# W241 Final Project Experiment Results

Jack Workman & Yulia Zamriy

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# 1. Pilot Study

TODO

# 2. Getting the Data

#### 2.1 Load the Data

Survey responses were sourced from three different environments: 1. Amazon Mechanical Turk with Masters qualification 2. Amazon Mechanical Turk without Masters qualification 3. Friends & Family (Facebook, LinkedIn, I School Slack)

Although this step is not critical for analyzing the results of the experiment, it might be interesting to know later on where a subject was recruited from. So, here we pre-process the data to explicitly identify each subject's group. We do that by matching the mTurkCOde from the Amazon Mechanical Turk (mturk) responses to the mTurkCode in the qualtrics data set.

```
mturk_masters =
    read.csv("experiment_results/mturk_W241_Final-Project_Survey_Masters-Batch_Results.csv")
mturk_regulars =
    read.csv("experiment_results/mturk_W241_Final-Project_Survey_Non-Masters-Batch_Results.csv")

# the second and third rows of the qualtrics results contain meta info
# we do not need so we remove it here
all_content =
    readLines("experiment_results/qualtrics_W241_Final-Project_Survey_Experiment_August-1-2018_14-06.csv"
all_content = all_content[-3]
all_content = all_content[-2]
qualtrics = read.csv(textConnection(all_content), header = TRUE, stringsAsFactors = FALSE)
rm(all_content)
# thank you: https://stackoverflow.com/questions/15860071/read-csv-header-on-first-line-skip-second-line
```

#### 2.2 Concatenate MTurk Masters & MTurk Regulars

```
# assign groups
mturk_masters['source_group'] = 1
mturk_regulars['source_group'] = 2
mturk_all = rbind(mturk_masters, mturk_regulars)

# keep these columns and drop the rest (switched to reverse where we explicitly drop the not necessary
#mturk_cols_to_keep = c('HITId', 'CreationTime', 'Expiration', 'AssignmentId', 'WorkerId', 'AssignmentS
#mturk_all = mturk_all[mturk_cols_to_keep]

# drop unnecessary columns
mturk_all = subset(mturk_all, select = -c(HITTypeId, Title, Description, Keywords,
```

```
Reward, MaxAssignments, RequesterAnnotation,
                                           AssignmentDurationInSeconds, AutoApprovalDelayInSeconds,
                                           NumberOfSimilarHITs, LifetimeInSeconds, AssignmentId,
                                           AutoApprovalTime, ApprovalTime, RejectionTime,
                                          RequesterFeedback, Approve, Reject))
# rename mTurkCode column to match qualtrics
mturk_all['mTurkCode'] = mturk_all['Answer.surveycode']
# check out the combined dataset
#head(mturk_all)
table(mturk_all['source_group'])
##
##
         2
     1
   42 300
dim(mturk_all)
## [1] 342 14
```

## 2.3 Merge MTurk and Qualtrics Datasets

```
#head(qualtrics)
responses = merge(x = qualtrics, y = mturk_all, by = "mTurkCode", all.x = TRUE)
dim(responses)
## [1] 519 42
table(responses$source_group)
##
##
     1
         2
   42 298
##
#head(responses)
#colnames(responses)
responses$source_group[is.na(responses$source_group)] = 3
responses$source_group <- factor(responses$source_group, labels = c("Mturk Masters", "Mturk Regulars",
#hist(responses$source_group, breaks=3) # could probably make this prettier
table(responses$source_group)
##
##
   Mturk Masters Mturk Regulars
                                             F&F
               42
rm(list = c('mturk_all', 'mturk_masters', 'mturk_regulars', 'qualtrics'))
```

## 3. Data Cleaning

# 3.1 Identifying Invalid Data Rows

Potentially invalid responses are those that:

• have Status = 'Spam' or 'Survey Preview'

- Duplicate IPAddress occurance. We'll keep the first response for the analysis (alternatively, we can exclude all of them)
- not finished (progress less than 100%). These cases need to be investigated for potential bias

