

Within vs. Between Subjects Designs

	Benefits	Problems	Comments
Between Subjects Design	Conservative Design - little chance of treatment contamination	Groups may start out different causing false conclusions to be made	Requires random assignment of subjects to conditions
	Good control over extraneous factors	Individual differences may reduce treatment effects	
	No follow-ups	More subjects are needed because separate groups are used for each level of the IV	
Within Subjects Design	Efficiency - subjects are used in for more than on level of IV	Carry Over Effects Practice Effects Order Effects	Should only be used if carry over effects are not a problem or if combined with counter-balancing
	Useful for studying within subject changes (trends)	Difficult to control all variables that may influence the DV (time, maturation)	