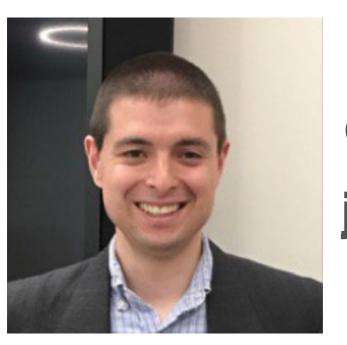
Next Steps in Field Experimentation (SOC 412)

Lecture 13

Sherrerd Hall 306



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Large-Scale
A/B Testing

Law & Ethics of Social Media Experiments

Online
Manipulation
and
Community
Research

History of Experiments in Policy

Research
Power &
Libertarian
Paternalism

Ethics
Solutions
& Bot
Research

The Uses of Research

Theory & Practice

Creating
Research
Partnerships

Replication & Reliable Knowledge

Conducting & Analyzing Experiments

Research Ethics Statistics of Experiment Design

P-Hacking & Multiple Comparison

Pooling Results
Imputation
Compliance

Special
Topics &
Next Steps

Graceful Recovery from Problems

Experiment Plans

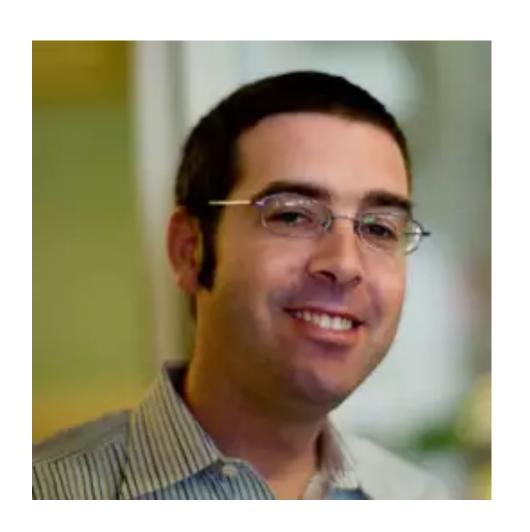
Bandit Algorithms

Power Analysis Heterogenous
Treatment
Effects

Network Interference Site
Selection
Bias

Inter-Related
Effects

What You Can Do With A Starting Knowledge



Alexander Macgillivray

Took a class in behavioral research at Princeton

General Counsel of Google
General Counsel of Twitter
Deputy U.S.
Chief Technology Officer



Maggie Koerth Baker

Studied Journalism & Anthropology at the University of Kansas

Science Writer for the New York Times

now Senior Science Editor FiveThirtyEight



Robin Brewer

Studied CS at the University of Maryland

UX Researcher at: Microsoft, Facebook, IBM

Assistant Professor
University of Michigan
School of Information

What You Can Do With A Starting Knowledge



Matt Wallaert

Studied Psychology & Education @ Swarthmore

Dropped out of Cornell PhD in Social Psych

Microsoft's first Behavioral Scientist

Chief Behavioral Officer at Clover Health



Esther Duflo

Studied History & Economics @ Ecole Normale Superieure PhD in Economics

MIT Economics
Professor

Director, J-Pal Poverty Action Lab



Leila Zia

Studied Industrial
Engineering, Sharif
University of Technology

PhD at Stanford in Management Science

Head of Research Wikimedia Foundation

Areas to Grow

- Growing in the craft & science of experimentation
- Asking better questions
- Working on the ethics & politics of experimentation
- Participating in public understanding of science

Just a Few Areas to Grow

- Heterogenous Treatment Effects
- Network Experiments & Interference
- Site Selection Bias
- Feedback Loops