#### 3.1.1 Invalid Status

#### 3.1.2 Duplicate IP Addresses

```
# record duplicate IP Addresses and first timestamp
responses %>%
  group_by(IPAddress) %>%
  arrange(StartDate) %>%
  summarize(ip_count = n(),
            StartDate = first(StartDate)) %>%
  filter(ip_count > 1) -> duplicate_ips
# merge duplicate IP Addresses based on first time stamp
responses <- merge(x = responses, y = duplicate_ips,</pre>
               by = c("IPAddress", "StartDate"), all.x = TRUE)
# merge all duplicate IP Addresses
responses <- merge(x = responses, y = duplicate_ips[,c("IPAddress", "ip_count")],
               by = "IPAddress", all.x = TRUE)
responses$duplicate_ip <- 0
responses[!is.na(responses$ip_count.y),]$duplicate_ip <- 1</pre>
responses$duplicate_ip_xfirst <- 0
responses[!is.na(responses$ip_count.x),]$duplicate_ip_xfirst <- 1</pre>
responses$ip_count.x <- NULL</pre>
colnames(responses)[colnames(responses)=="ip_count.y"] <- "ip_count"</pre>
responses[is.na(responses$ip_count),]$ip_count <- 1</pre>
rm(duplicate_ips)
```

#### table(responses\$duplicate\_ip, responses\$duplicate\_ip\_xfirst)

```
##
## 0 1
## 0 430 0
## 1 60 29
table(responses$ip_count)
```

```
## ## 1 2 3 4 5 16
## 430 38 9 16 10 16
```

# 3.1.3 Unfinished Surveys

We have 70 responses that were not finished. We'll create a separate flag variable to determine if they are a cause for attrition concern:

```
##
## Summary of survey's progress:
    Min. 1st Qu. Median
                        Mean 3rd Qu.
##
    53.00 100.00 100.00
                       94.24 100.00 100.00
  ______
## Number of responses that are not finished:
## [1] 70
##
## Primary outcome distribution for unfinished responses:
## 
##
## Source of unfinished responses:
##
##
   Mturk Masters Mturk Regulars
                                    F&F
             0
                                     70
##
  ______
##
## Treatment assignment for unfinished responses:
##
##
     Introduction:1Star Introduction:4.5Stars Introduction:Control
##
                  17
                                                      25
3.1.4 Putting It All Together
responses$valid <- "Valid"</pre>
responses[responses$Status %in% c("Spam", "Survey Preview"), ]$valid <- "Preview/Spam"
responses[responses$duplicate_ip_xfirst==1,]$valid <- "Duplicate"</pre>
responses[responses$Progress < 100,]$valid <- "Not Finished"
table(responses$valid)
##
##
    Duplicate Not Finished Preview/Spam
                                        Valid
          23
                                          423
## Source of valid responses:
## Mturk Masters Mturk Regulars
                                    F&F
                       291
##
                                     93
## Source of invalid responses:
```

```
##
                                         F&F
##
   Mturk Masters Mturk Regulars
##
               3
                                          86
##
  ______
##
##
  Treatment assignment for valid responses:
##
##
     Introduction:1Star Introduction:4.5Stars Introduction:Control
##
                   135
                                        141
                                                             147
##
##
  Treatment assignment for invalid responses:
##
##
     Introduction:1Star Introduction:4.5Stars
                                             Introduction:Control
##
table(responses[responses$valid == "Valid",]$FL_2_DO,
     responses[responses$valid == "Valid",]$source_group)
##
##
                         Mturk Masters Mturk Regulars F&F
##
    Introduction: 1Star
                                   10
                                                 90
                                                     35
##
    Introduction: 4.5Stars
                                   12
                                                101
                                                     28
##
    Introduction:Control
                                   17
                                                100
                                                     30
```

#### 3.2 Are Valid Responses Actually Valid?

## [1] 400

```
short_story_word_count = 990
duration_secs_minimum = 30
correct_answers_minimum = 1
```

This experiment relies entirely on the assumption that the subjects read the short story. To ensure this, we added several validation checks to the survey.

