


SOCIOLoGY 201:
Social Research Design



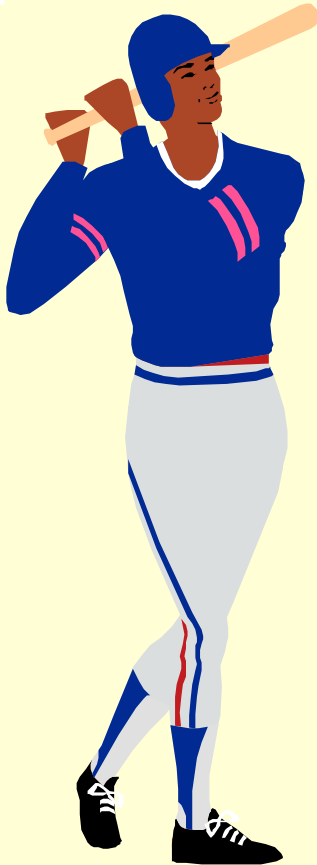
17. Experiments II

Preview



- Review homework
- Solomon Four-Group Design
- External Invalidity

Review Workbook assignment



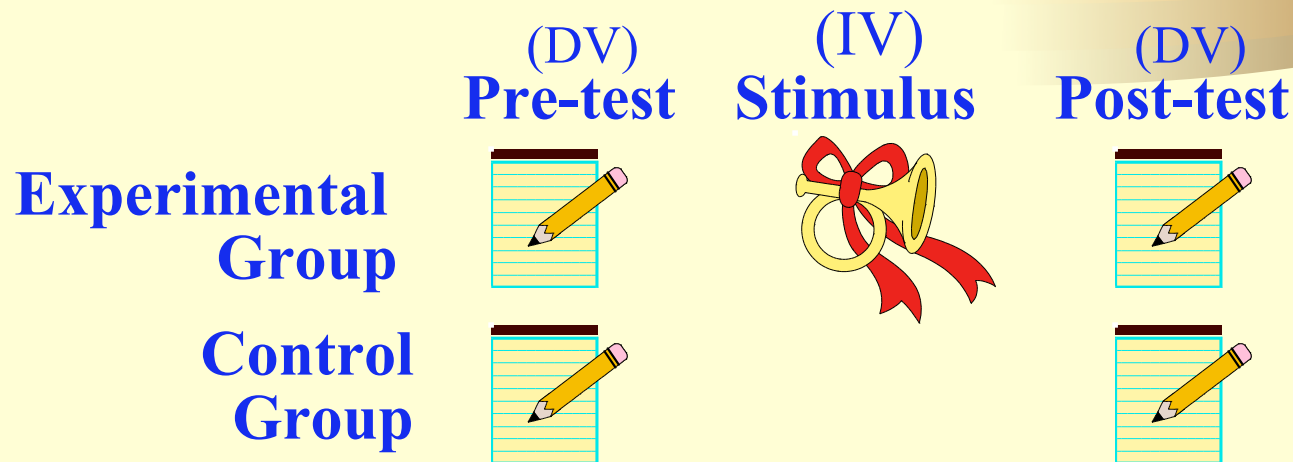
- Range: 15 - 200
- *Two* have 200***
- 150-197: 10
- 100 - 149: 16
- 15-99: 12
- 195 points remaining

8.2 *Conducting an experiment*



- Different forms of greeting
- Share about the experience of doing the experiment

