

CONCEPT CHECK

- What are five factors critical to enabling sound inference in determining the relation between the IV and the DV in an experiment?
- Why is randomization important to selecting participants and assigning them to groups in an experimental study?
- What is a match subjects design? When would you use this design instead of a randomized study?
- What roles do the following hypotheses play in interpreting experimental results?
 - Null hypothesis
 - Confound hypothesis
 - Research hypothesis