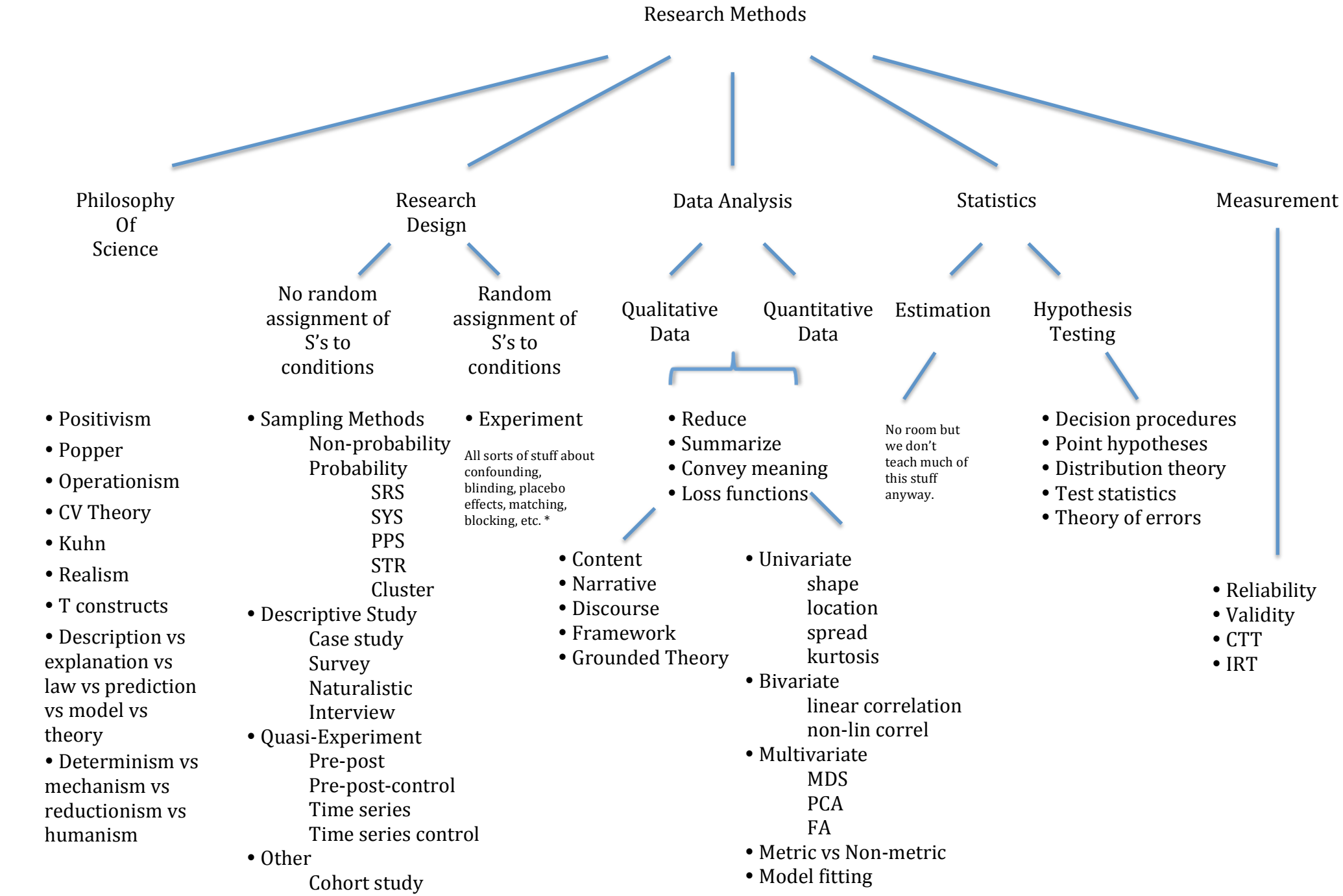

* All designed to attune students to the ways in which our methods of design can cause our research to mislead us about the way in which the world really is. The major reason for research methods in the first place. The reason we must pay attention to these issues is that most of these principles are nothing but hard learned lessons about the way in which we deceive ourselves by the methods we use to try to understand the world. Although they are listed under experiments, these are principles that apply to ALL methods of data collection and analysis.