

**Instructions:** Answer each question completely. Show all work for any computational questions.

1. Why do we double-blind experiments?

to keep information about an experiment from being unconsciously communicated to subjects.

2. What are some problems with clinical studies, especially long-term ones?

Compliance  
loss of contact w/ subjects  
turn-over of researchers  
observational generally rather than experimental

3. How does a matched pairs design differ from a block design experiment?

block designs are arranged around group properties  
matched pairs pair individuals in each group w/  
similar traits

4. What is the purpose of an institutional review board?

to ensure that study subjects are not harmed

5. How does anonymity differ from confidentiality?

anonymous studies even the researchers do not have personal information about subjects. Confidentiality means the researchers have the data but may only release aggregated data, not for individuals

6. There was a controversy in the news in recent months about Facebook conducting experiments on the emotions of users using their newsfeeds. The main point of controversy was a lack of informed consent. Why does not having informed consent make the study ethically questionable?

The Facebook story was about manipulating the emotions of readers through their newsfeeds. The emotions may be unpleasant and potentially cause emotional distress. This would constitute harm to the subjects. There also are questions about emotionally manipulating readers to generate financial gain for Facebook.