

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

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

- ▶ cost

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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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- ▶ Do internships
- ▶ Find Pasteur's Quadrant

Consideration of use?

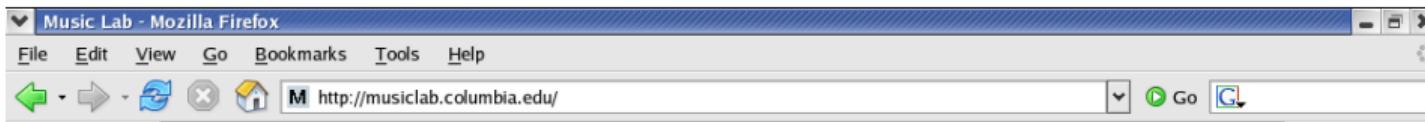
		No	Yes
		Pure basic research (Bohr)	Use-inspired basic research (Pasteur)
Quest for fundamental understanding?	Yes		
	No		Pure applied research (Edison)

	Cost	Control	Realism	Ethics
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Use existing systems	low	low	high	potentially complex
Just do it yourself				





	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



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 strong shadows on the wall behind the instruments.

FREE MUSIC DOWNLOADS



	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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top picks

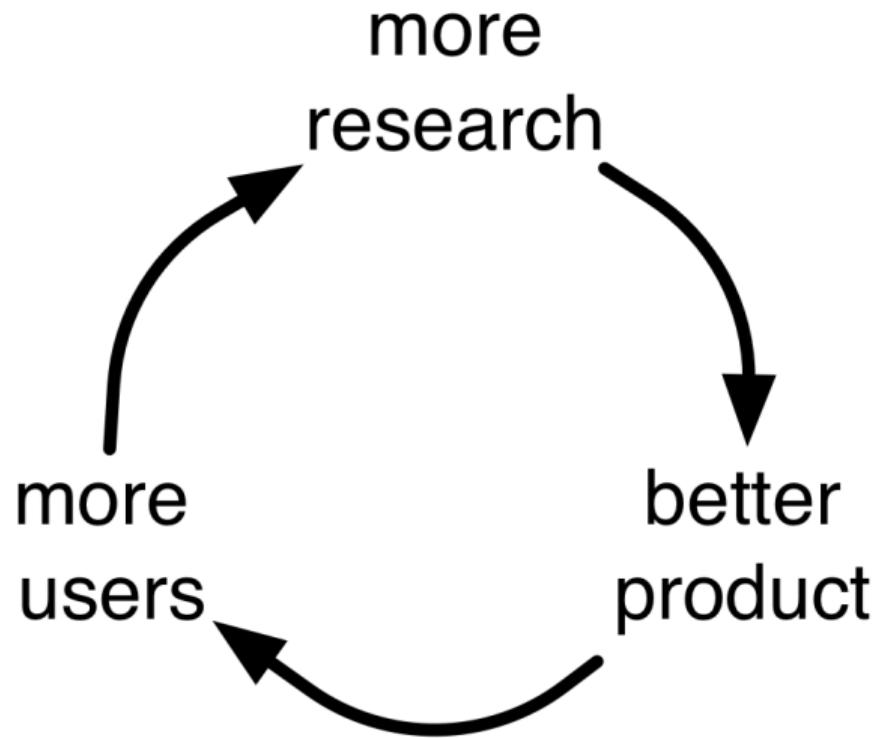
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recent releases

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





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Partner with the powerful	low	medium	high	potentially complex
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Build an experiment				
Build a product	high	high	high	relatively easy

Questions?