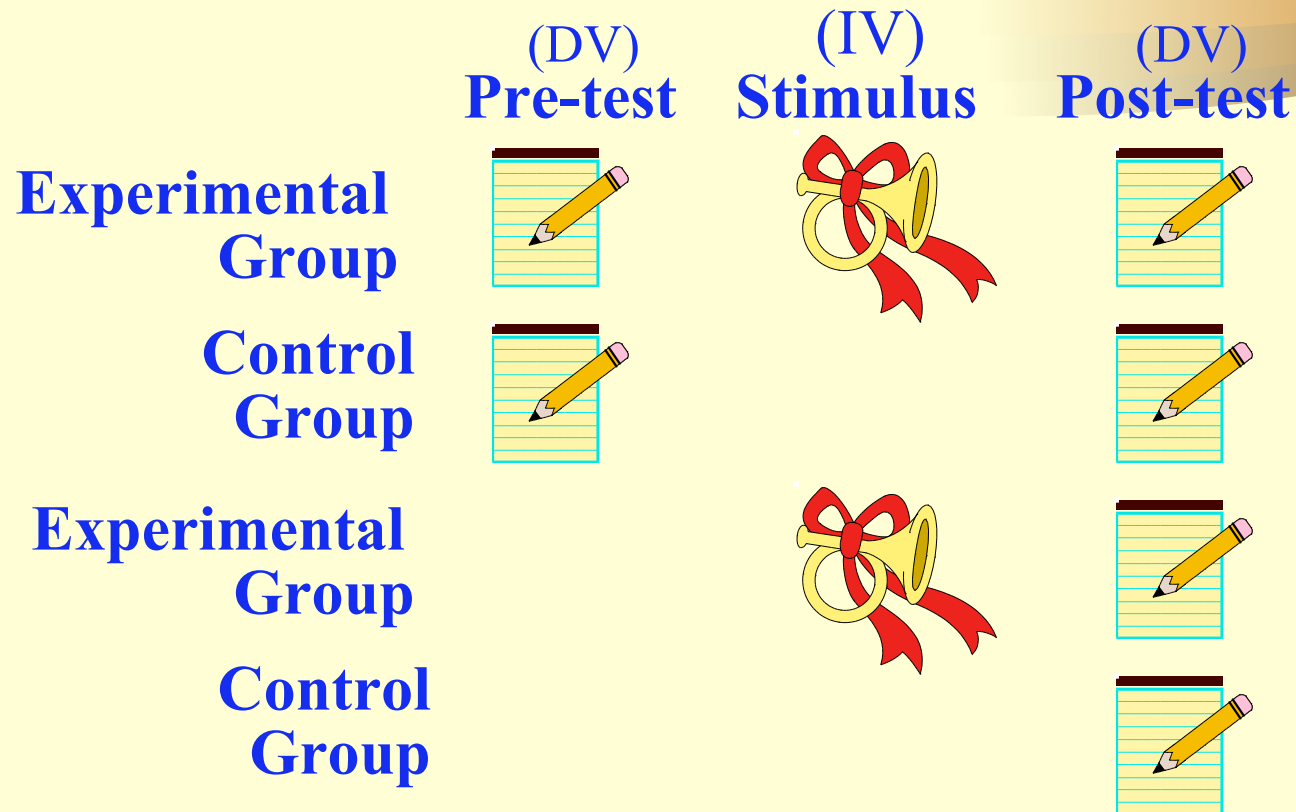
The Classical Experiment



The problem with this is that the pre-test may cause the internal invalidity problem of testing.

