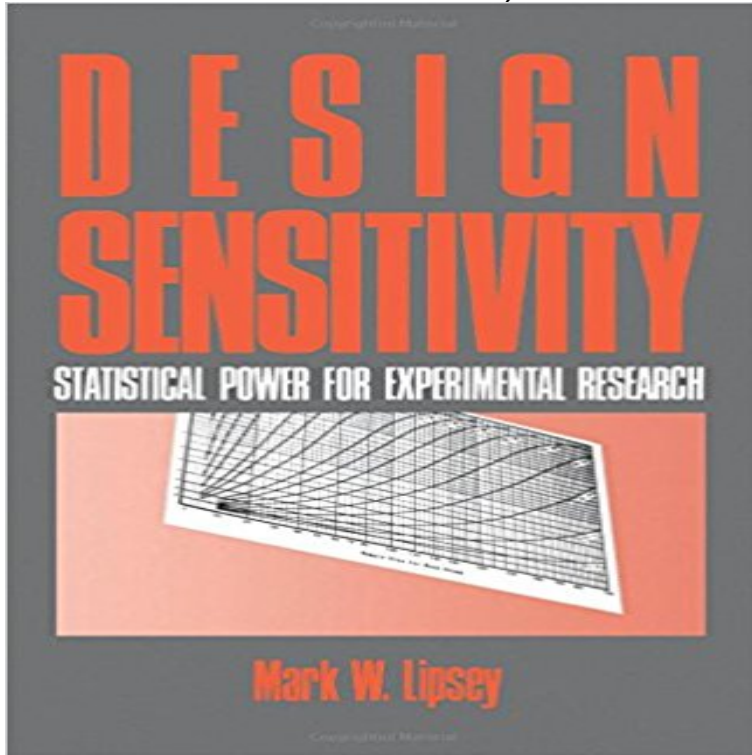


# Design Sensitivity: Statistical Power for Experimental Research (Applied Social Research Methods)



All researchers face an important challenge - designing research that will have sufficient sensitivity to detect those effects it purports to investigate. Sample size, validity and sensitivity, experimental error, subject variability, and the type of statistical analysis all influence the sensitivity of a research design. Through careful explanations and selection of examples, Lipsey examines the concept of design sensitivity and explains statistical power and the elements that determine it.

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