Field Experiments: Researchers discovered there was a high rate of theft of purses from women's shopping bags in the Bull Ring in Birmingham. Most of the thefts occurred in the 2 markets where the stalls were most densely packed. When one of the stalls was redesigned (stalls set further apart, lighting improved), thefts fell by nearly 70%. But, it must be remembered that it is not possible to control all of the variables and it may have been something else that caused the reduction.

**Types of Experimental Design**

- Quasi Experimental Design
- True Experimental Design

**Quasi Experimental Design**

It is simplest form of experimental design. In a quasi-experiment, the control and treatment groups differ not only in terms of the experimental treatment they receive, but also in other, often unknown or unknowable, ways. Thus, the researcher must try to statistically control for as many of these differences as possible.

Types of quasi experimental design:

- Pretest and posttest within one group
- Posttest with both experimental and controlled group
- Time series analysis

**True Experimental Design**

In a true experiment, participants are randomly assigned to either the treatment or the control group, whereas they are not assigned randomly in a quasi-experiment. In true experimental design both groups are involved experimental and controlled. Both groups before and after experiment the group is exposed to treatment. We take data on both pretest and posttest.

**Solomon four group design:**

The Solomon four group designs is a way of avoiding some of the difficulties associated with the pretest and posttest design.