First, a timer to track how long each participant spends on the short story page itself. The short story is 990 words, so any subject with less than 30, a reading speed of 0.55 will be dropped. Given that the adult average reading speed is about 200 wpm), we believe that this is more than justified.

Second, the survey contains three reading comprehension questions to test the reader's understanding of the story. These questions are designed to be extremely basic and high-level. In fact, the questions were made easier after the pilot as those were deemed to be too difficult. If the subject read the story, then they should be able to answer these questions. Since no one is perfect, we are electing to keep all subjects that answered at least 1 answer correctly. We drop the rest.

Finally, we will be dropping any subject that failed to answer all questions in the survey.

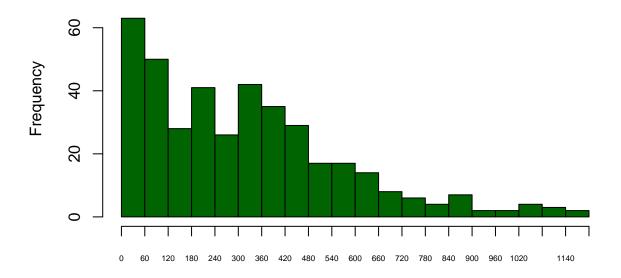
```
valid_responses = subset(responses, valid == "Valid")
summary(valid_responses$Duration..in.seconds.)

## Min. 1st Qu. Median Mean 3rd Qu. Max.
## 9.0 104.5 305.0 744.5 494.0 78097.0
sum(valid_responses$Duration..in.seconds. < 1200)</pre>
```

```
hist(valid_responses[valid_responses$Duration..in.seconds. < 1200,]$Duration..in.seconds.,
    col = "darkgreen",
    breaks = seq(0,1200,60),
    ylim = c(0, 75),
    xaxt = 'n',
    xlab = "Time spent on the whole survey",
    main = "Histogram of time spent on survey")

axis(side = 1, at = seq(0,1200,60), labels = seq(0,1200,60), cex.axis = 0.5)</pre>
```

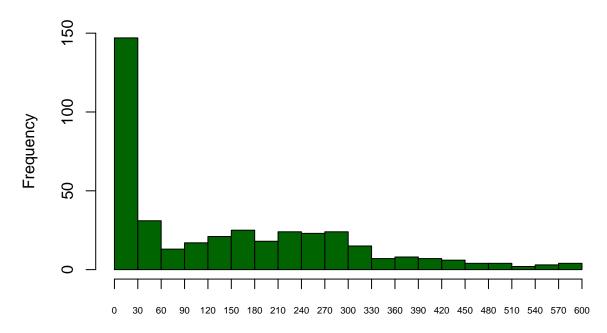
# Histogram of time spent on survey



Time spent on the whole survey

```
summary(valid_responses$Q2_Page.Submit)
##
       Min. 1st Qu.
                       Median
                                  Mean 3rd Qu.
                                                     Max.
      1.511
               9.493 126.567 204.099 265.954 7691.925
##
sum(valid_responses$Q2_Page.Submit < 600)</pre>
## [1] 403
hist(valid_responses[valid_responses$Q2_Page.Submit < 600,]$Q2_Page.Submit,
     col = "darkgreen",
     breaks = seq(0,600,30),
     ylim = c(0, 150),
    xaxt = 'n',
    xlab = "Time spent on the story page",
     main = "Histogram of time spent reading")
axis(side = 1, at = seq(0,600,30), labels = seq(0,600,30), cex.axis = 0.6)
```