Communities of Experimentation



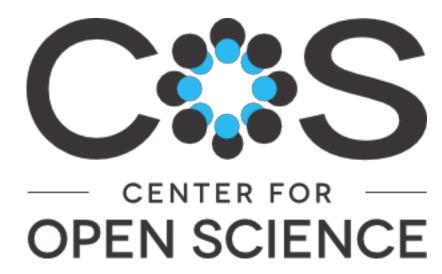
tech industry & infrastructure





policy evaluation





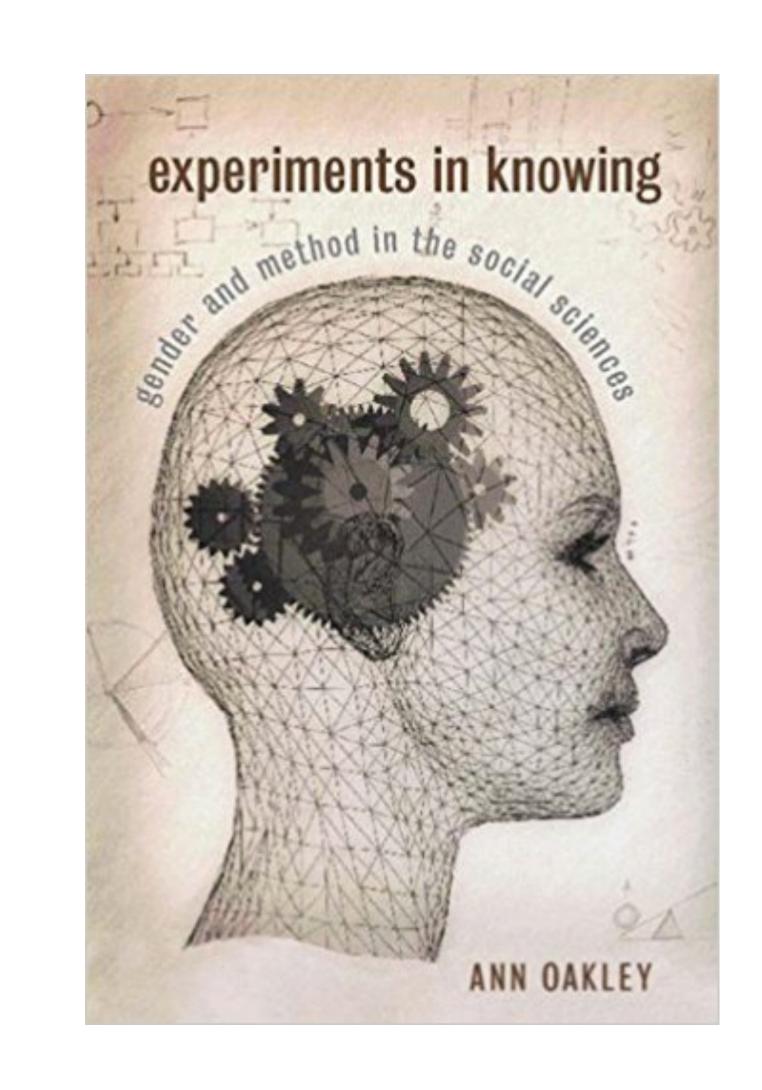
open science

