1) What are the 3 principles of experimental design?
   Control, Randomization, Replication

2) What does it mean when two variables are confounded?
   We cannot separate their effects on the response variable. We cannot determine what effect each variable has on the response.

3) What is the difference between subjects and individuals (or experimental units)?
   Subject = people      experimental units = anything else

4) What is the placebo effect?
   When an experimental unit reacts to a placebo. Can be + or – reaction. The experimental unit shows a response to the placebo.

5) What is the difference between a placebo and a control?
   Placebo is a dummy treatment that looks/tastes/smells/etc. the same as the real treatment.
   Control is a group that we can compare our treatment too. Can be no treatment or an old treatment.

6) What is a lurking variable?
   A variable that is not taken into account in our experiment, but that has an effect on the response variable.

7) We have 21 people that we need to assign to 3 different treatments (trt1, trt2, trt3). Use the section of the table of random digits below and assign the 21 people to the 3 treatment groups. List the numbers that are selected under each of the 3 headings below. **Clearly explain your procedure!!**

   **Procedure:**
   - Read across the TRD below in sets of 2 digits
   - Assign each person a number #01 – 21. Ignore 00, 22 – 99
   - Read off 7 numbers and ignore any repeats. Assign these subjects to the Trt. 1,
   - Read off 7 more numbers ignoring any repeats. Assign these subjects to Trt. 2.
   - Whomever is left is assigned to Trt. 3.

   **TABLE OF RANDOM DIGITS:**
   
   0876811202   34859   09217   18194   45621   05078   66813   65461   50416   99742   08657

   **Sample:**
   Trt 1: 08, 12, 02, 17, 18, 19, 21

   Trt. 2: 05, 07, 13, 15, 04, 16, 20

   Trt. 3: 01, 03, 06, 09, 10, 11, 14
8) We want to test the effectiveness of a new cream designed to help healing of cuts and scrapes, against the current cream on the market (Neosporin). We do not feel the need for a placebo cream. We also want to test a new pill that is on the market that claims to speed in healing. There are 80 patients available for the experiment, of which 35 have cuts, and 45 have scrapes/abrasions.

a. What are the factors? What are the levels of the factors?
   - Cream and Pill.
     - Cream: New cream and Current Cream
     - Pill: New Pill and Placebo

b. What are the treatments?
   - New Cream and Pill
   - New Cream and Placebo pill
   - Current Cream and Pill
   - Current Cream and Placebo pill

c. What is the response variable?
   - Time it takes the wound to heal

d. What are the individuals/subjects?
   - Subjects: 35 patients with cuts and 45 patients with scrapes/abrasions

e. Design a completely randomized experiment, with blocking included.

Compare time to heal between the 4 treatments and 2 blocks
9) A researcher wants to see if more expensive mattresses really give a better night’s sleep than the discount mattress brand. So they recruit 110 adult volunteers to participate in their study. They will have the adults sleep on the mattresses for 10 nights and then rank their overall quality of sleep (due to the mattress only).

a. What is the explanatory variable? mattresses

b. What are the treatments? Expensive mattress & discount mattress

c. What is the response variable? Quality of sleep (ranking)

d. What are the individuals/subjects? Subjects = 110 adult volunteers

e. Design a matched pairs experiment:

110 Adult Volunteers

R A N D O M

Exp. Matt. 5 nights - Dis. Matt. 5 nights (55)  Compare quality of sleep between the two mattress for each subject

Dis. Matt. 5 nights - Exp. Matt. 5 nights (55)
10) An investigator wants to study the effects of two different fertilizers on plant growth (call them A and B). There are 20 plots available to test the fertilizers on. The investigator will measure the amount of growth by the plants after 3 months.

a. What is the explanatory variable? **Fertilizer**

b. What are the treatments? **Fertilizer A and B**

c. What is the response variable? **Amount of growth after 3 months**

d. What are the individuals/subjects? **Individuals/experimental units = 20 plots of plants**

e. Do you think you should use a placebo group? How about a control group? 
   
   No need for placebo since they are plants.
   
   Yes, control group. We want to see how the plants grow naturally, and have something to compare to.

f. What are some lurking variables when it comes to plant growth? **Sunlight, water, etc.**

g. It is known that the plots get different amounts of sunlight because of where they are located on the field. Some have high sun exposure, others have medium, and some have very low sun exposure. Using this information, design a block design experiment:

- **20 Plots**
- **Blocks**:
  - **High Sun Exposure**
  - **Medium Sun Exposure**
  - **Low Sun Exposure**

- **Randomization**:
  - Fert A
  - Fert B
  - None

- **Compare Growth of the plants between the 3 treatments and 3 blocks**
11) An investigator wants to study the effectiveness of two surgical procedures to correct nearsightedness. Procedure A uses cuts from a scalpel and procedure B uses a laser. The data to be collected are the degrees of improvement in vision after the procedure is performed. There are 80 nearsighted people available for the experiment.

