

## COM 200 Chapter Nine 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. Imagine you are designing a study to determine the most effective way to teach effective introductions in public speaking. You have three possible approaches to examine. How many groups will you need for your experiment and why? \_\_\_\_\_
3. Using the box below and p. 151-153 of our text as a guide, diagram a factorial design experiment using the following research question: Does the viewing the *No Violence* video (recently created by Dr. Bill Bolduc of COM) affect perceptions of violence at UNCW among male and female students?


4. What are the main effects for your study? \_\_\_\_\_
5. What are the interaction effects? \_\_\_\_\_
6. Briefly define what the R and O and X are in the design summaries in chapter nine.