

# Quasi-Experiments and Field Experiments

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- Difference between quasi-experiment and true experiment
  - Manipulations are not under the direct control of the experimenter
  - Participants are not randomly assigned to conditions
- Designs
  - Nonequivalent control group design
  - Interrupted time series design
  - Multiple time series design
- Threats to validity
  - Selection – maturation effect: one group is selected in such a way that its participants are maturing more quickly or slowly than the control group
  - History
- Plausibility of rival hypotheses depends on the pattern of data
  - E.g., crossover interactions are difficult to explain by pure statistical artifact

# Survey Experiments

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- Difference between surveys and experiments
- Purpose of survey experiments
  - Instrument refinement
  - Social/psychological process
- Types of survey based manipulations
  - Question order
  - Question wording
  - Response options
  - Interviewers
  - Incentives
  - Modalities
    - Face-to-face interview
    - Telephone interview
    - Mail survey
    - Internet based survey