**Module 3 lingo sheet**

(What’s this all about? Here are some common terms that you should commit to memory. Memorizing them will make it easier for you to absorb and work with the concepts in this class, because you won’t have to spend mental energy remembering what the language is referring to.)

1. Subgroups – Improving Precision
   * **Lingo 16:** What is demeaning (in the context of subgroup analysis)?
   * **Answer:** We take the outcome metric for each unit in our data and subtract off its subgroup mean.
2. Subgroups - Balance
   * **Lingo 18:** What is stratified random sampling?
   * **Answer:** It’s the process that we organize data into separate strata (mutually exclusive  
     groupings) and **randomly** select for treatment within each of the strata.
3. Subgroups - Heterogeneous Treatment Effects
   * **Lingo 19:** What are “heterogeneous treatment effects (HTEs)” (in the context of subgroup analysis)?
   * **Answer:** Difference in average outcome metric, by subgroup