

# Making it happen

Matthew J. Salganik  
Department of Sociology  
Princeton University

Summer Institutes in Computational Social Science  
June 22, 2019

The Summer Institutes in Computational Social Science is supported by grants from the Russell Sage Foundation and the Alfred P. Sloan Foundation.



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

- ▶ cost

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

- ▶ cost
- ▶ control

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

- ▶ cost
- ▶ control
- ▶ realism

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

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

	Cost	Control	Realism	Ethics
<b>Partner with the powerful</b>	low	medium	high	potentially complex

## How to partner with the powerful?

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

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

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

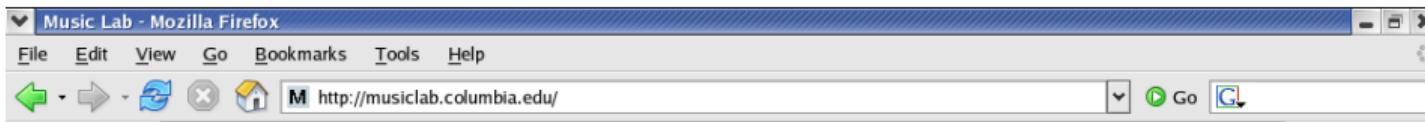
		No	Yes
		Pure basic research (Bohr)	Use-inspired basic research (Pasteur)
Quest for fundamental understanding?	Yes		
	No		Pure applied research (Edison)

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





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



# MUSIC LAB

COLUMBIA  
UNIVERSITY

CLICK  
HERE TO  
START

A photograph of a drum set against a plain, light-colored wall. A large black bass drum is in the foreground, featuring the text "CLICK HERE TO START" in white. Behind it are several silver-colored drums and cymbals mounted on stands. The lighting creates soft shadows on the wall behind the instruments.

FREE MUSIC DOWNLOADS



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

# movielens

Non-commercial, personalized movie recommendations.

[sign up now](#) or [sign in](#)

## recommendations

MovieLens helps you find movies you will like. Rate movies to build a custom taste profile, then MovieLens recommends other movies for you to watch.

## top picks

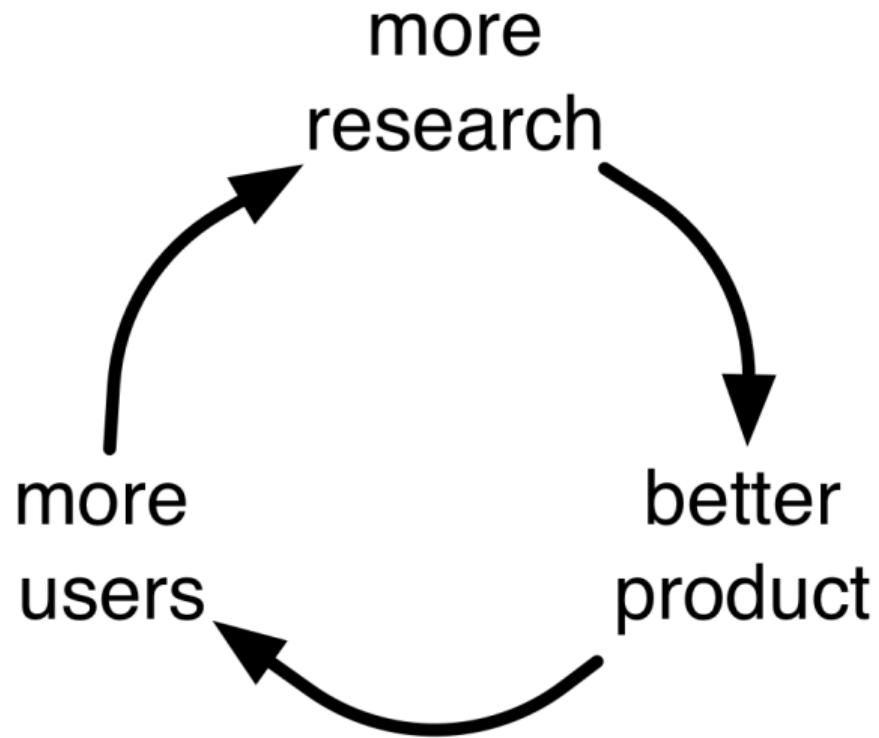
Based on your ratings, MovieLens recommends these movies



## recent releases

movies released in last 90 days that you haven't rated





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

# Questions?