

What are experiments? (04-02)

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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

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Why is a control group so important?

Sometimes we create a randomized controlled experiment by creating a treatment group and sometimes we creating a control group