

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)	