

Experimental Design & Methods Workshop Syllabus – April 2020

Course Overview

This two-day workshop provides an introduction to experimental research methodology applicable to marketing, social psychology, and other related fields. The course will cover the experimental research methodologies focusing primarily on laboratory experiments and field studies. The purpose of the course is to give you the background to choose the experimental methods that are most appropriate for your area of study or specific research question and help you anticipate the shortcomings and problems you will encounter executing your chosen methodology. Each session will involve discussion of key concepts and practical exercises to help students develop a research idea and design an experiment to test a specific research question.

Instructor

Ximena Garcia-Rada is a Doctoral Candidate in the Marketing Unit at Harvard Business School. She studies consumer behavior in the context of close relationships using laboratory experiments, field studies, and archival data. Before joining Harvard, she worked as a research associate at Duke University, where she studied how social and cultural factors impact decision-making and dishonest behavior. Ximena received a Bachelor of Business Administration from Universidad de Lima and an MBA from INCAE Business School.

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Course Outline

Day 1 (Thursday 23rd of April, 2020)

Morning session (9am – 12pm)

Lunch break (12pm – 1pm)

Afternoon session (1pm – 4 pm)

Key Concepts

- Behavioral research
- Research questions
- Testable hypotheses
- Correlation vs. causation
- Types of experiments

Day 2 (Friday 24th of April, 2020)

Morning session (9am – 12pm)

Lunch break (12pm – 1pm)

Afternoon session (1pm – 4 pm)

Key Concepts

- Laboratory and field experiments
- Implicit and explicit measures
- Question design and self-reports
- Internal and external validity
- Reproducibility