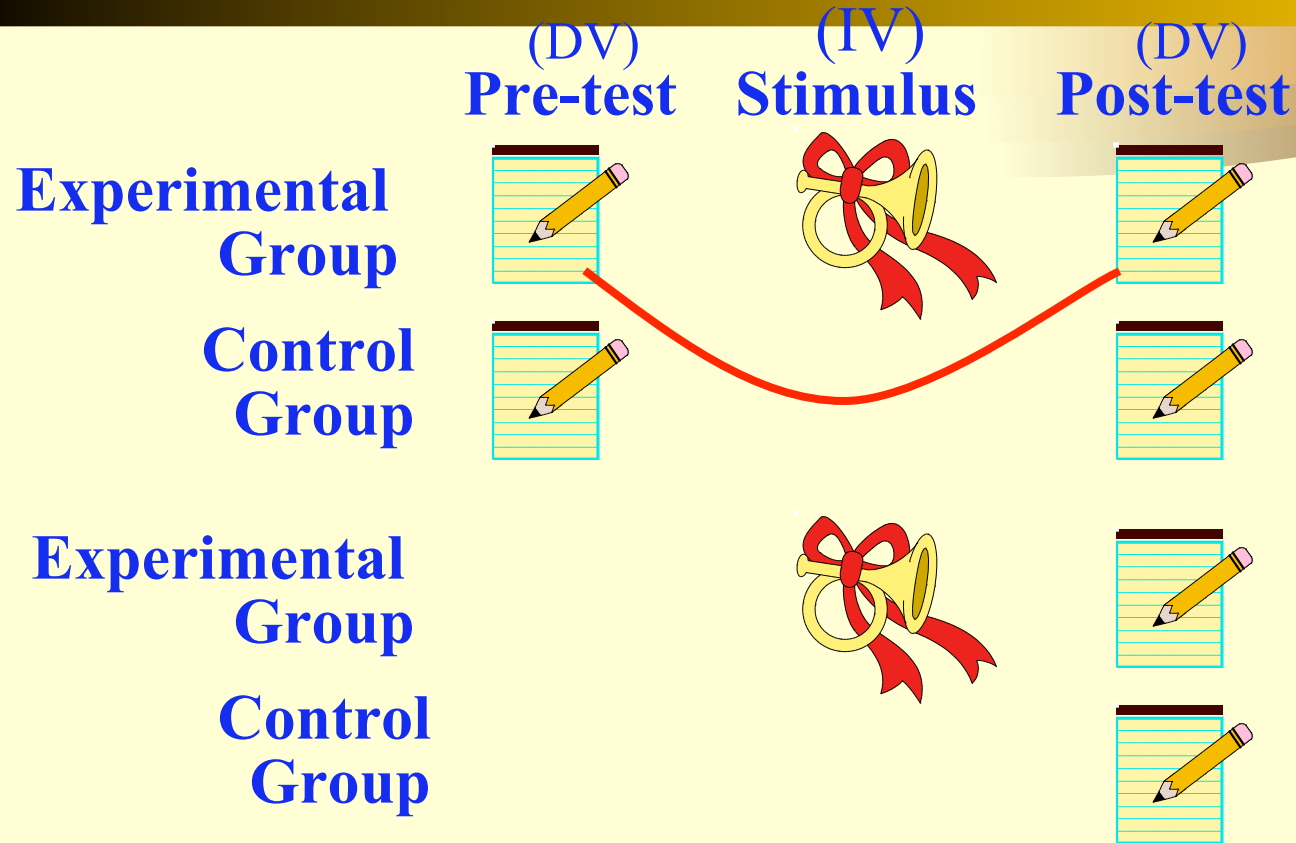
How could we solve this problem?

