Using Big Data Methods to Analyze the Matching Law for all Members of a Population

David J. Cox1,2, Bryan Klapes3, and John Michael Falligant4

Affiliations:

1Behavioral Health Center of Excellence

2Endicott College

3?????

4Johns Hopkins University School of Medicine

Conflicts of Interest:

None

Funding:

??????

Abstract:

The generalized matching equation (GME) has been used to describe the behavior of individual organisms in operant chambers, artificial environments, and nonlaboratory human settings. Most of these analyses have used a handful of participants with the aim of determining how well the GME describes choice in the experimental arrangement or how some experimental manipulation influences estimated parameters. No known studies have fit the GME to the behavior of all individuals in a population – likely because the data was simply not available or because time and computational constraints made population level analyses prohibitive. In this study, we use big data methods to

Keywords: matching law; big data analytics; baseball;

**Using Big Data to Analyze the Matching Law for All Members of a Population**

Words.