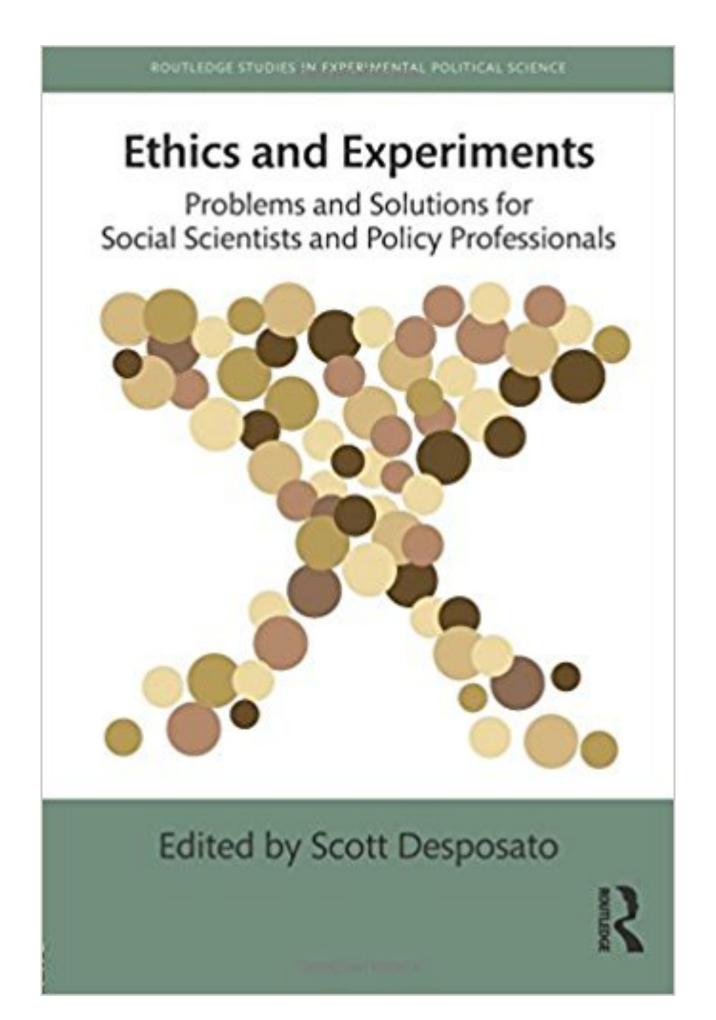


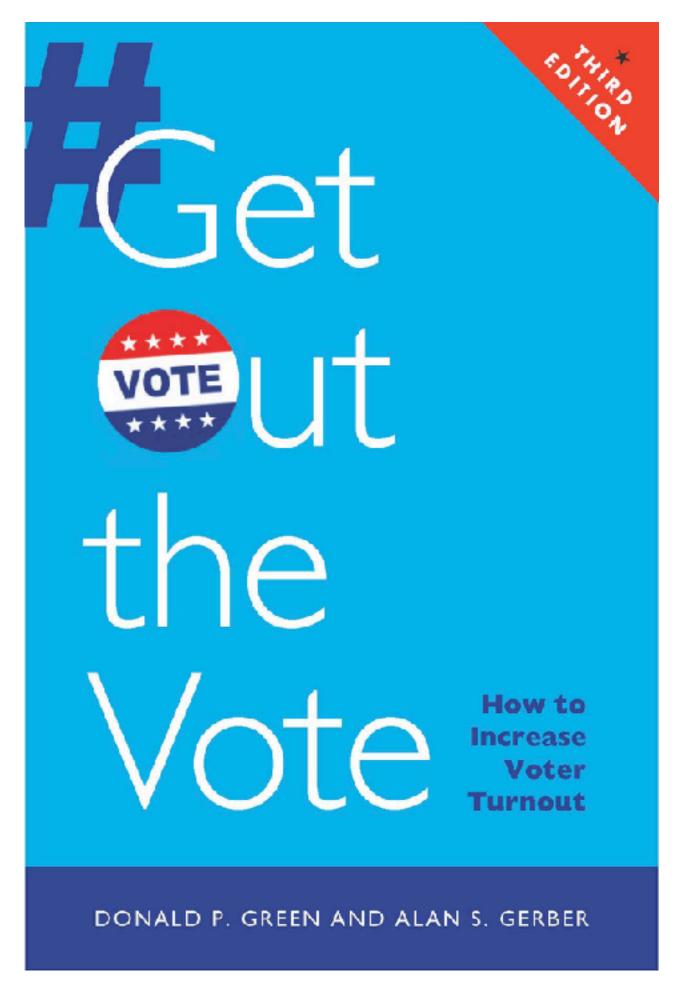




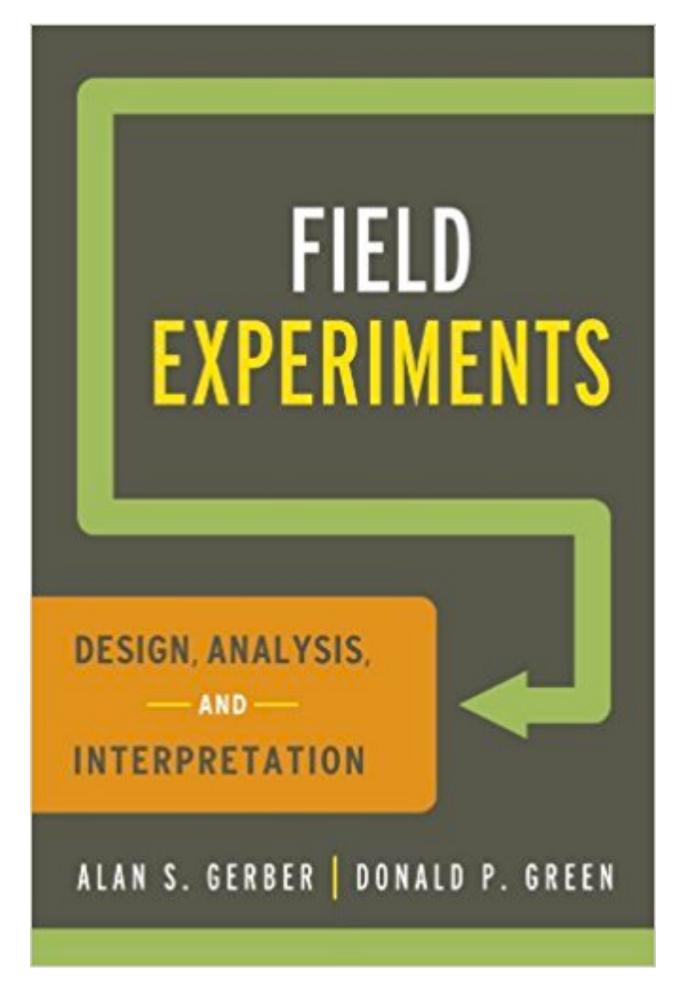
Epistemology, Ethics, Examples