Solomon Four-Group Design



Let's assume DV is prejudice

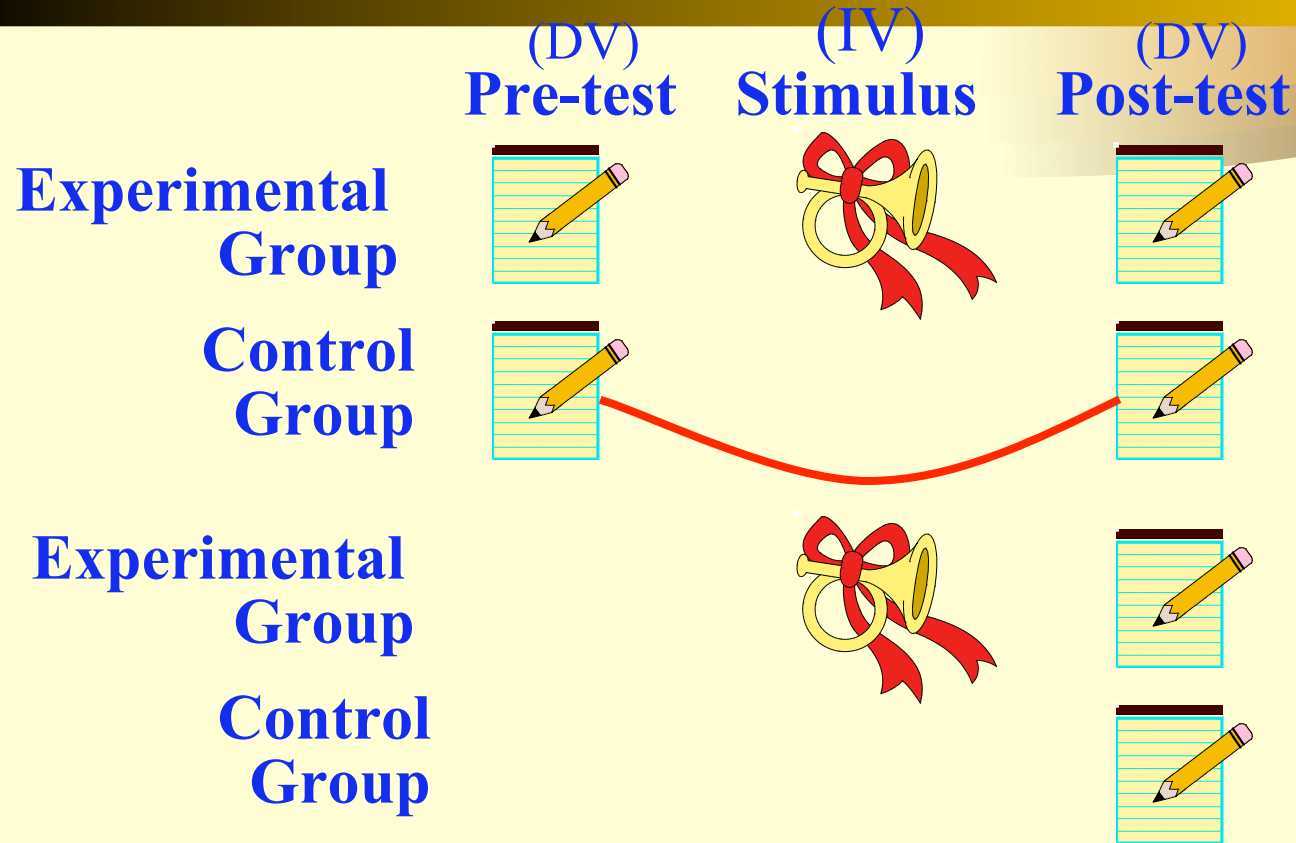
Solomon Four-Group Design: Comparison



Post-test should show less prejudice

Total = 21 slides

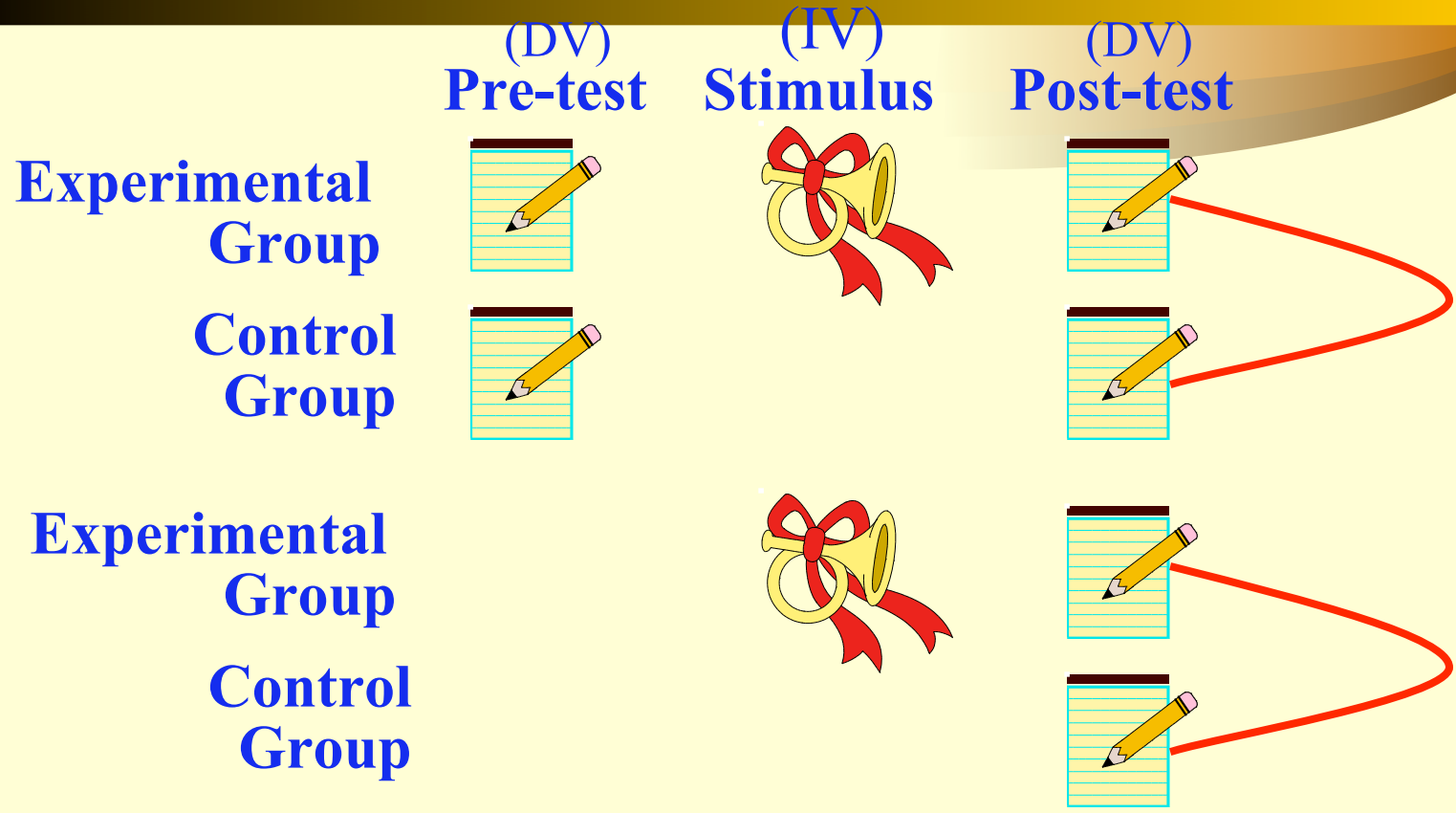
