

## Assignment 1 Group 4 (Google Studies)

### Encouraging employees to contribute \$2000 or \$8000 to their retirement plan

#### Experimental Design Notation

	Policy Implmentation	Contributions after policy implementation
R	X <sub>1</sub>	O <sub>1</sub>
R	X <sub>2</sub>	O <sub>2</sub>

where X<sub>1</sub> refers to reminder calls for “non-aggressive” savings goal and X<sub>2</sub> refers to reminder calls for “aggressive” savings goal.

#### Potential Threats to Inference

[^1] Self-Selection Bias: Even with random assignment (R), employees’ inherent preferences or financial situations might influence their response to the reminder calls. Some individuals might be more naturally inclined or financially capable of meeting the aggressive savings goal, while others may not, regardless of the intervention. **Solution: only select employees of a certain income level to perform the experiment to reduce the issue of financial capabilities.**

[^2] “Cross-contamination”: Due to the set-up of the experiment, participants in group 1 might interact with participants in group 2 thereby leading to contamination between the different policy intervention. **Solution: Remind participants not to discuss the discussion for the sake of privacy and sensitivity issues**