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| EXPERIMENTAL DESIGN | TREATMENT |
| EXPERIMENTAL UNITS | SUBJECTS |
| FACTOR | LEVEL |
| EXPLANATORY VARIABLE | RESPONSE VARIABLE |
| RANDOM ASSIGNMENT | CONTROL GROUP |
| CONTROL | REPLICATION |
| RANDOMIZATION | PLACEBO |
| PLACEBO EFFECT | TREATMENT GROUP |
| CONFOUNDING | CONFOUNDING VARIABLE |
| CAUSATION | BLOCKING |
| BLIND EXPERIMENT | DOUBLE BLIND EXPERIMENT |
| COMPLETELY RANDOMIZED DESIGN | MATCHED PAIRS |
| STATISTICALLY SIGNIFICANT |  |