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RESEARCH QUESTION

Does the branding of clothing (UC Berkeley, neutral, or Stanford) cause UC Berkeley students to accept flyers?

Significance:

Explores social bonding and school affinity through clothing

Provides an efficient approach for flyering and campaigning

Examines the impact of rivalry on student engagement



METHODOLOGY

Treatment 1 (Cal Merch)



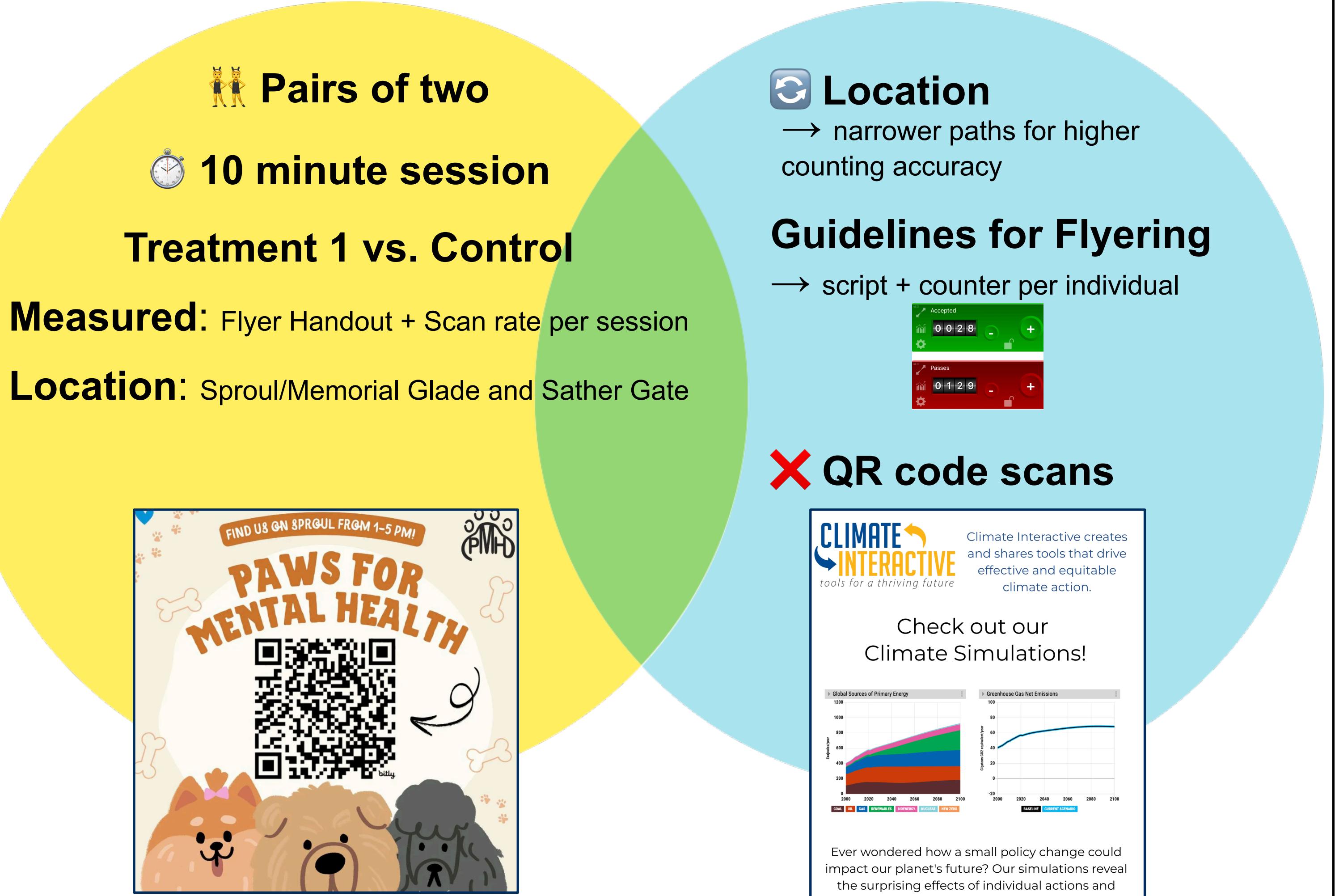
Treatment 2* (Stanford merch)



Control (Normal clothing)



Pilot Experiment



*Unfortunately, we were not able to flyer due to poor weather circumstances

CONSIDERATIONS

1. Politically Neutral Flying
2. Location (Access, Spillover)
3. Meaningful Experimentation
4. Excluded Participants (Non-Random Structure)

Power Analysis:

- ATE Condition Assumptions: 160 flyers/hour across 4 researchers
- **Experiment is Powered to reject Null Hypothesis ✓**
- Ideal Sessions per Group: 12-17

Big Game* (Stanford vs. Cal):



RESULTS

Table 4. Success Rate on Treatment - Experiment 2

	Dependent variable:			
	Success Rate - Clustered		Success Rate - Ignoring Clustering	
	Basic	Interacted Person	Basic*	Interacted Person*
	(1)	(2)	(3)	(4)
Treatment	-0.010 (0.041)	0.008 (0.075)	0.005 (0.021)	0.057* (0.032)
Person j		0.044 (0.094)		-0.044 (0.050)
Person s		-0.009 (0.101)		-0.061 (0.050)
Person v		-0.156 (0.080)		-0.147** (0.043)
Person w		-0.011 (0.080)		0.023 (0.042)
Treatment*Person j		-0.042 (0.146)		-0.015 (0.074)
Treatment*Person s		-0.124 (0.146)		-0.131* (0.068)
Treatment*Person v		0.068 (0.112)		-0.015 (0.061)
Treatment*Person w		-0.038 (0.112)		-0.143** (0.059)
Constant	0.333* (0.029)	0.365* (0.052)	0.288* (0.015)	0.318* (0.022)
Observations	179	179	1,855	1,855
R ²	0.0003	0.046	0.00004	0.022
Adjusted R ²	-0.005	-0.005	-0.001	0.017
Residual Std. Error	0.273 (df = 177)	0.273 (df = 169)	0.454 (df = 1853)	0.450 (df = 1845)
F Statistic	0.057 (df = 1; 177)	0.898 (df = 9; 169)	0.066 (df = 1; 1853)	4.565* (df = 9; 1845)