# Histogram of time spent reading



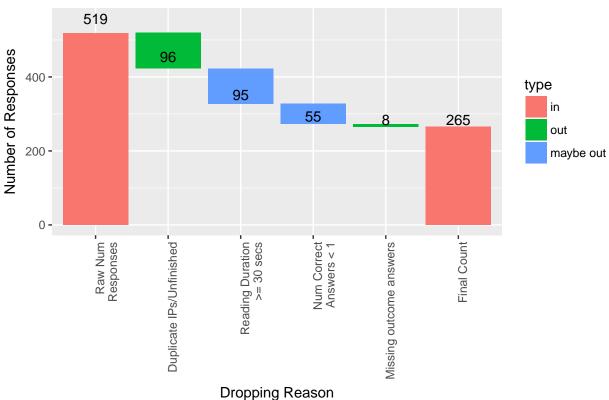
Time spent on the story page

```
# reading time check
#valid_responses = subset(valid_responses, Q2_Page.Submit >= duration_secs_minimum)
valid_responses[valid_responses$Q2_Page.Submit < duration_secs_minimum,]$valid <- "Undertime"
table(valid_responses$valid)
##
## Undertime
                 Valid
##
         147
                   276
table(valid_responses$valid, valid_responses$FL_2_D0)
##
##
               Introduction:1Star Introduction:4.5Stars Introduction:Control
##
     Undertime
                                45
                                                      53
                                                                            49
     Valid
                                90
                                                                            98
table(valid_responses$valid, valid_responses$source_group)
##
##
               Mturk Masters Mturk Regulars F&F
##
     Undertime
                           5
                                         128
     Valid
                          34
##
                                         163 79
# reading questions check
Q12_correct_ans = 'Beautiful'
Q14_correct_ans = 'Rome'
Q16_correct_ans = 'Gaius was killed'
valid_responses['Q12_correct'] = ifelse(valid_responses$Q12 == Q12_correct_ans, 1, 0)
```

```
valid_responses['Q14_correct'] = ifelse(valid_responses$Q14 == Q14_correct_ans, 1, 0)
valid_responses['Q16_correct'] = ifelse(valid_responses$Q12 == Q16_correct_ans, 1, 0)
valid_responses['correct_answers'] = valid_responses$Q12_correct +
  valid_responses$Q14_correct + valid_responses$Q16_correct
table(valid_responses$correct_answers)
##
##
     0
             2
         1
##
    63 121 239
valid_responses[valid_responses$correct_answers < correct_answers_minimum,]$valid <- "Very incorrect"
table(valid responses$valid)
##
##
        Undertime
                            Valid Very incorrect
##
                              265
sum(valid_responses$Q4 == -99)
## [1] 8
valid_responses[valid_responses$Q4 == -99,]$valid <- "Missing outcome"</pre>
table(valid_responses$valid)
##
## Missing outcome
                          Undertime
                                               Valid Very incorrect
##
                                 95
                                                 265
                                                                   55
table(valid_responses$Q25)
##
##
       -99 No Yes
         5 292 122
##
valid_responses$issues <- "No issues"</pre>
#valid_responses[valid_responses$Q25 == 'Yes',]$issues <- "Know the story"</pre>
valid_responses[valid_responses$Q5 == '-99',]$issues <- "Missing text review"
valid_responses[valid_responses$Q25 == '-99',]$issues <- "Missing answer"</pre>
valid_responses[valid_responses$Q12 == '-99',]$issues <- "Missing answer"</pre>
valid_responses[valid_responses$Q14 == '-99',]$issues <- "Missing answer"
valid_responses[valid_responses$Q16 == '-99',]$issues <- "Missing answer"
table(valid_responses$issues)
##
##
        Missing answer Missing text review
                                                       No issues
##
                                                              385
table(valid_responses$valid, valid_responses$issues)
##
##
                      Missing answer Missing text review No issues
                                   8
##
     Missing outcome
##
     Undertime
                                   1
                                                                  86
                                                        8
##
     Valid
                                   1
                                                        8
                                                                 256
##
     Very incorrect
                                   6
                                                        6
                                                                  43
nrows_raw <- nrow(responses)</pre>
excl_dups_unfinished <- nrow(valid_responses)</pre>
```

```
excl_dur_undertime <- excl_dups_unfinished - sum(valid_responses$valid == 'Undertime')</pre>
excl_incorrect_answ <- excl_dur_undertime - sum(valid_responses$valid == 'Very incorrect')</pre>
excl_missing_outcome <- excl_incorrect_answ - sum(valid_responses$valid == 'Missing outcome')
nrows_final <- sum(valid_responses$valid == 'Valid')</pre>
labels = c('Raw Num\nResponses',
           'Duplicate IPs/Unfinished',
           sprintf('Reading Duration\n>= %s secs', duration_secs_minimum),
           sprintf('Num Correct\nAnswers < %s', correct_answers_minimum),</pre>
           'Missing outcome answers',
           'Final Count')
desc = factor(labels, levels=labels)
type = c('in', 'out', 'maybe out', 'maybe out', 'out', 'in')
type = factor(type, levels = c("in", "out", "maybe out"))
start = c(0, nrows raw,
          excl_dups_unfinished,
          excl_dur_undertime,
          excl_incorrect_answ,
          excl_missing_outcome)
end = c(nrows_raw,
        excl_dups_unfinished,
        excl_dur_undertime,
        excl_incorrect_answ,
        nrows_final, 0)
amount = c(nrows_raw,
           -excl dups unfinished,
           -excl dur undertime,
           -excl_incorrect_answ,
           -excl_missing_outcome,
           -nrows_final)
id = seq_along(amount)
waterfall_data = data.frame(id, desc, type, start, end, amount)
label_names <- c(nrows_raw,</pre>
                 nrows_raw - excl_dups_unfinished,
                 excl_dups_unfinished - excl_dur_undertime,
                 excl_dur_undertime - excl_incorrect_answ,
                 excl_incorrect_answ - excl_missing_outcome,
                 nrows_final)
adj <- 1.075
label_pos <- c(nrows_raw * adj,</pre>
               excl_dups_unfinished * adj,
               excl_dur_undertime * adj,
               excl_incorrect_answ * adj,
               excl_missing_outcome * adj,
               nrows_final * adj)
waterfall plot =
  ggplot(waterfall_data, aes(desc, fill = type,
                              xmin = id - 0.45, xmax = id + 0.45, ymin = end, ymax = start,
                              label = label_names)) +
```

