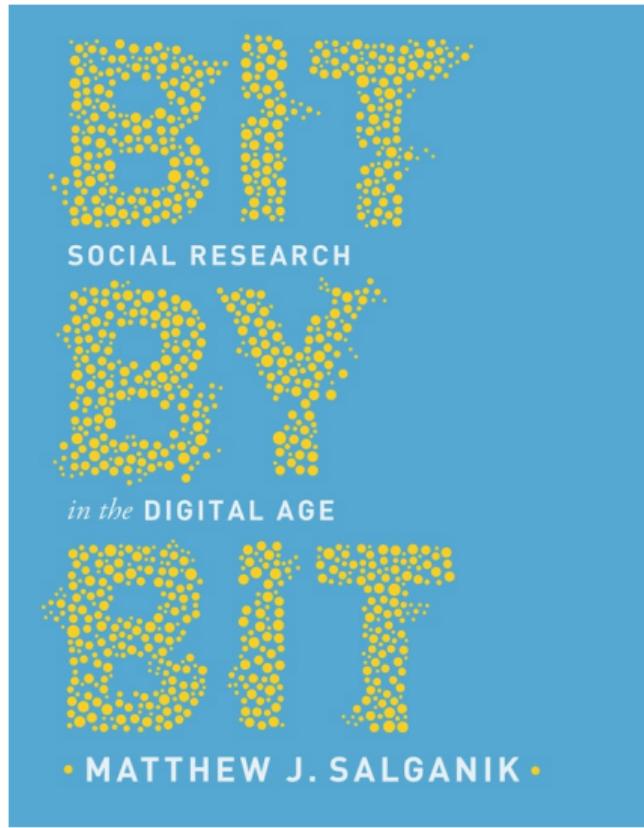


[What, why, and which experiments?],
[Moving beyond simple experiments], [Making it happen],
[Zero variable cost data and MusicLab], [3 Rs]

Matthew J. Salganik
Department of Sociology
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- 1) Introduction
- 2) Observing behavior
- 3) Asking questions
- 4) Running experiments
- 5) Mass collaboration
- 6) Ethics
- 7) The future

Here are four main strategies for actually making digital experiments happen. None of these approaches is perfect.

- ## ► cost

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- ▶ cost
 - ▶ control

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- ▶ cost
- ▶ control
- ▶ realism

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- ▶ cost
- ▶ control
- ▶ realism
- ▶ ethics

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex

How to partner with the powerful?

- ▶ Partner, not I want them to give me their data

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- ▶ Start personal relationships

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- ▶ Start personal relationships
- ▶ Do internships

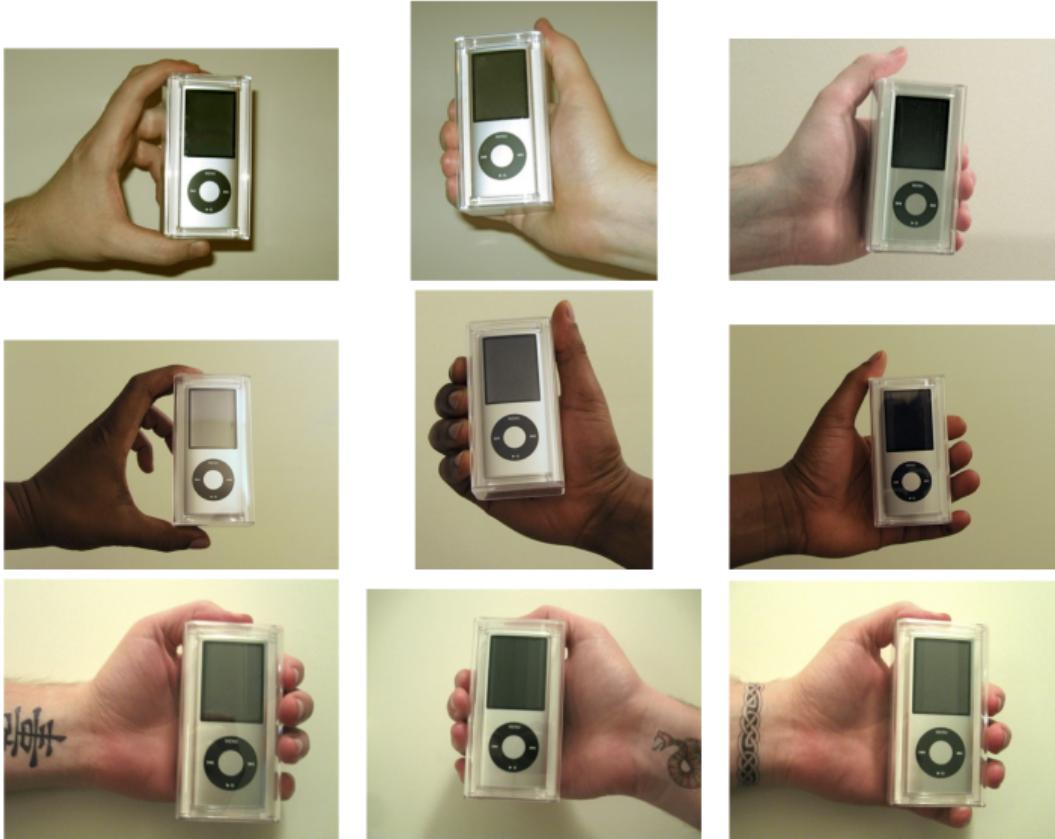
- ▶ Partner, not I want them to give me their data
- ▶ Start personal relationships
- ▶ Do internships
- ▶ Find Pasteur's Quadrant

