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One way to teach students about issues related to sampling and experimental design is to provide them with opportunities to design, conduct, and critique experiments in the classroom. One such classroom activity, a cookie taste test, will be presented during this talk. The author will discuss just how this activity was developed and how it is typically carried out in an introductory statistics course taught through the Department of Educational Psychology. The author will also share ways in which the activity has been adapted for use in an online introductory course and in an intermediate statistics course. (Received September 02, 2007)