# "We're All Social Scientists Now"

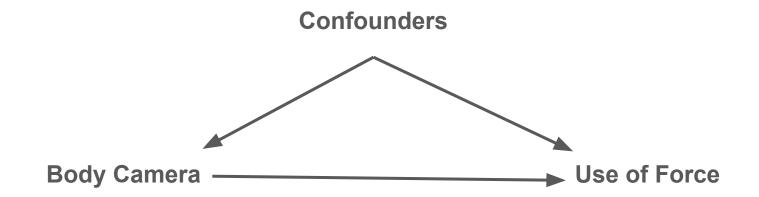
Introduction to Quantitative Social Science

Body Camera — Puse of Force

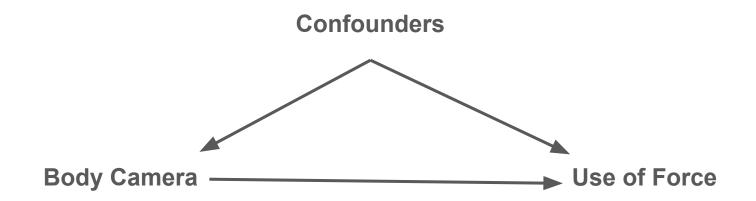
Body Camera — Puse of Force

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Naive estimator: E[# uof | body cam] - E[# uof | ~body cam]



Examples?

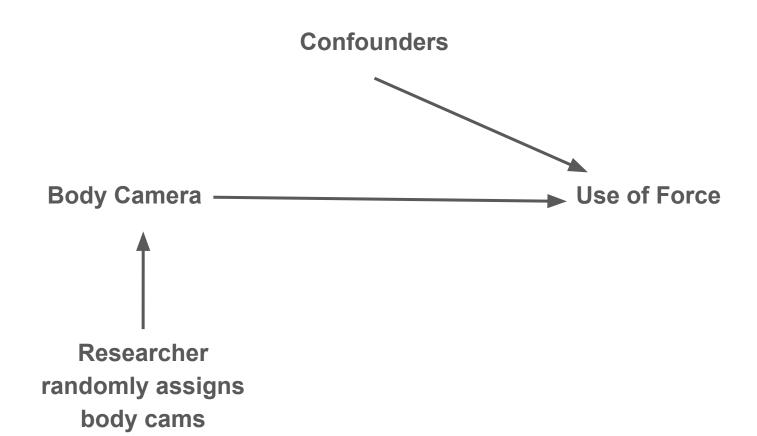


- Examples?
  - Consent decree, union, dept policy, officer assignment (e.g. undercover and patrol danger), officer quality, gvt level (fed, state, local), race, age, gender, economic status

