Experiments

- We wish to conduct an experiment to see the effect of alcohol (explanatory variable) on reaction time (response variable).

Factors and Treatments

- The manipulated factor will be the amount of alcohol consumed.
- There will be two treatments
  - No alcohol (Control group – drink grape punch)
  - Alcohol (Treatment group – drink grape punch spiked with grain alcohol)

Experimental Design

- The twelve participants will be split, at random, into two groups of 6. Each participant will drink two 8 ounce glasses of grape punch in half an hour. Reaction time of each participant will be measured after drinking the punch.
Experimental Design

• Control of outside variables.
  – Each participant drinks grape punch.
  – Each participant has reaction time measured in the same way.

Experimental Design

• Randomization
  – Participants are randomly assigned to treatment groups.
• Replication
  – There are 6 participants in each treatment group.

Natural Variation

• Participants will vary in terms of their natural reaction time.
• Randomization spreads this variation evenly across the treatment groups.
Data

- 1. Control Group
- 2. Treatment Group

\[ n_1 = 6 \quad n_2 = 6 \]
\[ \bar{y}_1 \quad \bar{y}_2 \]
\[ s_1 \quad s_2 \]

Analysis of Results

- The data gathered from this experiment can be analyzed using the methods presented in Chapter 24 (Lectures 33 and 34).
- Two independent samples.

Natural Variation

- We cannot control the natural variation in reaction time, i.e. make each participant have the same reaction time to begin with.
- We can account for this natural variation by introducing a blocking variable.
Block Design

• Have each participant serve as a block.
• Each participant will experience both treatments (no alcohol, alcohol) in a random order.

Block Design

• There is no variation in the natural reaction time within a block (it is the same person within a block).
• Therefore we can better assess the effect of alcohol on each person’s reaction time.

Data

• With this block design we will get a pair of observations (reaction time after grape punch and reaction time after grape punch with alcohol) for each participant.
Two Independent Samples

- Two separate sets of individuals.
- One value of the response variable for each individual.

Paired Samples

- One set of individuals.
- Two values of the response variable (a pair of values) for each individual.

Know the Difference

- It is important to know the difference between data arising from two independent samples and data arising from paired samples.