Feedback with Dr. David Reiley

7/5/2018

Comments to Dr. Reiley: Framing our work and questions:

* psiTurk - great potential, but requires development work
* Issues with MTurk
  + Selection bias - only a slice of society will sign up as workers
  + Spillovers - multiple workers per household/social group
  + Lower income - will we get any donations at all?
  + Images vary by demo: poverty in India is different from US (wrt Mturk workers)
    - DR: Recruit only from US
* Lack of block randomization (potential solution: run two experiments using Mturk Qualifications feature - will cost more)

??? What would my wife recommend for a “comfort” picture??

DR: Alternative would be if we knew someone who worked at charity. Then, get reports on who donated.

DR runs charity - 2000 people on mailing list.

Funding a summer science education program (http://sciences.pa-gov-schools.org/)

Poverty not appropriate treatment for this group..

Need to brainstorm re-framing -

What about: Hey, we’re doing a special mailing.

DR - Work is taking people from rural area and bringing them in (Carnegie Mellon)

It was 90%-.., now 50-60.

Had built up rainy day fund, just barely able to support it.

VP who now teaches this program was an alternate and just barely got in.

Program just started on Sunday, will run for July.

He mentioned we’re interested in photos, but we could have Ben talk about experience as an alternate, or we could talk about what people are doing in the program.

Among alumni - have only 20% participation, unlike Princeton - which is much higher.

DR - One study published several years ago on research with MechanicalTurk.

Could be fine to run treatment condition on Monday and control on Tuesday.

DR - https://link.springer.com/article/10.3758/s13428-011-0124-6#Sec5

Could look again at doing this ourselves.

The MIDS program members might be a good candidate for subject audience.

Subha - do you think the stake amount would make a difference?

DR - Yes, but don’t know how or why.

Subha: GoFundMe - we could set up fundraising for it.

**Thoughts 7/7:**

Audience: alumni. Can extend it to a larger group through social media (potentially twitter handles). Everyone gets some form of communication

GoFundMe personal account so we can collect data: link is public so anyone can verify amount collected vs donated. Question: What email address does Alumni currently get communication from?

Use mass email https://www.gmass.co/

1. Two or more sets of email
2. Two or more gofund me pages

Content ideas

* 1. “Giving Tuesday”
  2. Raffle etc - will need seed money
  3. Child sponshorship - will need more labor from program staff
  4. Suggested donation amounts
  5. Will refund if we don’t meet target amounts
  6. Deadlines
  7. Guessing games
  8. Program update
  9. Ben Campbell’s message
  10. Tax deduction reminder

Paper: <https://www.princeton.edu/ceps/workingpapers/150rosen.pdf> This is about how having children corresponds to higher donations but the underlying point is selfish motives behind donations to alma mater

Use Berkeley grant for anything that will make our work easier, paying transaction fees, etc

1. For Family/Friends/Facebook Subjects
   1. Not PGSS - instead something more global or local
   2. Mechanics
      1. Qualtrics - block randomization
      2. GoFundMe
      3. Question - how do we observe the outcome variable?
2. We could also target some Facebook group that would be aligned with PGSS
3. MTurk Request - low income - no donations
   1. Advantage - access to a fairly large number of people

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**More thoughts**

1. Looks like the alumni group is CMU alumni: <https://www.cmu.edu/mcs/news-events/2017/0615-PGSS-2017.html>
2. Is it worthwhile to try and reach a larger alumni group through social media or otherwise?
3. There seems to be a ton of Alumni events. Can this be leveraged in some way? <http://www.alumni.cmu.edu/s/1410/alumni/index.aspx?sid=1410&gid=1&pgid=13&cid=664>
4. Beaker visualizations looks nice:

<http://www.pgsscampaign.org/corporate-sponsors>

1. PGSS has a Facebook group: <https://www.facebook.com/PGSSAA/> with a “Create FUndraiser’ link. This I think is alumni of the program and not CMU donor
2. Interesting read: http://fyee.asee.org/FYEE2015/papers/5014.pdf

Questions for Dr. Reiley:

1. Alumni - of what group? (PGSS or CMU)
   1. What types of data are they comfortable with sharing, before/after
2. Do they get any contributions through Amazon Smile?
   1. Potentially add this to email content
3. What demographic details do we need for covariate analysis
   1. What demo data do we have access to?
   2. What other questions can we ask if we have a survey
4. Trying out other experiments suggested by Alfred: multiple treatment groups:
   1. Spillover concern?
5. Ben’s message: video or write up?
6. Experiment open and close timeframe
7. Adding pics to emails: would that be separate treatment?

Notes 7/10:

1. Excluding frequent donors, while makes sense, will result in a database of less-active alumni. This factor may play a role in the outcome of the experiment, and it may be beneficial to factor the 'passiveness' into the design

2. November campaign has a holiday season and year end tax deduction motivation factor while July campaign does not (although we could use the word 'tax-deductible' in our email wordings. Confirm if this is tax deductible

3. Concern with dollar amount suggestion: may not be straightforward to separate effect of suggesting a dollar amount vs suggesting a rounded number vs suggesting a number too high or too low on response rate and dollar contribution. For example, there could be a past donor with $30 contribution: does he fall into $20 bucket or $50 bucket (assuming we will have $10,$20,$50,$75,$100 buckets).

4. Updated experiment designs: Instead of an experiment with a main message treatment and a nested dollar treatment, we could run two different experiments, one with dollar treatment and one with message treatment. While the message treatments do not vary, below are options for dollar treatments. he control group would be the same for both experiments: a generic message with no dollar suggestion.

4.1 Build multiple pre-defined donation pages as Alfred suggested. The problem of suggesting an amount too high or too low still exists

4.2 Suggest a constant $50 as one dollar treatment and a constant $55 as another treatment (or two other numbers based on contribution history) . While there is still a concern of whether this $50 is higher or lower than previous contributions, there will not be an additional step of associating a previous donation to a pre-defined bucket and homogenizes the treatment

4.3 Does it makes sense to split the total amount into 2 categories: lets say $x (eg $45) for program execution and a smaller $y (like $5) for something else so the total is a round number. While this does not necessarily replicate the rounded number vs not effect, it may provide some info on what people are willing to contribute to

4.4 This is not a dollar treatment, but a personalization treatment. Since it seems like we can customize an email based on fields in the data, we could remind 'hey you haven't contributed for x years and last time you contributed $y, would you consider making a donation' of $x (better framed than this of course). Maybe if the message is personalized enough, the payment page does not have to be auto filled.

A not-so-easy idea: There is a facebook group of 814 people (<https://www.facebook.com/PGSSAA/>) that David Reiley is also part of. If substantial portion of 2000 people are possible subjects (after removing frequent donors), we could exclude the members of this Facebook group and run two experiments: an Email experiment and a Social media experiment and use the Social media as control group. There is a risk of lower subjects and people not using Facebook a lot, but it may be interesting to compare. It will be a manual task to exclude these 800 people because of name differences and what not, but I can do it if this sounds interesting.