

Puzzle 2: The Facebook Experiment

Read the report “The Facebook Experiment: Does Social Media Affect the Quality of Our Lives?”, available in PDF here: http://www.lykkeforskning.dk/download/i/mark_dl/u/4013115365/4624846124/The%20Facebook%20Experiment.pdf (in English, 17 pages but limited text)

For those who understand Danish, see also: <http://politiken.dk/forbrugogliv/digitalt/ECE2913473/en-uge-helt-uden-facebook-ja-man-bliver-mere-lykkelig/> and <http://politiken.dk/forbrugogliv/livsstil/ECE2896819/lykkeforskere-soeger-testpersoner-goer-facebook-os-lykkelige/>

Consider the following questions before class:

- 1) How many dependent variables are used in the study?
- 2) What is the treatment?
- 3) What is the prerequisite for getting the treatment? Is it random?
- 4) What are the effect(s)?
- 5) Can the treatment effect(s) be due to heightened sensitivity that come from participation?
- 6) Using the results reported in the figure on page 6: what is the treatment effect?
- 7) Why does the results reported in the figure on page 6 look greater than they are?
- 8) The dropout for respondents in the control group (26%) is greater than for the treatment group (12%). Why?
- 9) What information do we lack after reading the report?
- 10) In general, what do you think about the experiment?
- 11) Not considering feasibility, how would you design a study to answer the following question: Does social media affect the quality of our lives?
- 12) Considering feasibility, how would you design a study to answer the following question: Does social media affect the quality of our lives?