

# Design your own (05-06)

Matthew J. Salganik  
Department of Sociology  
Princeton University

Soc 596: Computational Social Science  
Fall 2016



- ▶ Motivate participants
- ▶ Leverage heterogeneity
- ▶ Focus attention
- ▶ Enable surprise
- ▶ Be ethical
- ▶ Final design advice

This is hard so it best if your project can succeed at many scales

Questions? Comments? Ideas? Suggestions?