

Next Steps in Field Experimentation

(SOC 412)

Lecture 13

Sherrerd Hall 306



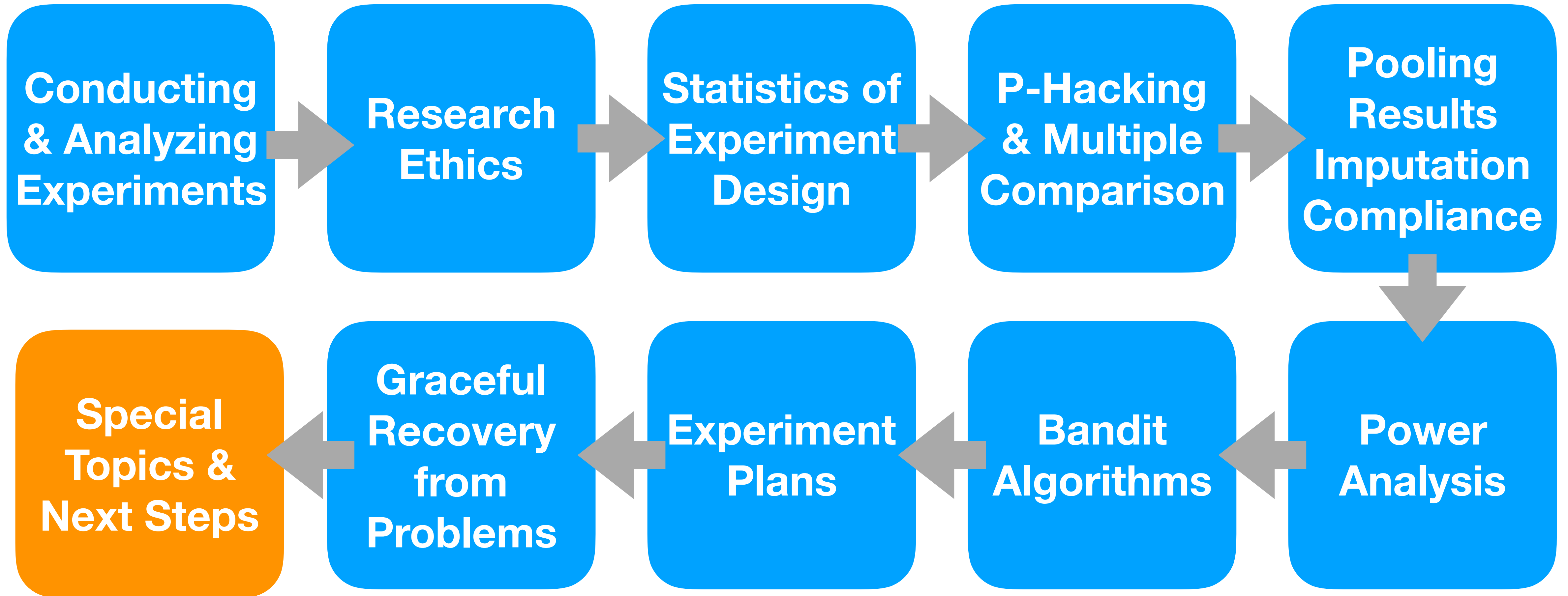
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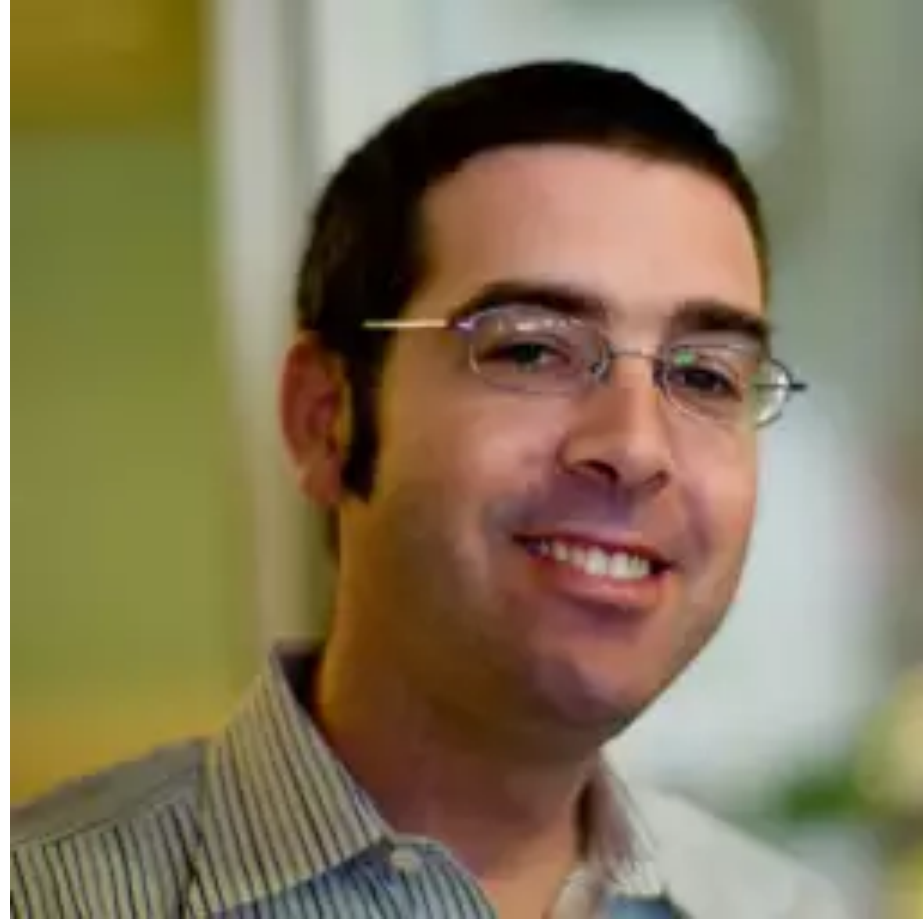
