

Diagram 1: Classical Experiment design

	Time ₁	Time ₂	Time ₃
Experimental group	Pretest measures	IV	Posttest measures
Control group	Pretest measures		Posttest measures

Diagram 2: Classical Experiment design

The effect of exposure to news violence (IV) on sensitivity to violence (DV)

DV measured by “sensitivity to violence scale”
[0 = totally desensitized, 5 = totally sensitized]

	Time ₁	Time ₂	Time ₃
Experimental group	Pretest = 4	Exposure to violent news	Posttest = 2
Control group	Pretest = 4		Posttest = 4

Diagram 3: Classical Experiment design

The effect of exposure to news violence (IV) on sensitivity to violence (DV)

DV measured by “sensitivity to violence scale”
[0 = totally desensitized, 5 = totally sensitized]

	Time ₁	Time ₂	Time ₃
Experimental group	Pretest = 2	Exposure to violent news coverage	Posttest = 2
Control group	Pretest = 3		Posttest = 3

Diagram 4: Variation on Classical Experiment design
 The effect of exposure to news violence (IV) on sensitivity to violence (DV)
 [three control groups]

	Time ₁	Time ₂	Time ₃
Experimental group	Pretest measures	Exposure to violent news coverage	Posttest measures
Control group ₁	Pretest measures	Exposure to non-violent news coverage (of violent news)	Posttest measures
Control group ₂	Pretest measures	Exposure to non-violent news	Posttest measures
Control group ₃	Pretest measures	No exposure to any news	Posttest measures

Diagram 5: Variation on Classical Experiment design
 The effect of exposure to news violence (IV) on sensitivity to violence (DV)

DV measured by “sensitivity to violence scale”
 [0 = totally desensitized, 5 = totally sensitized]

	Time ₁	Time ₂	Time ₃
Experimental group	Pretest measures	Exposure to violent news coverage	Posttest = 2
Control group ₁	Pretest measures	Exposure to non-violent news coverage (of violent news)	Posttest = 2.3
Control group ₂	Pretest measures	Exposure to non-violent news	Posttest = 2.3
Control group ₃	Pretest measures	No exposure to any news	Posttest = 4

Diagram 6: Variation on Classical Experiment design
The effect of exposure for news violence (IV) on sensitivity to violence (DV)
[Controlling for young males]

		Time₁	Time₂	Time₃
Males 18-24	Experimental group₁	Pretest measures	Exposure to violent news coverage	Posttest measures
	Control group₁	Pretest measures	Exposure to non-violent news coverage (of violent news)	Posttest measures
Males 25-40	Experimental group₂	Pretest measures	Exposure to violent news coverage	Posttest measures
	Control group₂	Pretest measures	Exposure to non-violent news coverage (of violent news)	Posttest measures

Diagram 7: Variation on Classical Experiment
The effect of exposure for news violence (IV) on sensitivity to violence (DV)
[Controlling for young males]

		Time₁	Time₂	Time₃
Males 18-24	Experimental group₁	Pretest measures	Exposure to violent news coverage	Posttest = 2
	Control group₁	Pretest measures	Exposure to non-violent news coverage (of violent news)	Posttest = 3
Males 25-40	Experimental group₂	Pretest measures	Exposure to violent news coverage	Posttest = 3
	Control group₂	Pretest measures	Exposure to non-violent news coverage (of violent news)	Posttest = 4

Diagram 8: Solomon Four Group design

	Time ₁	Time ₂	Time ₃
Experimental group ₁	Pretest measures	IV	Posttest measures
Control group ₁	Pretest measures		Posttest measures
Experimental group ₂		IV	Posttest measures
Control group ₂			Posttest measures

Diagram 9: Posttest Only Control Group design

	Time ₁	Time ₂
Experimental group	IV	Posttest measures
Control group		Posttest measures