Solomon Four-Group Design: Comparison



Post-test should show same prejudice

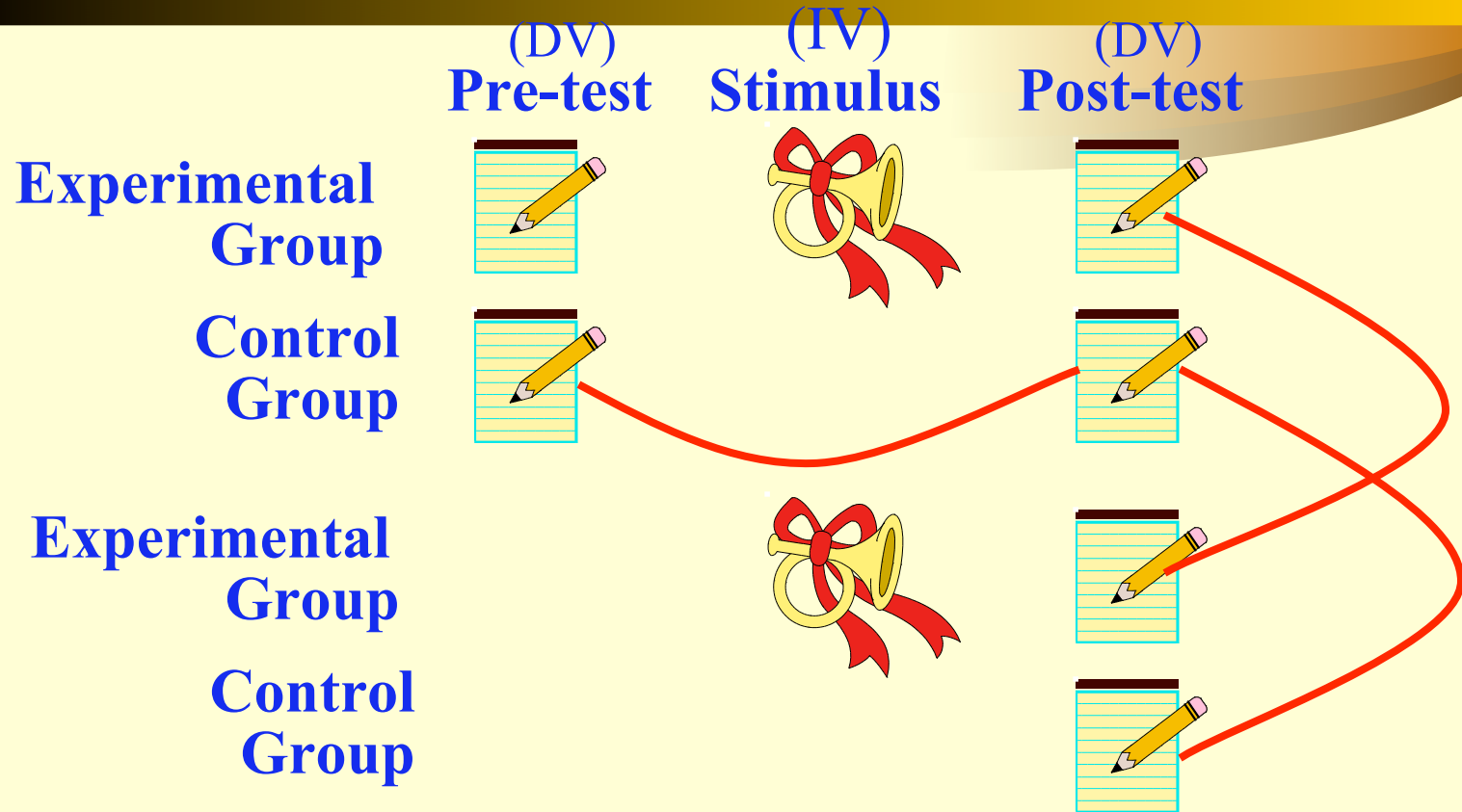
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Solomon Four-Group Design: Comparison



Experimental groups should have less prejudice

