

Some other extensions are possible with the designs discussed in this section. Testing for effect can be extended in time because the experimenter is often interested in long term results. However it is hard to control for history. To be able to generalize to other populations X has to be varied. This is juxtaposed to the demand for experimental control. To find out which aspects are most essential you must either make the control treatment closer to that of the experimental group or try to reduce the treatment of the experimental group to the essential elements. Finally since most measures are imperfect, multiple O's are desirable.

Possible Questions for Discussion:

1. How important is external validity? Is repeatability more important? (pg. 18).
2. If the subjects are in a school setting Campbell and Stanley recommend using the same setting and teachers (to reduce reactive arrangements effect). What problems does this create? Is their recommendation a valid one?