Consideration of use?

		No	Yes
		Pure basic research (Bohr)	Use-inspired basic research (Pasteur)
Quest for fundamental understanding?	Yes		
	No		Pure applied research (Edison)

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
Use existing systems	low	low	high	potentially complex
Just do it yourself				

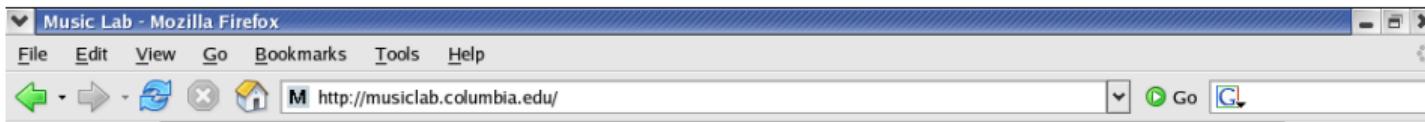




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	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
Use existing systems	low	low	high	potentially complex
Just do it yourself → Build an experiment	medium	high	medium	relatively easy



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	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
Use existing systems	low	low	high	potentially complex
Just do it yourself → Build an experiment	medium	high	medium	relatively easy

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
Use existing systems	low	low	high	potentially complex
Just do it yourself	medium	high	medium	relatively easy
Build an experiment				
Build a product	high	high	high	relatively easy

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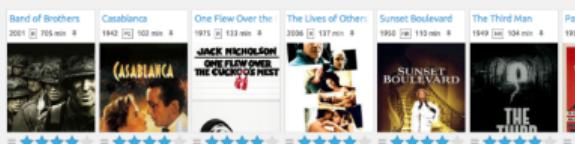
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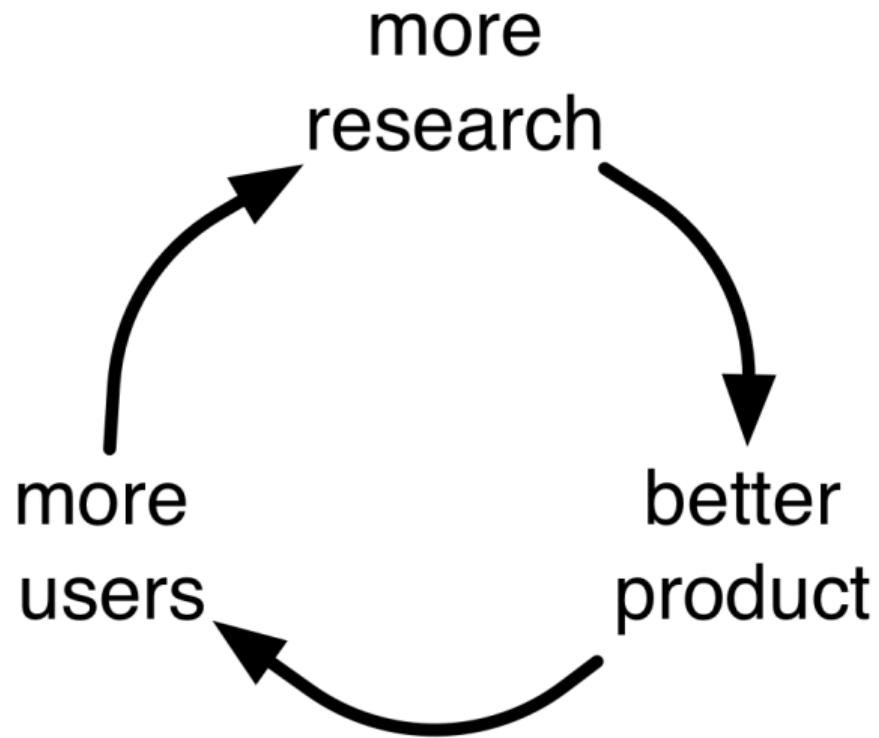
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	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
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Just do it yourself	medium	high	medium	relatively easy
Build an experiment				
Build a product	high	high	high	relatively easy

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