Solomon Four-Group Design: Comparison



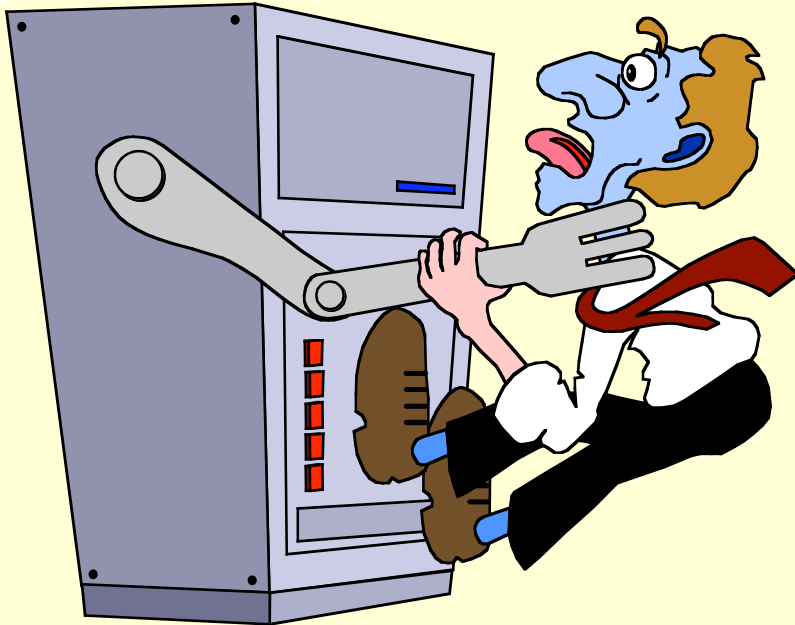
These would determine effects of testing

Problems of External Invalidity

- Generalizability of the observed effects
- Effects might not be produced in real world



