

Causal Inference in Complex Systems: Network Interference, Strategic Agents, and Beyond - YouTube

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Example 2: Experiments for long-term effects under learning/habituation

ΔCTR (experimentation) (extrapolation) ΔCTR (experimentation) (extrapolation)

Extrapolation is:
- easy to perform
- easy to justify

Extrapolation is:
- harder to perform
- much harder to justify

explicit

An online service aiming to improve CTR needs to carefully design an experiment to extrapolate for long-term effects.

For example, (Honhold et al, 2015) proposed designs to estimate "ad blindness" at Google.

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Description

977 views Streamed 2 months ago Panos Toulis (University of Chicago) <https://simons.berkeley.edu/talks/tbd...> Quantifying Uncertainty: Stochastic, Adversarial, and Beyondmore