# POPROX Experimenter Intake Form

POPROX is a platform for experimenting with live delivery of news recommendations via email newsletter. Please consult the project wiki at [TODO: link here] for additional information.

Please fill out this form if you are interested in doing an experiment with POPROX. Email completed forms to [intake@poprox.ai](mailto:intake@poprox.ai) and one of our consultants will contact you within 2 business days.

Date: 2024-12-11

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*(Optional) Other researchers involved in this project:*

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Categorize your primary area of research for this study:

\_\_X\_ Primarily algorithmic (e.g. testing one recommendation algorithm vs another)

\_\_\_ Primarily human-centered (e.g. testing people's reactions to news that they see)

\_\_\_ Primarily user-interface related (e.g. testing people's reactions to different ways of displaying news.)

What aspects of the news recommendations do you envision manipulating (check 1 and 2 if both apply)?

1. X The set of recommendations delivered and/or their ranking
2. ▢ The way the recommendations are displayed or contextualized
3. ▢ I'm not planning on changing the news recommendations

What outcomes are you interested in measuring? (check all that apply)

1. X Study participants’ behavior (e.g. click-through of articles)
2. ▢ Study participants’ subjective evaluations of newsletter / the recommended news articles
3. X Characteristics of the recommended news articles
4. ▢ Characteristics of the study participants
5. ▢ Other: \_\_\_\_\_\_\_\_\_\_\_\_

(Optional) *Comments on research area*:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What research question(s) are you proposing to investigate with POPROX (Note: a good research question identifies a population, an intervention / exposure, a comparative or control condition, and a target outcome)?

This experiment is intended as a trial run of the experimenter experience in POPROX and therefore does not have a firm research question. We expect that random recommendations will be worse than the baseline. If they are not, that’s a problem!

What is the theoretical rationale for your research questions and hypotheses?

N/A

Do you have specific requirements for types of users in your study?

This experiment should only be conducted on in-house users. It will not have IRB approval or seek to derive scientific insights.

Why do you think that POPROX is a good environment for conducting this research?

It is the only place where this work can be done.

*(Optional) Do you have any publications around these or similar research questions? If so, list one or two below:*

*(Optional) Additional information that may be useful to understand your proposed experiment:*