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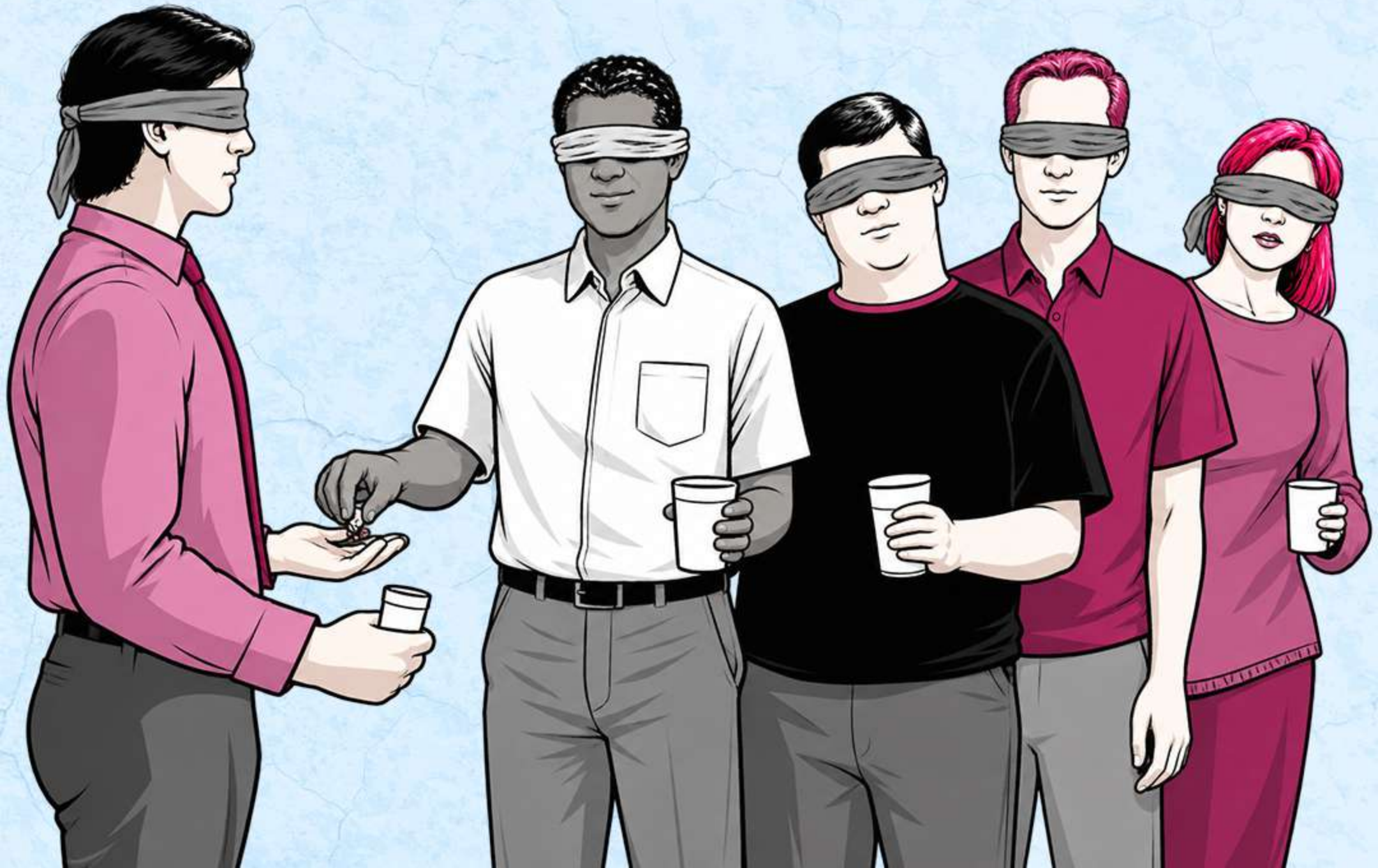
Blinding in Experimental Designs

When researchers want to prevent bias in experimental designs, they sometimes make sure people don't know what's being tested.



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SINGLE-BLIND

Participants don't know which group they're in.

Researchers do.

→ Helps reduce participant expectancy effects.

DOUBLE-BLIND

Participants don't know.

Researchers interacting with them don't know either.

→ Helps reduce both participant and researcher bias.

Why does it matter?

Knowing who received the treatment can influence expectations, behaviour, reporting and researcher judgement, potentially affecting the results.

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