

Name: _____ Hour: _____ Date: _____

Randomized Block Designs

Important Ideas:

Check Your Understanding:

A political strategist would like to design an experiment to compare the effectiveness of three different YouTube advertisements promoting a specific presidential candidate. She will use 300 randomly selected YouTube users for the experiment.

1. Describe a completely randomized design to compare the effectiveness of the three advertisements.
2. Describe a randomized block design for this experiment. Justify your choice of blocks.
3. Why might a randomized block design be preferable in this context?