# Responses Dropped



# **Identify Treatment and Control Groups**

There are three distinct groups in this experiment:

- 1. Control
- 2. Treatment Low Rating
- 3. Treatment High Rating

```
ifelse(valid_responses$FL_2_DO == 'Introduction:1Star', "Treat: Low",
                ifelse(valid_responses$FL_2_D0 == 'Introduction:4.5Stars', "Treat: High", "NA")))
table(valid_responses$experiment_group, valid_responses$experiment_group_chr)
##
##
       Control Treat: High Treat: Low
##
     1
           147
##
     2
             0
                         0
                                   135
             0
##
     3
                       141
                                     Λ
summary(valid_responses$Q4)
      Min. 1st Qu. Median
                              Mean 3rd Qu.
                                               Max.
## -99.000
           3.000
                    4.000
                              2.135
                                    5.000
                                              6.000
summary(valid_responses[valid_responses$valid == "Valid",]$Q4)
##
      Min. 1st Qu. Median
                              Mean 3rd Qu.
                                               Max.
##
     1.000
            3.000
                     4.000
                             4.125
                                      5.000
                                              6.000
valid_responses %>%
  filter(valid != "Missing outcome") %>%
  group_by(valid, FL_2_D0) %>%
  summarize(responseCount = n(),
            avgRating = round(mean(Q4),1))
## # A tibble: 9 x 4
## # Groups:
               valid [?]
##
     valid
                    FL_2_D0
                                           responseCount avgRating
     <chr>
##
                    <chr>>
                                                   <int>
                                                              <dbl>
## 1 Undertime
                    Introduction: 1Star
                                                      33
                                                                4.5
                    Introduction: 4.5Stars
## 2 Undertime
                                                      33
                                                                4.4
## 3 Undertime
                    Introduction:Control
                                                      29
                                                                3.8
## 4 Valid
                    Introduction: 1Star
                                                      86
                                                                3.7
## 5 Valid
                    Introduction:4.5Stars
                                                      84
                                                                4.3
## 6 Valid
                    Introduction:Control
                                                      95
                                                                4.4
## 7 Very incorrect Introduction:1Star
                                                      12
                                                                2.9
## 8 Very incorrect Introduction:4.5Stars
                                                      22
                                                                3.7
## 9 Very incorrect Introduction:Control
                                                      21
                                                                4
```

