single blind – an experiment is single blind if the subjects are unaware of the exact treatment being imposed on them
→ controls for subject bias

double blind – an experiment is double blind if the subjects and the experimenter are unaware of the exact treatment being imposed
→ controls for subject and experimenter bias

nonadherers – subjects who participate but do not follow the experimental treatment

refusals – some subjects that we want in our study may refuse to participate

dropouts – subjects may start in the study and later dropout
→ especially true for experiments that last over an extended period of time
completely randomized – all the experimental subjects are allocated at random among all the treatments

matched pairs design - Subjects are matched to form pairs, or each subject receives both treatments. Randomization occurs within each pair.

block – a group of experimental subjects that are known before the experiment to be similar in some way that is expected to affect the response to the treatments

block design – the random assignment of subjects to treatments is carried out separately within each block