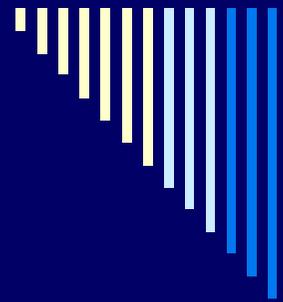


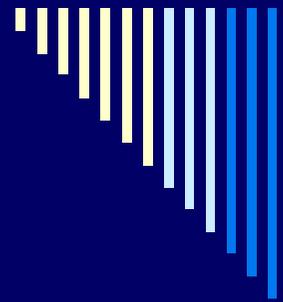
ESE

8. Experiment Operation



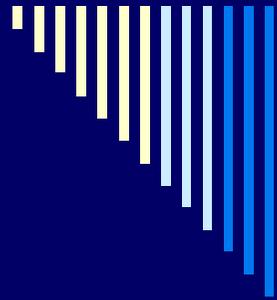
Experiment Operation

- **9.1 Preparation**
- **9.2 Execution**
- **9.3 Data Validation**



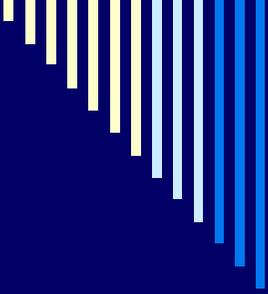
Preparation

- **9.1.1 Commit participants**
- **9.1.2 Instrumentation concerns**



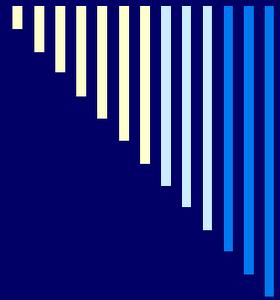
Commit Participants

- **Found people who are willing to attend**
 - Obtain consent
 - Give information about management of sensitive results, If any
 - Inducement: Let them be as little as possible
 - Deception, betray: they are not to prefer, and should be possibly to exclude. If deception is applied it should be explained and revealed to the participants as early as possible.



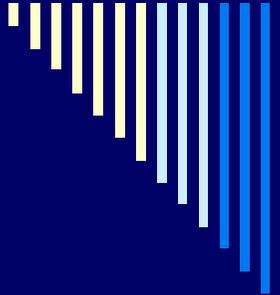
Instrumentation Concerns

- **Implementation of forms, guidelines, materials**
- **Registration of information concerning the expected participating subjects**
- **Training**



Execution

- **Real-time tailoring of the design at execution time**
 - Is there impact on data collection forms?
 - Is there impact on the experimental environment?



Data Validation (Preliminary)

- Did the participants understand the forms?
- Did some of the participants participated in the experiment not seriously?
- Was the experiment conducted as intended?
 - E.g.: Did the experimenters provide the treatments to subjects in the correct order?