

Workshop Section: Experimental Methodology
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Workshop content and objectives

This section of the workshop gives an introduction to and also covers some emerging developments in experimental methods. When covering both elements, I will emphasize their practical application to research. The goal of the course is for students to gain a better understanding of how to correctly implement an experiment and tools that they can use immediately in their research.

The course will begin by covering the basics of causal inference and discuss experiments as a key approach. We will go over principal elements of experiments, such as the types of external validity and what the field has found about the generalizability of convenience samples, particularly online convenience samples. The course will also focus on the importance of pilot studies, designing treatment variables and manipulation checks, and choosing between within- versus between-subject designs. I will additionally highlight some frequently made mistakes in experiments, such as selectively dropping experimental subjects and misunderstandings of balance testing.

After covering these basic components, we will explore some recently developed methodological approaches. First, we will explore conjoint analysis. And then we will discuss eye-tracking and mouse-tracking and their incorporation into political science.

Requirements

It is not necessary for students to have any prior knowledge of experiments or of coding software.

References:

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