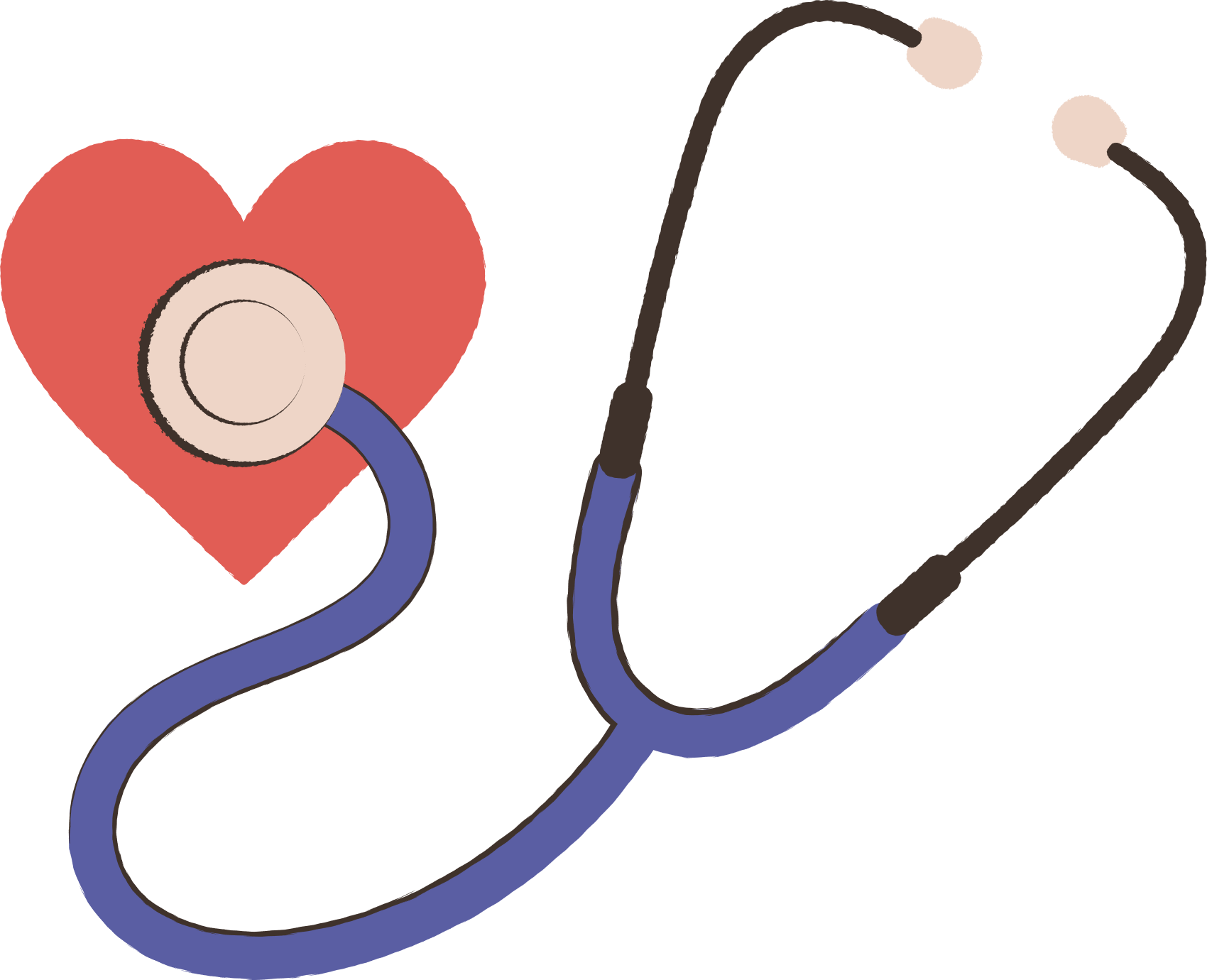


Participants suffering from Parkinson’s Disease serve as placebo effect test subjects. Each participant receives an effective drug valued at $100 per dose and then motor function changes are measured. After each participant receives an effective drug said to be valued at $1500 per dose, then their motor functions are measured again.

A comparison between motor function improvements following the administration of each placebo will help determine whether fictitious costs can influence the effectiveness of a placebo.

Method



The study found motor functions improve significantly more for participants following the administration of a reportedly $1500 placebo, compared to a reportedly $100 placebo.

While the degree of improvement in motor function for participants varied due to the administration of a $1500 placebo drug, all participants experienced improved

motor functions. A higher cost for a placebo will improve patients’ conditions even more.

Results

The Placebo Effect: Are Expensive Placebos More Effective Than Cheap Placebos?



**Authors**

Don't forget the names of the research authors and co-authors. Use full names and include any titles or honorifics the authors may have, as well as the university or research institution they are representing.

**Affiliations**

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In what ways can fictitious costs impact the effectiveness of a placebo? To better understand how the ‘placebo effect’

takes place, we will provide placebos

of different reported costs

and measure their impact

on the patients.

Purpose

Providing placebos that are ‘expensive’ will amplify the placebo effect of actual placebos with participants.

Hypothesis

