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241-6 Project

Funding proposal

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Project Summary

We will be testing gender discrimination with ads posted on Craigslist. (Credit to Doleac and Stein, who ran a similar experiment testing the impact of race.) We will use a popular Apple product where the hand in the picture will be either male or female. Ads will be randomly distributed among large American cities.

Statement of need

In order to best position our ad and gather meaningful covariates, we need access to traffic and demographic data for Craigslist subdomains (ie, geographical locations). Gathering this kind of data ourselves would not be feasible within the scope of this project. Alexa.com is a leading internet market research provider who has this data available for a fee. We are requesting \$149 in funding for a one-month subscription to the "Advanced" metrics.