## Calculate ATE

```
calc_exp_group_avg_rating = function(data, group) {
   avg_rating = mean(subset(data, experiment_group == group)$Q4)
   return(avg_rating)
}
get_nrow_of_group = function(data, group) {
   rows = nrow(subset(data, experiment_group == group))
   return(rows)
}
get_pct_subjects_of_group = function(data, group) {
   count = get_nrow_of_group(data, group)
   pct = round(count / nrow(data) * 100, 2)
   return(pct)
```

```
control_avg_rating = calc_exp_group_avg_rating(valid_responses[valid_responses$valid == "Valid",], 1)
treatment_low_avg_rating = calc_exp_group_avg_rating(valid_responses[valid_responses$valid == "Valid",]
treatment_high_avg_rating = calc_exp_group_avg_rating(valid_responses[valid_responses$valid == "Valid",
# todo: is this actually how you calculate ATE?
ate_high = treatment_high_avg_rating - control_avg_rating
ate_low = treatment_low_avg_rating - control_avg_rating
groups = c(
  'Control',
  'Treatment - Low Rating',
  'Treatment - High Rating')
counts = c(
  get nrow of group(valid responses[valid responses[valid == "Valid",], 1),
  get_nrow_of_group(valid_responses[valid_responses$valid == "Valid",], 2),
  get_nrow_of_group(valid_responses[valid_responses$valid == "Valid",], 3))
pcts = c(
  get_pct_subjects_of_group(valid_responses[valid_responses$valid == "Valid",], 1),
  get_pct_subjects_of_group(valid_responses[valid_responses$valid == "Valid",], 2),
  get_pct_subjects_of_group(valid_responses[valid_responses$valid == "Valid",], 3))
avg_ratings = c(
  round(control_avg_rating,2),
  round(treatment_low_avg_rating,2),
  round(treatment_high_avg_rating,2))
ates = c(
  0,
  round(ate low, 2),
  round(ate_high,2))
treated_ratings = c('na', '2/6 Stars', '5/6 Stars')
outcome_table = data.frame(groups, counts, pcts, treated_ratings, avg_ratings, ates)
kable(outcome_table, col.names =
        c('Group', '# of Subjects', '% of Total Subjects', 'Treated Rating', 'AVG Rating', 'ATE'))
```

| Group                   | # of Subjects | % of Total Subjects | Treated Rating | AVG Rating | ATE   |
|-------------------------|---------------|---------------------|----------------|------------|-------|
| Control                 | 95            | 35.85               | na             | 4.38       | 0.00  |
| Treatment - Low Rating  | 86            | 32.45               | 2/6 Stars      | 3.71       | -0.67 |
| Treatment - High Rating | 84            | 31.70               | 5/6 Stars      | 4.26       | -0.12 |

