Making it happen
(04-05)

Matthew J. Salganik
Department of Sociology
Princeton University

Soc 596: Computational Social Science
Fall 2016

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex

How to partner with the powerful?

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
Use existing systems	low	low	high	potentially complex

Just do it yourself

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
Use existing systems	low	low	high	potentially complex
Build an experiment	medium	high	medium	relatively easy

Just do it yourself

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
Use existing systems	low	low	high	potentially complex
Build an experiment	medium	high	medium	relatively easy
Build a product	high	high	high	relatively easy

Just do it yourself → Use existing systems
→ Build an experiment
→ Build a product