CHAPTER 7 Quantitative Research Designs 122

CHAPTER CHECKLIST 122 THE EXPERIMENTAL FRAMEWORK 124 The Classical Experiment 125 Random Assignment of Participants 126 Creating Treatment and Control Groups 127 Manipulation Checks 128 Types of Experimental Design 129 Posttest Only 129 Pretest–Posttest 130 Factorial Design 132 Longitudinal Designs 133 Strengths of Experimentation 134 Limitations of Experimentation 134

QUASI-EXPERIMENTS 135 Field Experiments 138 Strengths and Limitations of Quasi-Experimental Research Designs 139

DESCRIPTIVE DESIGNS 139 Strengths and Limitations of Descriptive Research Designs 141

ONLINE EXPERIMENTS 141

RESEARCHER EFFECTS AND PROCEDURAL BIAS 142

COMPARING RESEARCH DESIGNS 143

SUMMARY 144

KEY TERMS 144

BOXED FEATURES AN ETHICAL ISSUE: Would You Ask Participants To . . . ? 128 TRY THIS! Designing an Experiment 135 DESIGN CHECK: IS One Study Ever Enough? 138