**Hetero-
genous
Treatment
Effects**

**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 Supérieure
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



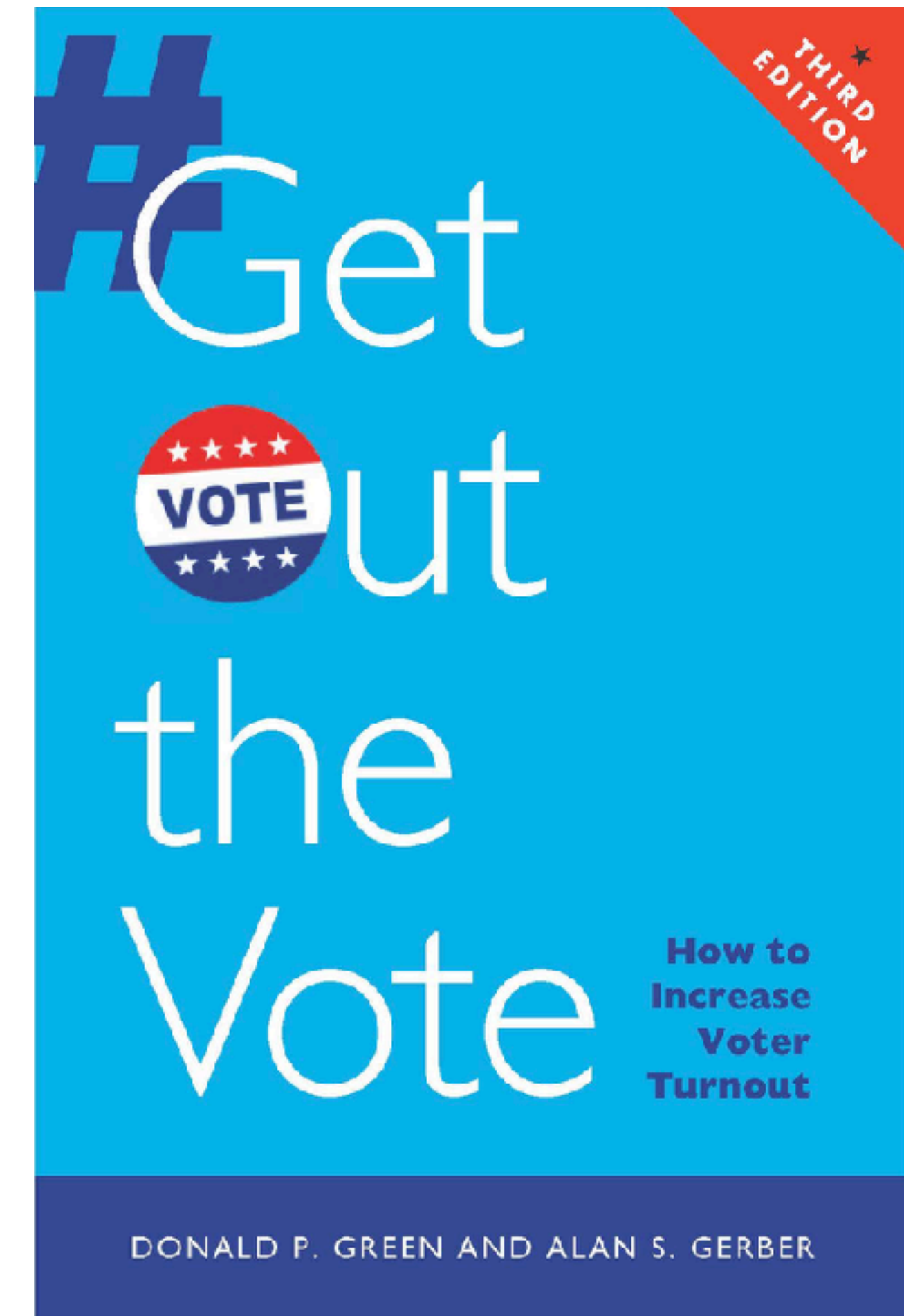