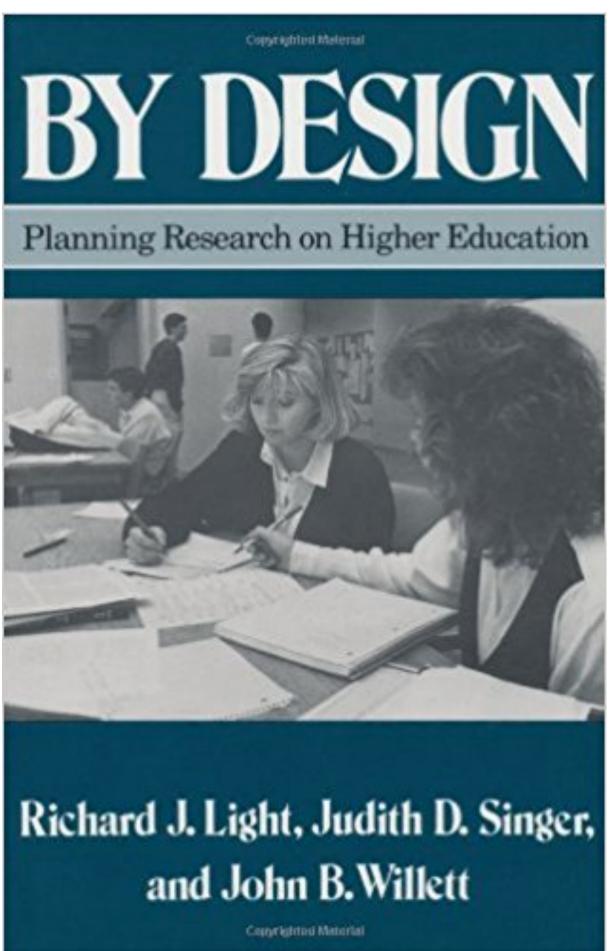


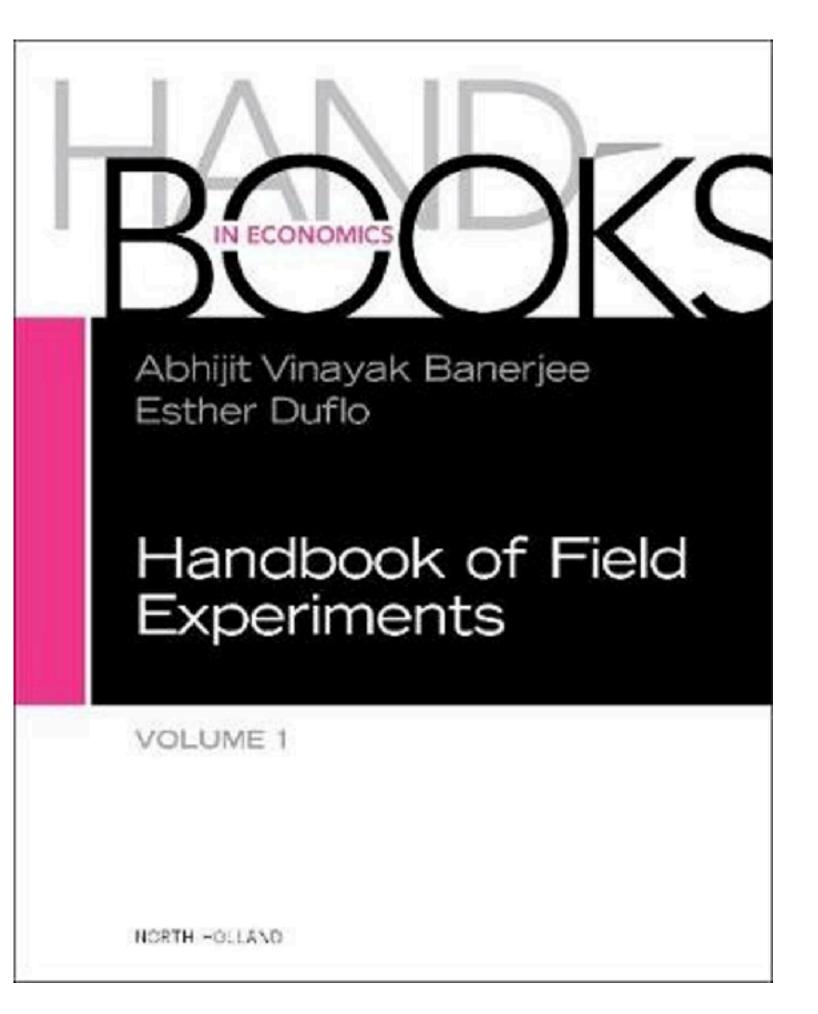




Research Methods



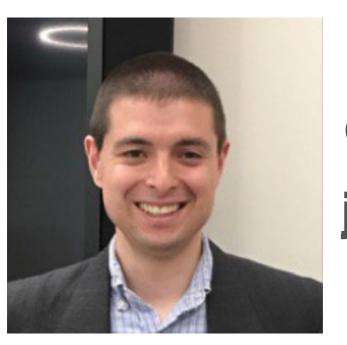




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