

Experimenter Expectancy Effects

- Sometimes called *experimenter bias*.
- May be a problem when the experimenter knows the hypothesis and is aware of which condition each subject is in.
- The fear is that the experimenter may treat subjects differently in the various conditions in order to confirm the hypothesis, e.g., smile at subjects more in one of the conditions. Also, the experimenter may interpret or record behaviors differently in the various conditions.
- These effects are usually *unintentional*.
- Minimizing expectancy effects:
Carefully trained experimenters.
Run participants in all groups simultaneously if possible.
Automate procedures.
Use experimenters who are not aware of the hypothesis.