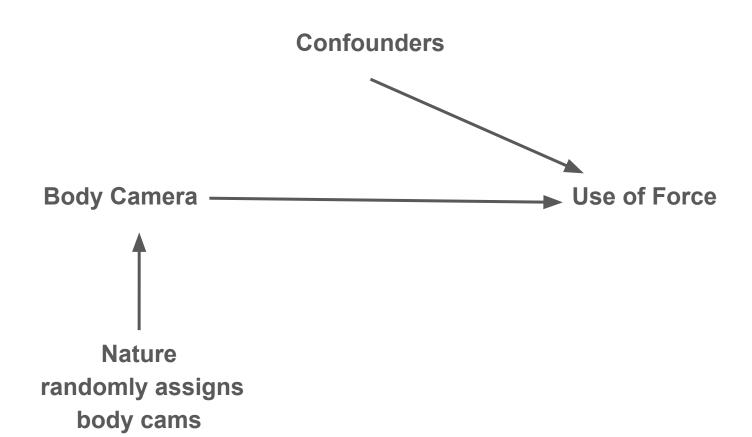
## Causal Research Design

- 1. Experiments
- 2. Quasi-experiments
- 3. Observational studies

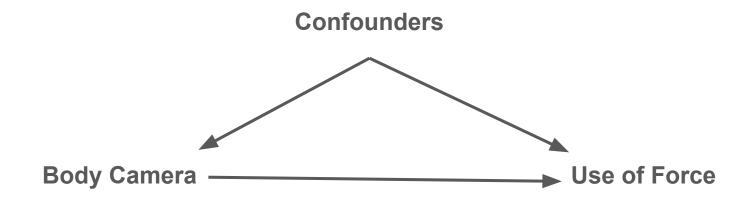
## Experiment



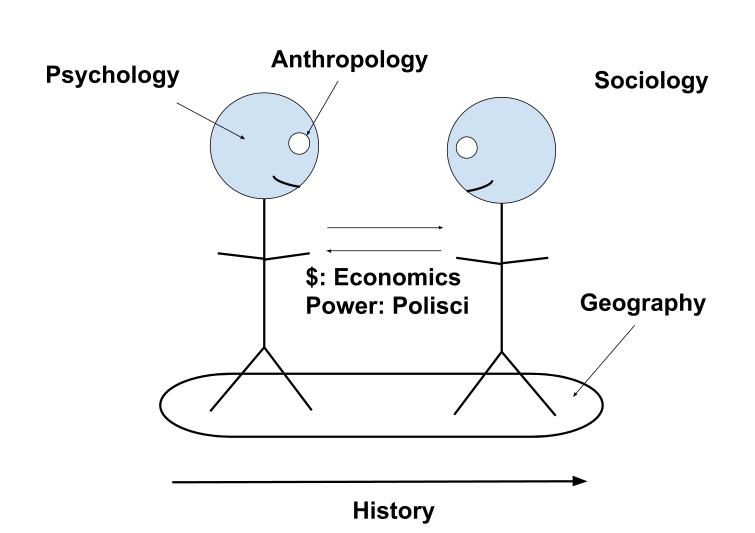
# **Quasi-Experiment**



#### **Observational Study**



Include confounders in regression



## Why Social Science?

- We're interested in people
- We want to change behaviors
- Privacy, bias, inclusion

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"Statistics": from "state." It was meant to improve government.

## Machine Learning vs Social Science

	<b>Machine Learning</b>	Social Science
<b>Primary Goal</b>	Prediction	Explanation
Model Selection	Out-of-sample accuracy	Theory & Parameter Estimates

#### Body Camera Example

- Machine learning example:
  E[# uof | bodycam, confounders & everything else]
- Social science example:
  E[# uof | bodycam, confounders] E[# uof | ~bodycam, confounders]

#### Important Social Science Issues

- Too few rows
  - No counterfactuals
  - External validity
  - Selection effect: E.g. vulnerable populations are less likely to report police misconduct
  - Ecological inference
- Too many rows
  - E.g. Post-treatment controls
- Too few columns
  - Unobserved variables: E.g. 2013 NFP project: motivation of mothers in/out of the program
- Too many columns
  - Noise
- The wrong values
  - Missing values
  - Noisy values (e.g. conceptualization operationalization measurement)
  - Systematically biased values
- Model specification
  - o Relationship between rows, columns, values, e.g. linear v. non-linear, SUTVA
- Ethics
  - o E.g. send mailers placing non-partisan judicial candidates with Montana state seal

#### Some Lessons Learned for DSSG Projects

- Behaviors are better predictors than demographics
- Some important predictors
  - Race
  - Age
  - Gender
  - Econ status
  - Geography
- Some useful datasets
  - American Community Survey
  - American Time Use Survey
  - General Social Survey
  - o Behavioral Risk Factor Surveillance System
- Model all people involved (politicians, inspectors, judges, not just defendants)

#### Social Science Examples

- Stanford Prison Experiment
- Milgram's Obedience Experiment
- Asch Conformity Study
- Implicit Association Test
- Social Pressure and Voter Turnout
- The Michigan Model (partisan ID)
- Republicans Should Pray for Rain
- The Political Legacy of American Slavery
- Effective Messages in Vaccine Promotion
- Crime and Punishment
- Geography and Trade
- Political Economy of Terrorism
- Minimum Wages and Employment