



4th LJUBLJANA DOCTORAL SUMMER SCHOOL
3 - 21 July 2017

3-7 July 2017, from 9.00 to 13.00

Course title:

EXPERIMENTAL DESIGN IN SOCIAL SCIENCES

ECTS credits: 4

Lecturer: Professor Ljubica Knezevic Cvelbar, University of Ljubljana, Faculty of Economics

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AIMS OF THE COURSE:

The approach of this module is practical aiming at introducing students to the concepts and skills essential for the design and implementation of experimental research projects. Experiments are becoming extremely useful in triggering human behaviour and are becoming important methodological tools in social science. The main objectives of the course are:

- . Understand the differences between experimentation and other research methodology;
- . Design simple and factorial experiments;
- . Implement simple experiments;
- . Report experimental research results.

COURSE SYLLABUS:

Session 1 4 hours 2 hours	Lecture <ul style="list-style-type: none">o Intro to experimentationo Why experiments?o Nature of experimento Asking the right question Discussion <ul style="list-style-type: none">o Experiments examples Part II	Reading: Shadish, Cook, and Campbell (2001). <i>Experimental and Quasi-Experimental Designs for Generalized Causal Inference</i> . Wadsworth Publishing. Dolničar S., Knezevic Cvelbar L., Grun, B. (2016). Biospheric appeals fail to trigger pro-environmental behaviour in hedonic contexts such as tourism. <i>Journal of Travel Research</i> . Knezevic Cvelbar L., Dolničar S., Grun, B. (2016). Which hotel guest segments reuse towels? Selling sustainable tourism services through target marketing. Accepted for publication – <i>Journal of Sustainable Tourism</i> .
Session 2 4 hours 2 hours	Lecture <ul style="list-style-type: none">o Independent and dependent variableso Simple 2-cell experimental design Lab <ul style="list-style-type: none">o SPSS lab	Reading: Shadish, Cook, and Campbell (2001). <i>Experimental and Quasi-Experimental Designs for Generalized Causal Inference</i> . Wadsworth Publishing.
Session 3	Lecture	Reading: Shadish, Cook, and Campbell (2001).

4 hours	<ul style="list-style-type: none"> ○ Factorial design ○ Mixed design ○ Quasi-experimental design 	<i>Experimental and Quasi-Experimental Designs for Generalized Causal Inference.</i> Wadsworth Publishing.
3 hours	Presentation <ul style="list-style-type: none"> ○ Presentation of Lab work 	
Session 4 4 hours	Lecture <ul style="list-style-type: none"> ○ Bias Avoidance ○ Replication and Validity ○ Ethical Issues ○ Reporting the experiment Discussion <ul style="list-style-type: none"> ○ Experiments examples Part II 	Reading: Shadish, Cook, and Campbell (2001). <i>Experimental and Quasi-Experimental Designs for Generalized Causal Inference.</i> Wadsworth Publishing. Jiang, Yuwei, Lingjing Zhan, and Derek D. Rucker (2014), "Power and action orientation: Power as a catalyst for consumer switching behavior," <i>Journal of Consumer Research</i> , 41(1), 183-196. Dolničar S., Knezevic Cvelbar L., Grun, B. (2016). Making tourists behave more environmentally friendly by sharing cost savings with them.
Section 5 4 hours	Presentation <ul style="list-style-type: none"> ○ Group work presentation ○ Wrapping up the course Consultations <ul style="list-style-type: none"> ○ Individual assignments consultations 	

LIST OF READINGS:

Experiment Methodology

- Shadish, Cook, and Campbell (2001). *Experimental and Quasi-Experimental Designs for Generalized Causal Inference.* Wadsworth Publishing.

Experimental Research Papers (list will be extended)

- Jiang, Yuwei, Lingjing Zhan, and Derek D. Rucker (2014), "Power and action orientation: Power as a catalyst for consumer switching behavior," *Journal of Consumer Research*, 41(1), 183-196.
- Dolničar S., Knezevic Cvelbar L., Grun, B. (2016). Biospheric appeals fail to trigger pro-environmental behaviour in hedonic contexts such as tourism. Working paper.
- Knezevic Cvelbar L., Dolničar S., Grun, B. (2016). Which hotel guest segments reuse towels? Selling sustainable tourism services through target marketing. Accepted for publication – *Journal of Sustainable Tourism*.
- Dolničar S., Knezevic Cvelbar L., Grun, B. (2016). Making tourists behave more environmentally friendly by sharing cost savings with them.

TEACHING METHODS:

The module consists of lectures, lab sessions, and student presentations. Students are expected to have basic research methods knowledge. Detailed requirements for the project and the report will be discussed in class.

Evaluation system:**Class Participation (10%)**

It will be expected that each student will have read the assigned readings (if any) and be ready to make a positive contribution to the class discussion.

Team Research Design Project (40%)

Each student team will design a series of three experiments for an interested research topic. Teams will present their project in the last session of this module.

Individual Written Report (50%)

Each student is required to design an experiment for an interested research topic and write a complete research report based on it.

Lecturer's Biographical Note:

Ljubica Knezevic Cvelbar has a background in sustainable development and pro-environmental behavior. She is mainly interested in how can we change human behavior towards environmentally friendly. Her research on these topics has appeared in some of the leading international journals. She serves as an editorial board member and expert reviewer for Journal of Travel Research, Tourism Review, Tourism and Hospitality Management and International Journal of Event and Festival Management. She received several prestigious domestic and international research awards.