

What, why, and which experiments?

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- ▶ 9:15-9:45 What, why, and which experiments?
- ▶ 9:45-10:15 Moving beyond simple experiments
- ▶ 10:15-10:30 Coffee break
- ▶ 10:30-11:15 Four strategies for experiments
- ▶ 11:15-11:45 Zero variable cost data and musiclab
- ▶ 11:45-12:15 3 Rs
- ▶ 12:15-12:30 Logistics (Not open to public/No livestream)
- ▶ 12:30-1:30 Lunch (Not open to public/No livestream)
- ▶ Afternoon off
- ▶ Sunday off
- ▶ Monday begin group projects

Experimental Study of Informal Rewards in Peer Production

Michael Restivo*, Arnout van de Rijt

<https://doi.org/10.1371/journal.pone.0034358>

Effect
of



on

awards



contributions to Wikipedia

<https://en.wikipedia.org/wiki/File:Wikipedia-logo-v2.svg>

https://commons.wikimedia.org/wiki/File:Original_Barnstar_Hires.png

http://www.flaticon.com/free-icon/pencil-edit-button_61456

What's the same?

- ▶ recruiting participants
- ▶ randomization treatment
- ▶ delivering treatment and control
- ▶ measuring outcomes

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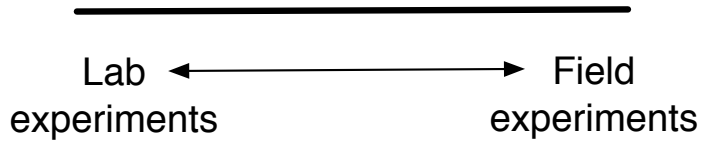
What's different?

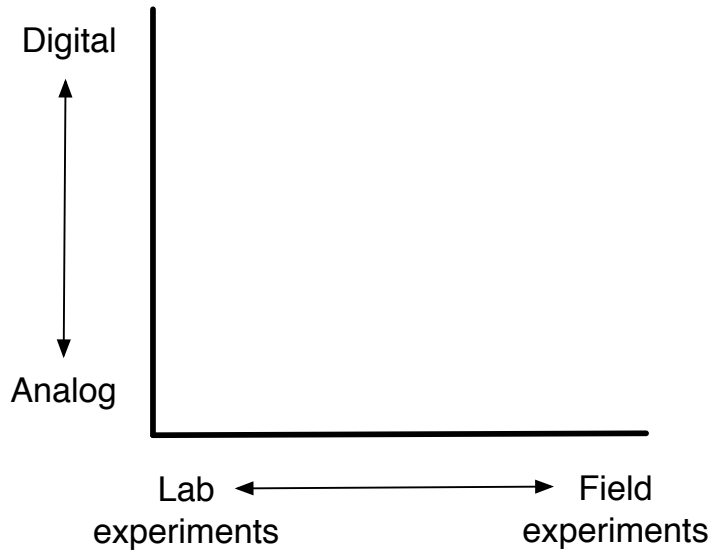
- ▶ Fully digital experiment leads to zero variable cost data.
- ▶ Constraint on size is not cost, it is ethics.

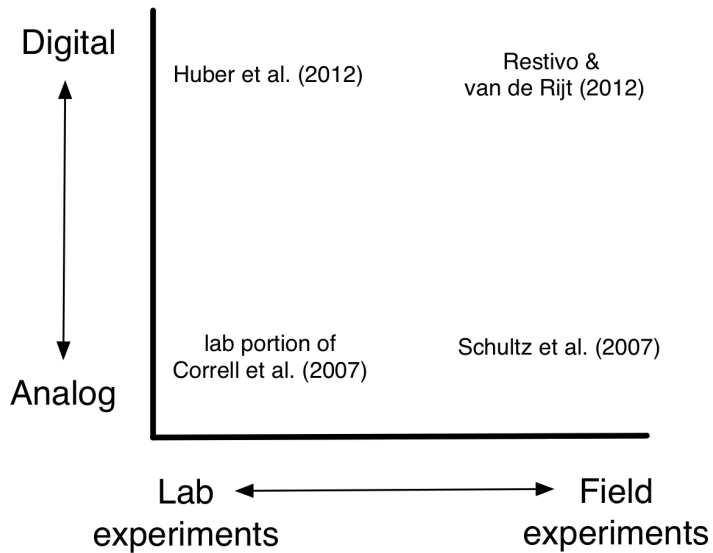
Perturb and observe experiments vs randomized controlled experiments

“It’s like you don’t harass women, you don’t steal, and you’ve got to have a control group. This is one of the things that you can lose your job for at Harrah’s not running a control group.” Gary Loveman, CEO Harrah’s

- ▶ Sometimes we create a randomized controlled experiment by creating a treatment group
- ▶ Sometimes we create a randomized controlled experiment by creating a control group







Questions?