# Model

```
##
## Coefficients:
##
                                  Estimate Std. Error t value Pr(>|t|)
                                               0.1042 42.018 < 2e-16 ***
## (Intercept)
                                     4.3789
## experiment_group_chrTreat: High -0.1170
                                                0.1521 -0.769
                                                                  0.442
## experiment_group_chrTreat: Low
                                                0.1512 -4.429 1.39e-05 ***
                                   -0.6696
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.016 on 262 degrees of freedom
## Multiple R-squared: 0.07703,
                                   Adjusted R-squared: 0.06999
## F-statistic: 10.93 on 2 and 262 DF, p-value: 2.751e-05
coefci(model)
                                        2.5 %
                                                  97.5 %
## (Intercept)
                                    4.1737403 4.5841545
## experiment_group_chrTreat: High -0.4165995 0.1825143
## experiment_group_chrTreat: Low -0.9673475 -0.3719426
model = lm(Q4 ~ experiment_group_chr,
           data = valid_responses[valid_responses$valid != "Missing outcome",])
summary(model)
##
## Call:
## lm(formula = Q4 ~ experiment_group_chr, data = valid_responses[valid_responses$valid !=
       "Missing outcome", ])
##
##
## Residuals:
      Min
##
                1Q Median
                                3Q
                                      Max
## -3.2014 -0.8321 -0.2000 0.7986
                                   2.1679
##
## Coefficients:
##
                                   Estimate Std. Error t value Pr(>|t|)
## (Intercept)
                                    4.200000
                                             0.092202 45.552 < 2e-16 ***
## experiment_group_chrTreat: High   0.001439
                                              0.131793
                                                         0.011 0.99129
## experiment_group_chrTreat: Low -0.367939
                                              0.133832 -2.749 0.00624 **
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.11 on 412 degrees of freedom
## Multiple R-squared: 0.02343,
                                   Adjusted R-squared: 0.01869
## F-statistic: 4.942 on 2 and 412 DF, p-value: 0.007571
coefci(model)
                                        2.5 %
##
                                                  97.5 %
## (Intercept)
                                   4.0187545 4.3812455
## experiment_group_chrTreat: High -0.2576323 0.2605100
## experiment_group_chrTreat: Low -0.6310179 -0.1048599
valid_responses$undertime <- ifelse(valid_responses$valid == "Undertime", 1, 0)</pre>
valid_responses$incorrect <- ifelse(valid_responses$valid == "Very incorrect", 1, 0)</pre>
model = lm(Q4 ~ experiment_group_chr + undertime + incorrect,
          data = valid_responses[valid_responses$valid != "Missing outcome",])
```

## summary(model)

```
##
## Call:
## lm(formula = Q4 ~ experiment_group_chr + undertime + incorrect,
      data = valid_responses[valid_responses$valid != "Missing outcome",
##
##
## Residuals:
      Min
               1Q Median
                               3Q
## -3.3698 -0.8515 0.1485 0.7463 2.2776
## Coefficients:
                                   Estimate Std. Error t value Pr(>|t|)
##
## (Intercept)
                                   4.253724 0.098899 43.011 < 2e-16 ***
## experiment_group_chrTreat: High  0.004239  0.130159
                                                       0.033 0.97404
## experiment_group_chrTreat: Low -0.402244 0.132407 -3.038 0.00253 **
## undertime
                                   0.116109
                                            0.131130
                                                       0.885 0.37643
## incorrect
                                  -0.531294   0.162830   -3.263   0.00120 **
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.095 on 410 degrees of freedom
## Multiple R-squared: 0.05399,
                                 Adjusted R-squared: 0.04476
## F-statistic: 5.85 on 4 and 410 DF, p-value: 0.0001381
coefci(model)
                                       2.5 %
##
                                                97.5 %
## (Intercept)
                                   4.0593120 4.4481364
## experiment_group_chrTreat: High -0.2516234  0.2601012
## experiment_group_chrTreat: Low -0.6625253 -0.1419624
## undertime
                                  -0.1416626 0.3738808
## incorrect
                                  -0.8513802 -0.2112074
```