Interaction of Selection and Treatment



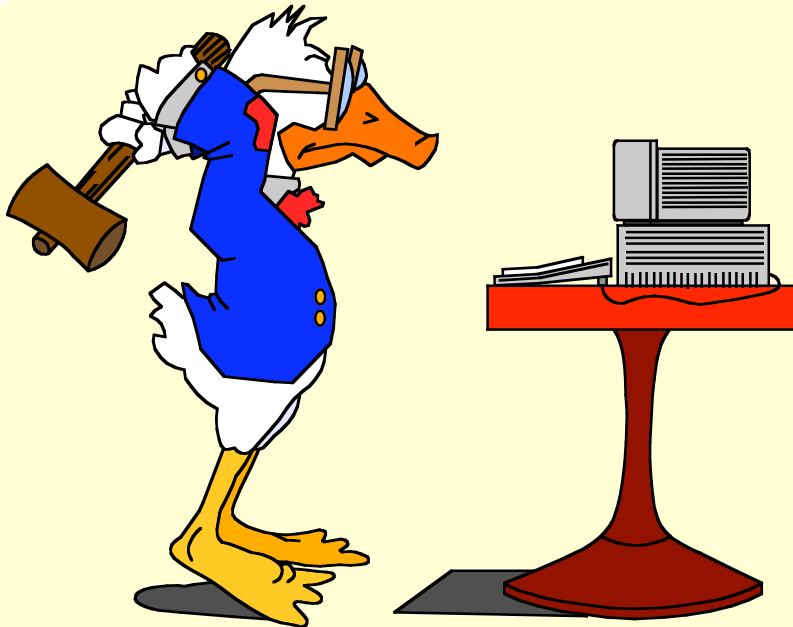
- Generalize beyond the kind of people studied?
- Maybe giving computers to high school students would work, but not adults

Interaction between Testing Situation and Treatment



- Maybe the computers only produce the effect when subjects under scrutiny
- Putting computers in community associations might not help high school students

Interaction of History and Treatment



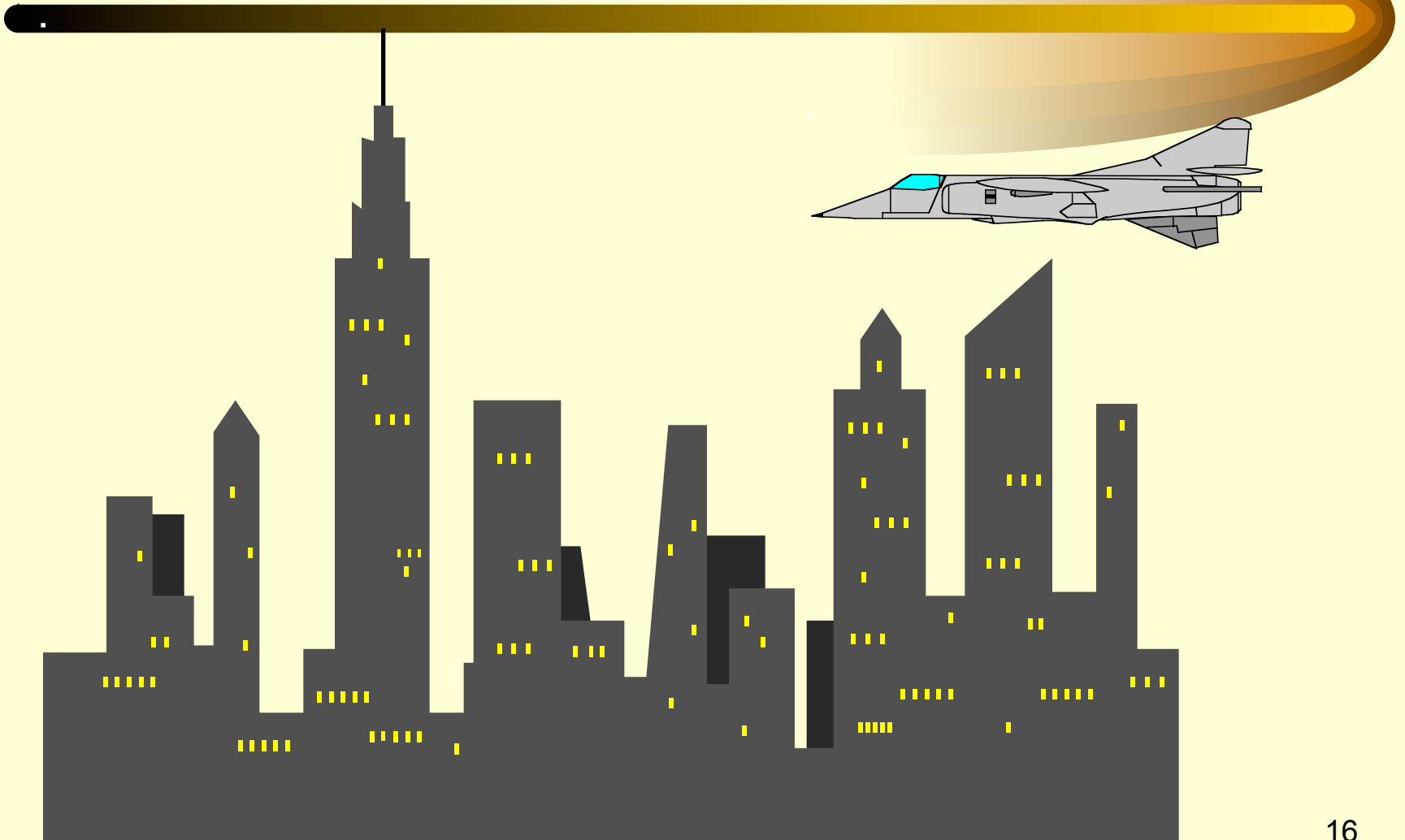
- Would historical events disrupt the cause/effect?
- Maybe computers will come to be seen as the tool of the devil

