

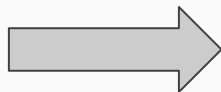
Annex. Research Design

Pilot

Blocks:

- 1) Cities (4 - NYC, LA, SF, DEN)
- 2) Price range (4?)
- 3) Rooms (1, 2, 3?)

30-40 responses to each block

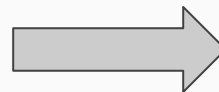


Randomize within each block

Treatment

- 1) Emails with 0!
- 2) Emails with 1!
- 3) Emails with 5!
- 4) Emails with 10!

Otherwise similar email (language, font, headers, etc.)



Use to calibrate

- 1) Sample size
- 2) Rooms, price
- 3) Number of !

Preliminary results will be used to estimate possible power

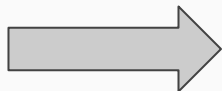
Also testing out workflow

Actual Research Design

Blocks:

- 1) Cities (4 - NYC, LA, SF, DEN)
- 2) Price range (4?)
- 3) Rooms (1, 2, 3?)

Calibrate to required emails to achieve reasonable power (but for ethical reasons this might be maxed out at 100 or so)

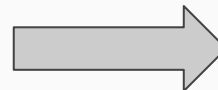


Randomize within each block

Treatment

Calibrate to ! require (maybe 0, mild, and a larger number)

Otherwise similar email (language, font, headers, etc.)



Statistical Model

Linear Regression of 1(response), 0 (no response) against treatment (0, x, y) and controlling for cities, price (normalized to city, factor), and rooms (factor)

We seek to test the hypothesis that the coefficients are statistically significant (reject $H_0=0$)