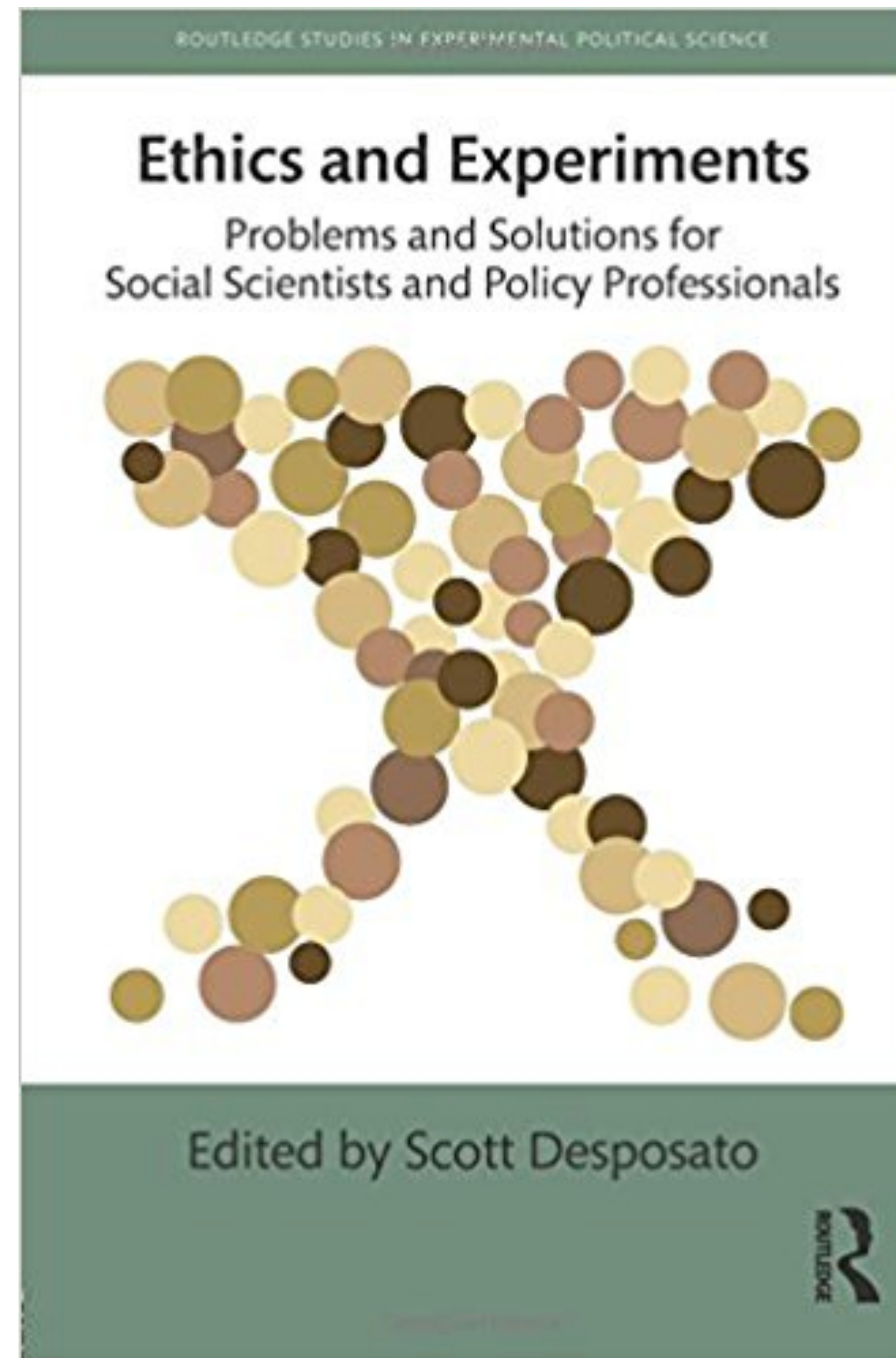
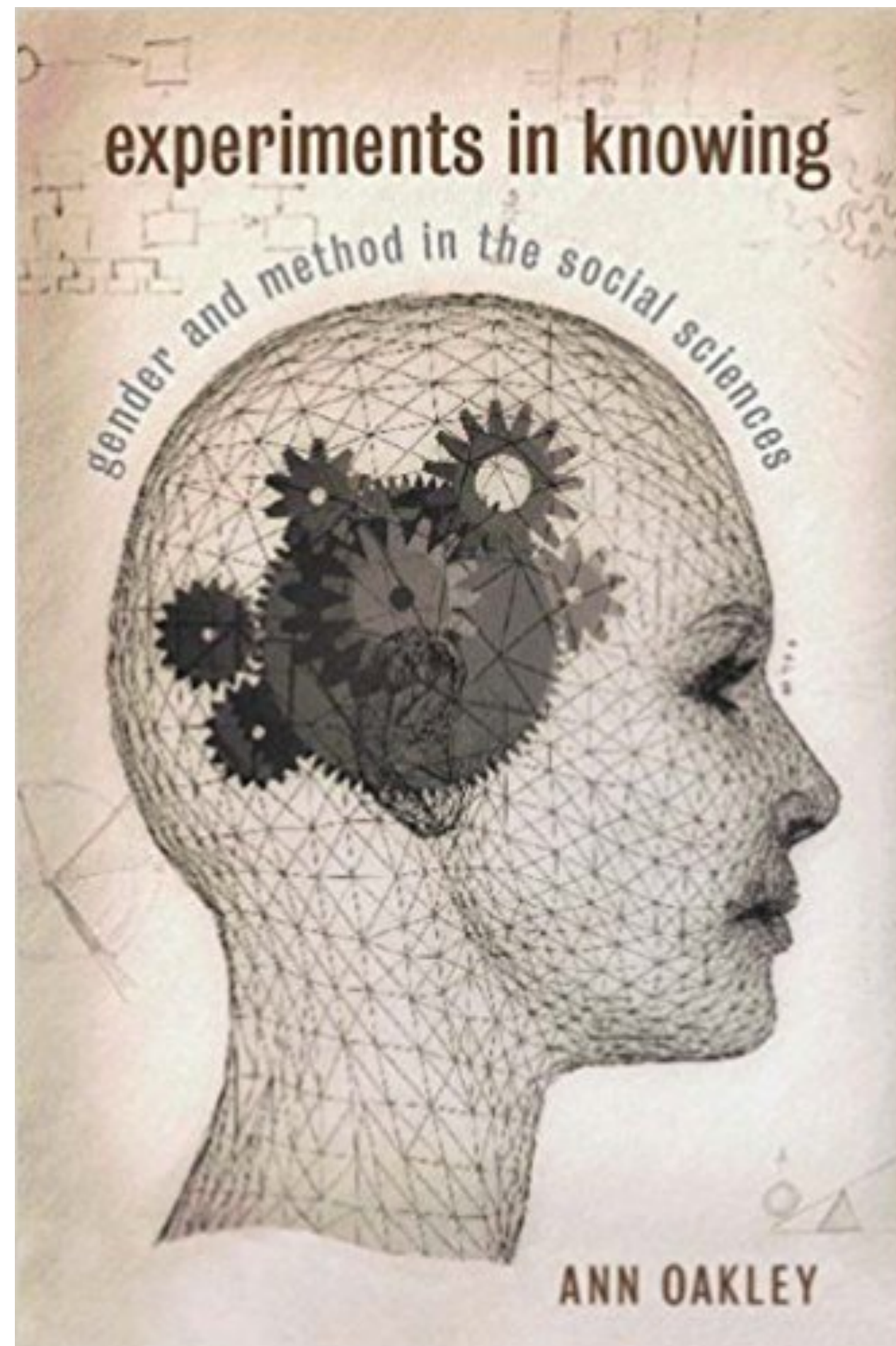
policy