a. What is the explanatory variable? The procedure used
b. What are the treatments? Procedure A and Procedure B
c. What is the response variable? Degree of improvement in the vision
d. What are the individuals/subjects? Subjects = 80 nearsighted subjects
e. Do you think you should use a placebo group? How about a control group? No placebo or control group necessary. Neither would work. A placebo/control is not possible-the patients would know that they were getting a dummy treatment or no treatment.
f. Design a randomized comparative experiment:

![Randomized Comparative Experiment Diagram]

- Procedure A (40)
- Procedure B (40)
- Compare improvement in vision between the 2 treatments

80 nearsighted subjects

80
nearsighted
subjects

R A N D O M

11. g. There are two treatments. Why is it NOT ok to do a matched pairs design for this experiment?
   - If you were to do a matched pairs as “1st/2nd” there would be no way to “reset the patients to their original vision after the first treatment so that you can then test the next procedure.
   - If you were to do the matched pairs as “left/right” you would run the risk of one procedure not working well on the patient while the other one does, and then the patient could suffer because they had one eye that was good and the other is still nearsighted.
A study is being done to see if magnets can help relieve back pain. Participants will sleep on top of a pad that has magnets sewn into it. There are 200 people with chronic back pain that are available for the experiment.

a. We want to use a placebo in this experiment.
   - How can we do this? Describe the placebo.
     We would need a similar pad but not have magnets sewn into it.
   - Why is a placebo necessary in this experiment?
     To see if just the act of giving them a treatment (even a useless one) will produce a response.

b. What is the factor? What are the levels of the factor?
   The magnets: Pad with magnets and Pad without magnets.

c. What are the treatments?
   Pad with magnets and Pad without magnets.

d. What is the response variable?
   Relief in back pain.

e. What are the individuals/subjects?
   200 people with chronic back pain.

f. Design a completely randomized experiment.

200 people with chronic back pain

    RANDOM

    Pad with magnets (100)
    Pad without magnets (100)

Compare relief from back pain between the two treatments.

g. Design a matched pairs experiment instead.

200 people with chronic back pain

    RANDOM

    ½ nights on pad w/ magnets
    ½ nights on pad w/o magnets (100)
    ½ nights on pad w/o magnets
    ½ nights on pad w/ magnets (100)

Compare relief from back pain between the two treatments for each subject.

h. Which design is the better design (CRD or matched pairs)? Justify.
   Matched pairs is the better design. It eliminates the lurking variables between the subjects.
13) It is known that in a specific city the chance that a person has a red hair is only 1 in 7. A researcher wants to conduct a study to see on average how many people in Philadelphia have red hair in a sample of 5 people. Write instructions for a simulation and conduct 10 trials. Clearly label each trial and state your conclusion for the average number of people with red hair in Philadelphia.

<table>
<thead>
<tr>
<th># red heads</th>
<th>frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
</tr>
</tbody>
</table>

Average # red heads = 1.1

14) The World Series ends when a team wins 4 games. Suppose the Phillies are in the World Series and that sports analysts consider the Phillies to have a 65% chance of winning any individual game over their opponent. We want to estimate the likelihood of the underdog (not the Phillies) winning the World Series. We also want to see how many games are played on average. Write instructions for a simulation and conduct 10 trials. Clearly label each trial and state your conclusion.

<table>
<thead>
<tr>
<th># games played</th>
<th>frequency</th>
<th>winner of series</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>II</td>
<td>Phils, philis</td>
</tr>
<tr>
<td>5</td>
<td>IIII</td>
<td>Phils, philis, philis, philis</td>
</tr>
<tr>
<td>6</td>
<td>II</td>
<td>Phils, Other Phils, philis</td>
</tr>
<tr>
<td>7</td>
<td>II</td>
<td>Phils, philis</td>
</tr>
</tbody>
</table>

Instructions:
- Outcomes are Phils win (65%) and loss (35%)
- Use TRD read off 2 numbers at a time
- Let win = 00 – 64 and loss = 65 – 99
- Read off numbers until 1 team gets 4 wins
- Record the # of games played and winner of series

Average games = 54/10 = 5.4 games on average
Underdog wins = 1/10 = 10%
15) Complete the following book problems: p. 288-291 #7, 9, 11, 13, 26, 35, 36
(for #35 & 36, list possible sources of bias with the sampling method listed)

#7, 9, 11, 13: check answers in back of book

26) (a) bias = “do you think,” “required”
(b) bias = “given humanity’s great tradition of exploration”, “do you favor”, “funding”

35) (a) bias = undercoverage: not all doctors are listed in phone book
   Non response: people might not answer, or hang up
(b) bias = cluster sample, leads to undercoverage of those pages that were not selected
   Undercoverage: not all businesses in phone book
   Non response: might not answer phone

36) (a) bias = nonresponse: people might not be home, or might not answer, or might refuse to answer
   Response bias: asking people to sign petition could lead to influencing the responses
(b) bias = response bias: you are interviewing them at the cafeteria. Might influence responses
   Undercoverage: only one cafeteria chosen
   Response bias: face to face interview
   Non response

MULTIPLE CHOICE ANSWERS:

1- D  11- B  18- D  21- B  97- E
2- B  24- D  19- B  22- D
3- C  17- C  20- A  52- C