Note:

p<0.1; p<0.05; **p<0.01

*Regressing treatment per individual person passing, on them taking the flyer or not

*This ignores the clustered randomization of the sessions

Treatment constant is for person js, which was partly not marked in the data

ANALYSIS

Performed linear regression on:

- Dependent Variable: Success rate (Flyers handed out / People walking past)
- Independent Variables: Treatment condition, person flyering, treatment * person interaction.

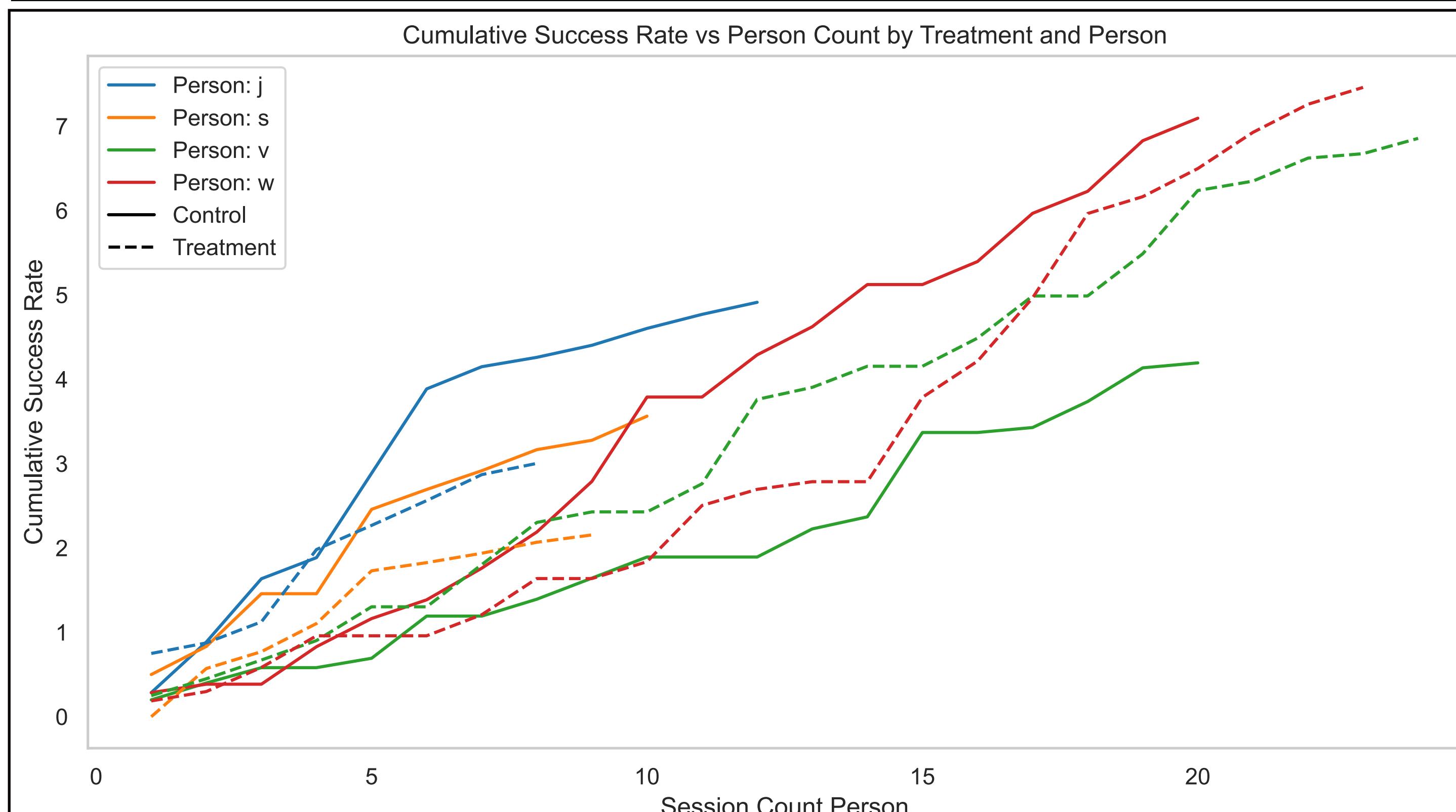
Using two different strategies:

1. clustering & summarizing to each session
2. unclustered, binary for each individual walking past.

Allowed control of confounding variable (person flyering), and interpretation of interaction effects (yay!)

Using strategy 2, we found a slight positive overall treatment effect, and statistically significant negative treatment effect for Srisha and Will (interaction effect sizes of -0.131 and -0.143). These effects became insignificant when properly clustering.

Random inference on success rate by treatment to confirm potential significance (also revealed insignificance)



NEXT STEPS

We **don't** see a statistically significant difference in the effect of wearing university-branded merchandise for flyering compared to neutral clothing

→ Individuals: significantly significant treatment effects (negative).

Future Work:

- Exploring rivalry effect: Wearing rival university branded merchandise
- Event-specific effect: Higher effect during rivaling events, such as Big Game?
- Clothing alignment: Higher effect of matching clothing styles on interactions?

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