evaluation



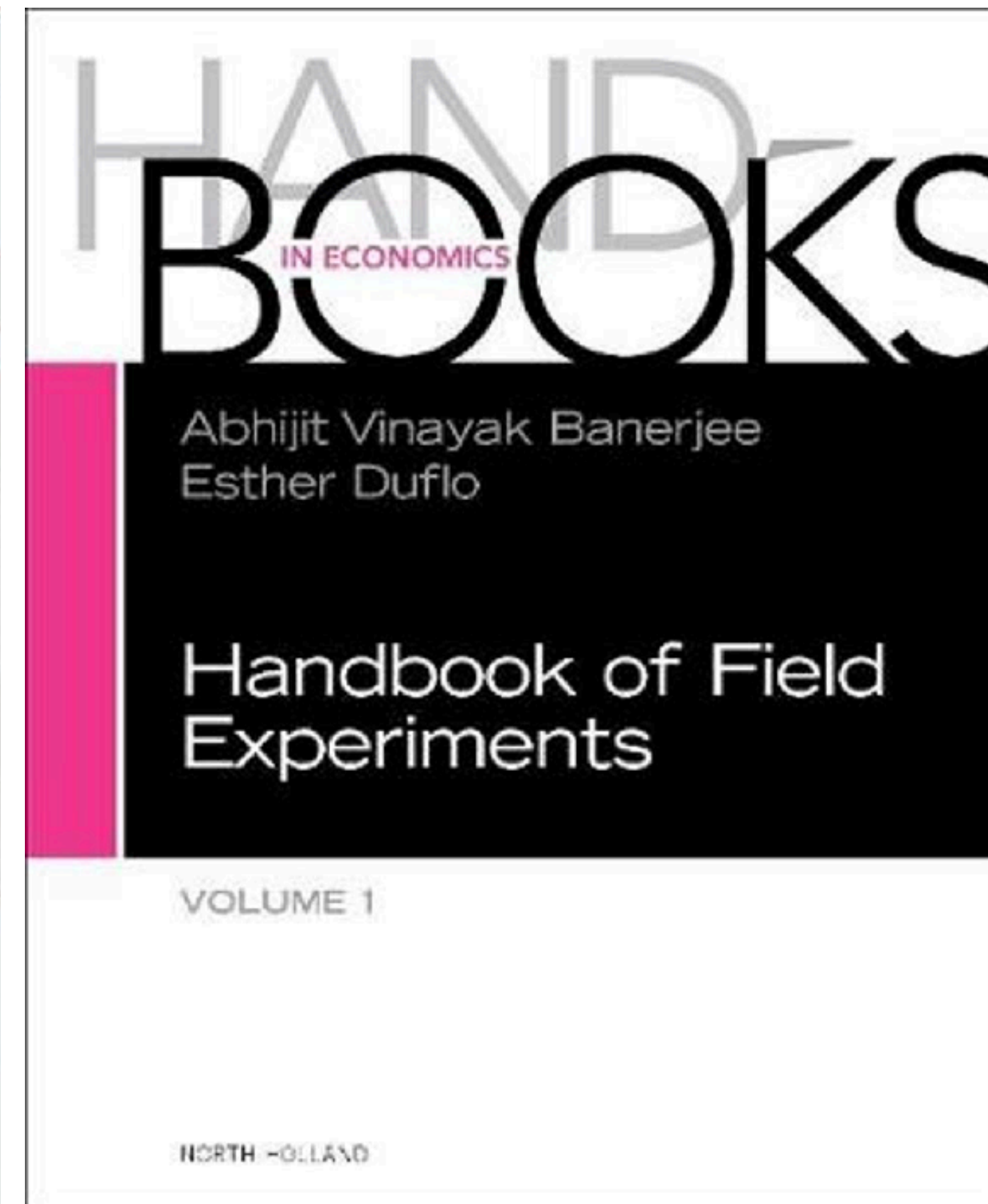
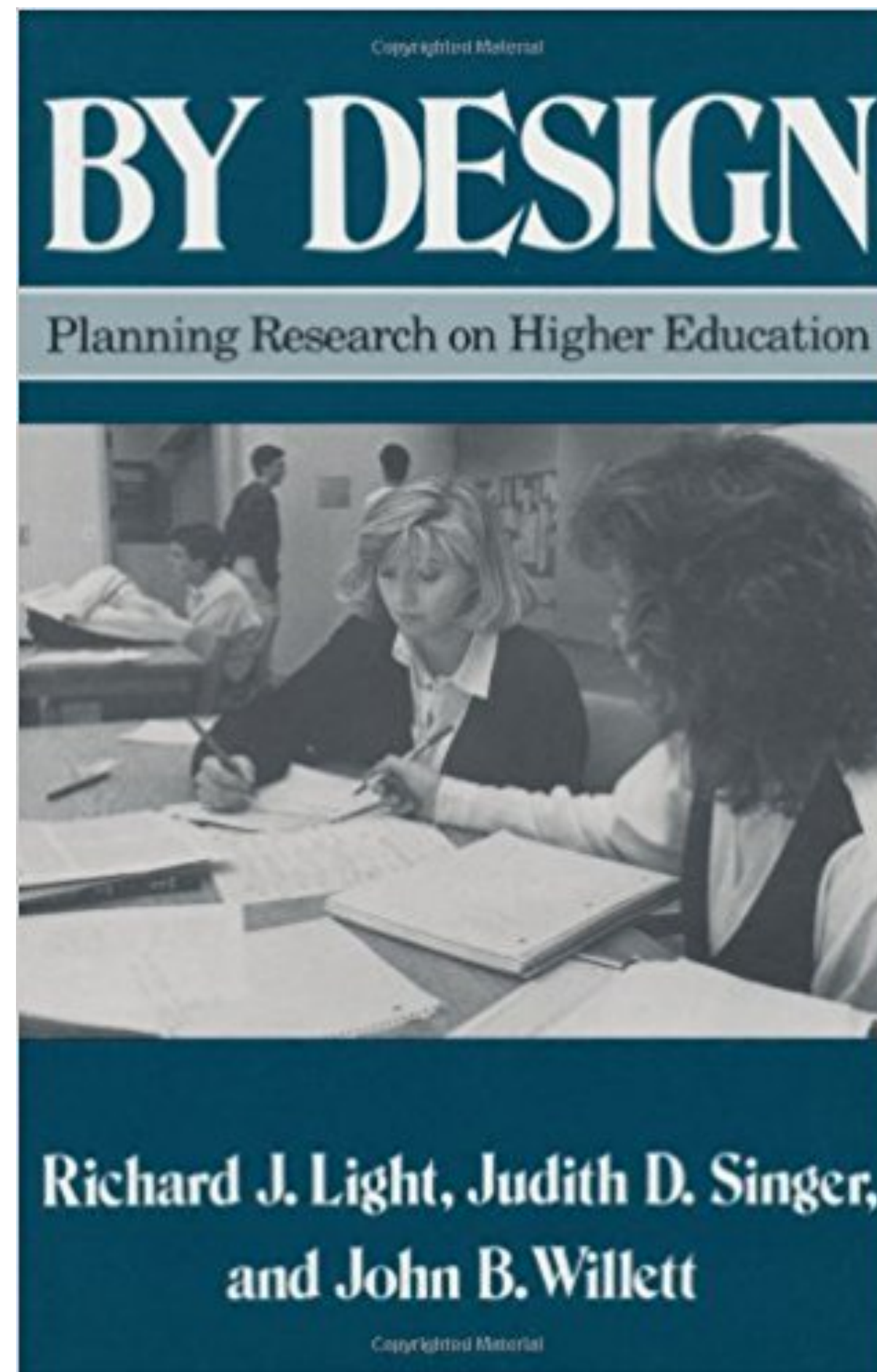
