

Pragmatics

- Recruiting subjects
 - Payment and credit
 - Phoning
- Pretesting
 - Adequacy of the manipulation
 - Validity of measures
- Piloting
 - Rehearsal of roles and actions
 - Anticipate crises, figure out how to react
- Experiment proper
 - Deception
 - Ensuring attention and cooperation
 - Ensuring comprehension of the materials
- Feedback and debriefing
 - Fulfill your obligations to your subjects
 - Repair damage to egos
 - "P.R." work to promote experimentation in general
- Get feedback from subjects to improve the study
 - Did they understand instructions?
 - Did they guess the manipulation?
 - Did they have any strong expectations about what the researcher was looking for?

Should you pretest?

- Justifications
 - Confirm random assignment
 - Demonstrate actual change, rather than just difference
 - Statistically control for prior attitudes/behavior
 - building in some of the advantages of a within subjects design
- Cautions
 - Practical difficulties
 - When to administer the pretest?
 - How to coordinate pretest and posttest data without compromising confidentiality?
 - “Testing effect” – scores on a test change due to practice, familiarity, etc.
 - Testing bias – if subjects remember their pretest scores, they might try to reproduce them
 - Revealing the manipulation or the experimenter’s intent