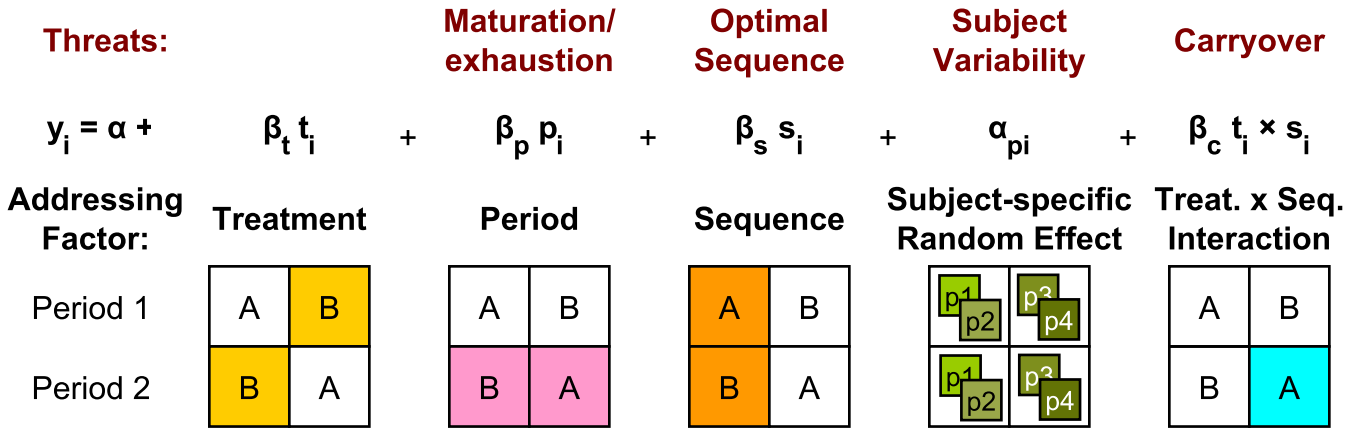
Threats:
Maturation/ exhaustion
Optimal Sequence
Subject Variability
Carryover
$y_i = \alpha + \beta_t t_i + \beta_p p_i + \beta_s s_i + \alpha_{pi} + \beta_c t_i \times s_i$
Addressing Factor:
Treatment
Period
Sequence
Subject-specific Random Effect
Treat. x Seq. Interaction
Period 1
Period 2
A
B
B
A
A
B
B
A
A
B
B
A
p1
p2
p3
p4
p1
p2
p3
p4
A
B
B
A
Seq. AB
Seq. BA