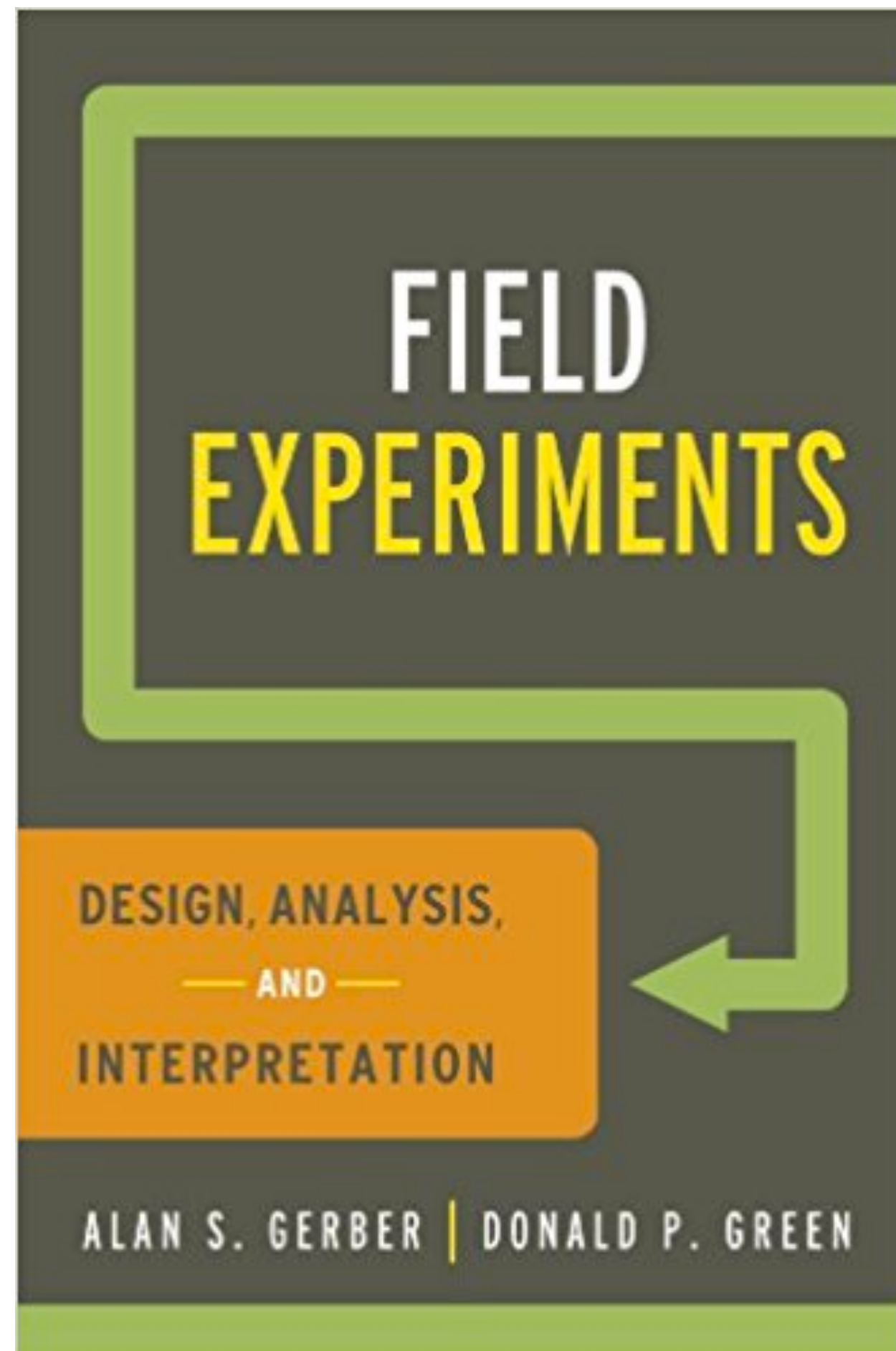
open science



Epistemology, Ethics, Examples



Research Methods

