

## Some Past Term Project Experiments in Stat 230

- Factors: Media (paper test / computer-based test), music (classical / rock / silence). Response: Score on cognitive test. Block: subject.
- Factors: Location of dropped change (high traffic / low traffic), time of day, amount of money. Response: time it takes for people to pick up money off of sidewalk
- Factors: Brand of cereal (name brand / store brand), gender. Block: Subject. Response: tastiness score
- Factors: Type of skateboard trucks, type of skateboard wheels. Response: time to coast downhill for specific distance
- Factors: Temp of water, formulation of Alka Seltzer (power / tablet). Response: time to completely dissolve
- Factors: Noise while putting (horn / silence), golf ball brand. Block: golfer. Response: closeness of ball to hole.
- Factors: Type of soda (coke, diet coke, no-name cola), Type of mentos. Response: length / height / amount of released soda during explosion
- Factors: Ink color on test form, music in room (classical / rock / silence). Response: score on math test. Block: based on person's ACT math score (low / med / high).
- Factors: Brand of towel, Usage status (new / used and dried). Response: weight of water absorbed by towel
- Factors: Education status (no info given about product / info given); "Poll" status (positive / negative / none). Block: whether or not subject is regular hamburger eater. Response: satisfaction score.
- Factors: Soda brand (name brand / store brand), info status (blind to brands given / told the truth about brands given / told lie about brands given). Block: subject. Response: tastiness score.
- Factors: Soil type used, water amount. Response: height of 2<sup>nd</sup>-tallest blade of wheat grass grown in cup.
- Factors: Laundry detergents, types of cloth. Block: batch of laundry. Response: reduction in stain color.
- Factors: Odor in room, Person-in-room status (alone, person staring at test taker, person texting on their phone). Response: Score on math test.
- Factors: Type of balloon, type of straw. Response: distance traveled by balloon rocket.
- Factors: Presidential candidate giving speech (Obama / Romney / Perry), media type (video clip / written transcript), party affiliation of experimental unit, type of speech (negative on others / positive about self). Response: favorability of candidate giving the speech.
- Factors: music played in room, order of puzzle being solved (first / second / third). Block: subject. Response: time to solve puzzle.
- Factors: temperate of battery storage, brand of battery. Response: number of photos taken before battery runs out.
- Factors: type of video game (normal / makes you jump), drink given before game (high sugar / low sugar / water). Response: heart rate after game.
- Factors: order words to be memorized (ordered randomly / ordered by topic groupings), music played in the room (AC/DC / Beethoven / silence). Response: number of the 25 words that can be remembered and written down after 60 seconds of study.
- Factors: gender of interviewer, gender of respondent. Block: subject. Response: answer to question "if you drive by a car accident, what is the probability it was caused by a female driver?"
- Factors: height of water balloon drop, liquid in balloon (water / soapy-water), type of surface dropped on. Response: diameter of splash mark.
- Response: "How many people have you kissed?" Factors: quote read to subject before measuring the response ("anti-kiss" quote from "For the Strength of Youth" / "pro-kiss" from Parley P Pratt about affection), type of response to question (written on paper / given verbally).