Natural Experiments



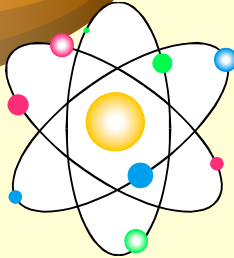
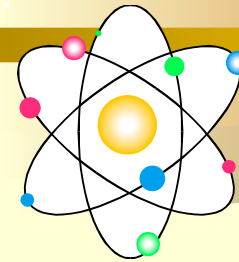
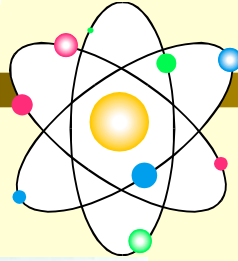
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Natural Experiments: Bombing



Natural Experiments: Meltdown

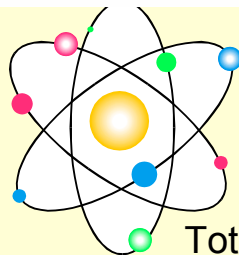
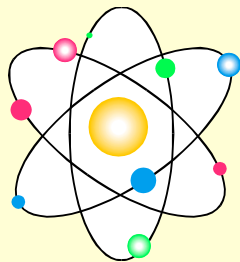
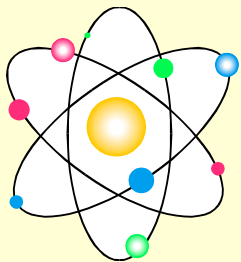
Three-Mile Island (1979)



Nuclear Regulatory Commission



Nuclear Regulatory Commission



Total = 21 slides

Natural Experiments: Roots

- Miniseries on African-American history (1976-79)
- Did it affect racial attitudes?
- How would you design a natural experiment?



Preview Workbook Assignments

A decorative graphic consisting of a horizontal bar with a gradient from black on the left to yellow in the middle, tapering into a brown arrowhead on the right.

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- 9.2 Doing a Survey
 - Be sure to **interview** people
 - *Not* self-administered

Next Time



- Survey Research I
- Read Chapter 9