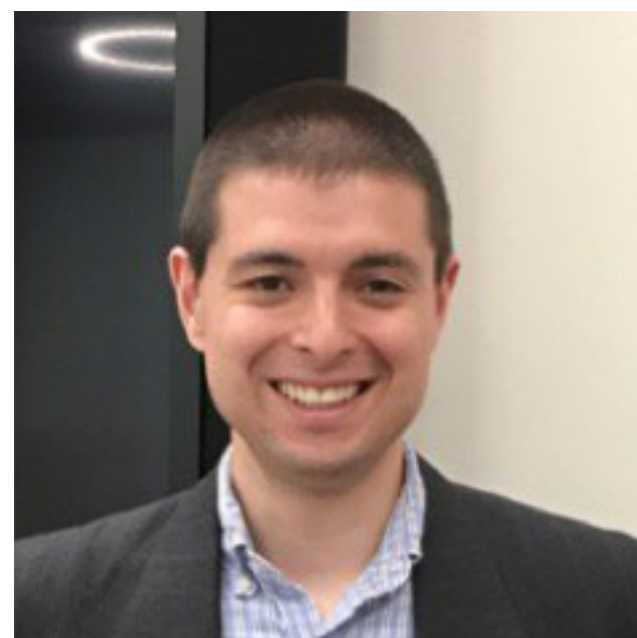


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