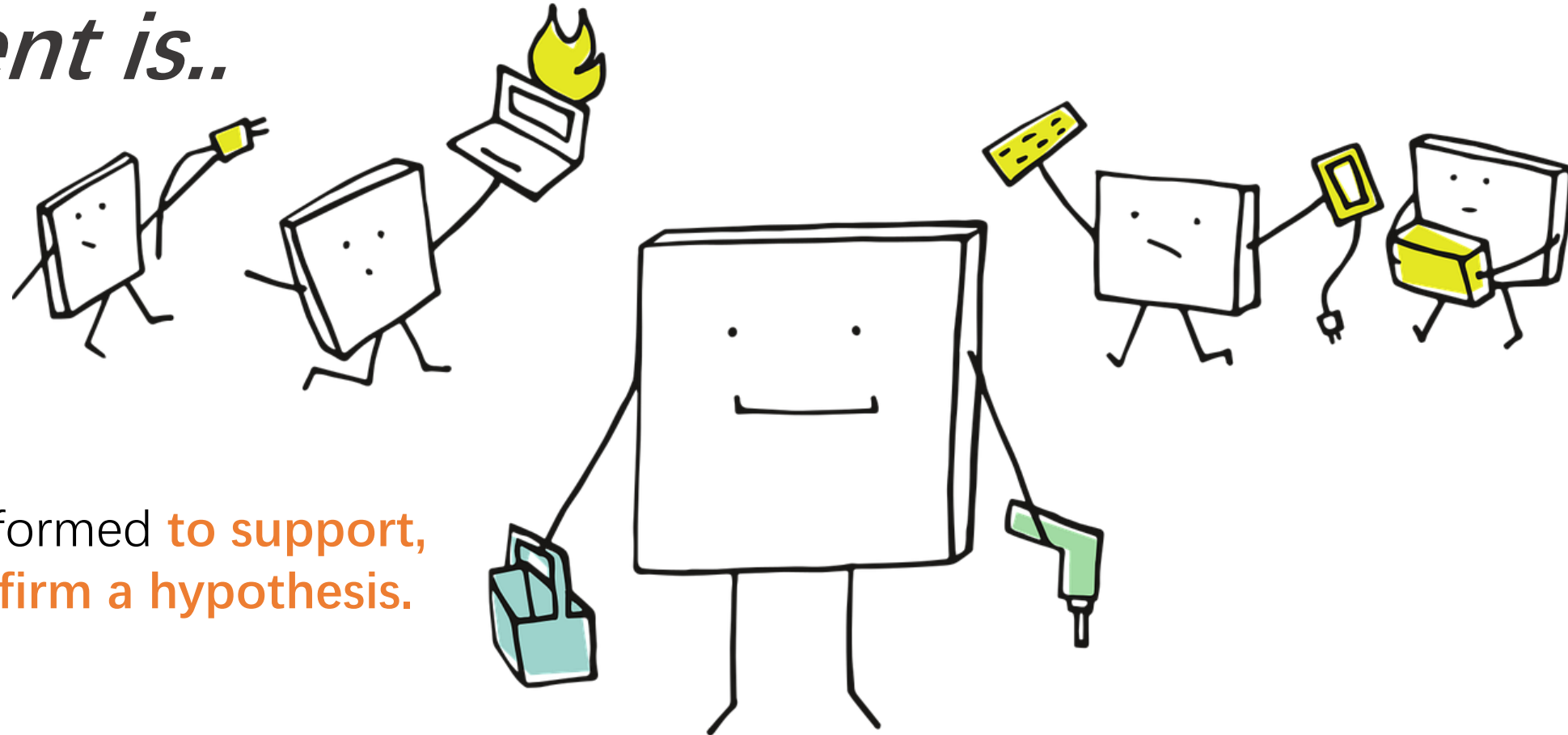


Experiment is..



a procedure performed **to support, disprove, or confirm a hypothesis.**



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Once the topic is
completed and approved,
learners will be able to...



Select, Discovery and Validate an Experiment



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In this lesson, we will learn...

- ✓ *How to select an experiment?*
- ✓ *What rules we need to follow?*



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How to select right experiment?



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Hypothesis type

What type of hypothesis are you testing?

Level of uncertainty

How much evidence do you have?

Urgency

How much time do you have until the next big decision or until you run out of money?



Some Rules to Follow

- Combine **cheap and fast** in the beginning
- **Increase the strength** of the evidence
- Choose the experiment that provides the **strongest evidence**
- Reduce **insecurity**



Conclusions

The choice of an experiment depends on
the amount of available resources and the
control over making the wrong decisions.



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