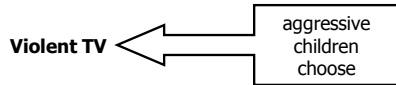
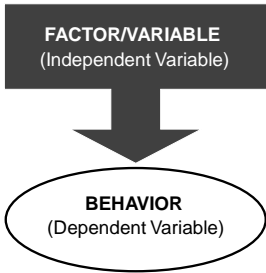


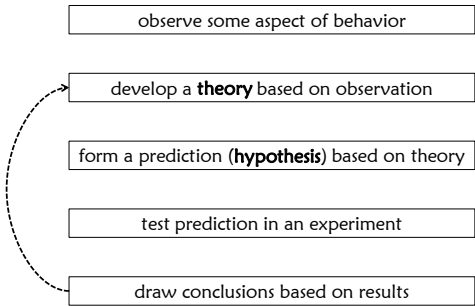
Causation?



4. experimental research

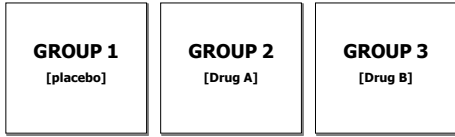


Scientific Method



I am working for a company who has developed **2 new drugs** to cure a disease...

I decide to conduct an **experiment** to test the effectiveness of these 2 drugs...



Independent Variable

Dependent Variable

Random Assignment



Generalization



- Informed Consent
- Deception
- Debriefing
- Confidentiality

Demand Characteristics

- ▶ Cues that may cause participants to change their behavior because they can determine what the experiment is about

Qualitative Research

1. Ethnography
2. Case Study
3. Interview
