

## COM 200 Chapter Ten Worksheet

*The purpose of these worksheets is to provide brief application of the more important concepts in each chapter. You MUST read the entire chapter to be successful in the course! However, completing the chapter worksheets will prepare for you upcoming class activities and touch pad quizzes. You should have written responses to the questions offered ready to discuss with classmates and hand in if called upon.*

1. Experimental design is **best** suited for exploring which of the following research goals?
  - a. Description
  - b. Evaluation
  - c. Cause
  - d. Association

2. Finn wants to conduct an experiment using Forte. He finds a faculty member who teaches two sections of a class that has group projects. He plans to give Forte to one of the sections but not the other and then measure them for both member satisfaction and their grades on the group projects. Using the various designs discussed on pp. 175-181, what design best captures this experiment? \_\_\_\_\_

3. Using the box below and p. 180-181 of our text as a guide, diagram a factorial design experiment using the following research question: Does the viewing of the Swansea video change perceptions of study abroad opportunities among male and female UNCW students? (you can see that video here: <https://vimeo.com/105375821> but you don't need to watch it to answer the question. (It's a very cool video though!))

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4. What are the main effects for your study? \_\_\_\_\_
5. Briefly define what the R and O and X stand for in the design summaries in chapter nine.
6. What is the difference between random sampling and random assignment?