Block	Same idea for experiments as stratifying is for sampling. Group together subjects that are similar and randomize within those groups as a way to remove unwanted variation (of the differences between the groups so that we can see the differences caused by the treatments more clearly) (Doing parallel experiments on different groups.)
Matching (often before and after)	In a retrospective or prospective study, subjects who are similar in ways not under study may be paired and then compared with each other on the variables of interest as a way to reduce unwanted variation in much the same way as blocking.
Designs: Randomized block design Completely random design	The randomization occurs only within blocks. All experimental units have an equal chance of receiving any particular treatment.
The best experiments are usually:	Randomized, comparative, double-blind, placebo-controlled.

IPS pg.249 A wise experimenter will form blocks based on the most important unavoidable sources of variability among the experimental units. Randomization will then average out the effects of the remaining variation and allow an unbiased comparison of the treatments.

Placebo	A (fake) treatment known to have no effect, administered so that all groups experience the same conditions.
Placebo effect	The tendency of many human subjects (often 20% or more of experimental subjects) to show a response even when administered a placebo.
Blinding	Individuals associated with an experiment are not aware of how subjects have been allocated to treatment groups.
2 main classes of individuals who can affect the outcome of an experiment: Single-blind Double-blind	1. those who could influence the results (subjects, treatment administrators, or technicians) 2. those who evaluate the results (judges, treating physicians, etc.) When every individual in *either* of these classes is blinded. When everyone in ***both*** classes is blinded.