

Early Progress Report on Team Project - Meal Choices

At a high level, how are you planning to execute the experiment? How will you divide up the data collection task among yourselves?

We're planning on recruiting participants using a survey sent through a link to a GoogleForm. To execute the experiment, we will use a texting platform (Twilio) that automates administering treatment and measuring outcomes. We will define the particular workflows and when treatment is collected/outcomes are measured, but the actual processes will be automated.

How detailed is your experimental design and procedure so far?

The design and procedure is fairly detailed at this point in time. We have samples for the recruitment survey, as well as the drafts for Twilio (SMS) Workflow for collecting outcome measures. The general procedure for applying treatment and collecting outcome measures is also fairly detailed in design.

What parts of the protocol have you not fleshed out yet?

We still need to flesh out what our treatment looks like and what levels of treatment we want to experiment with. We also need to clarify what we want to block on in the experiment and whether we want to filter potential participants.

What aspects are you undecided about? Would you like advice on these?

- Whether to include vegetarians/vegans in our study, or just meat eaters
- Wording of surveys (recruitment and gathering outcomes) - we're concerned about influencing/priming control by asking the same questions we are asking treatment
- Outcome measures - should we measure percentages of meals that included meat, or raw counts; also unsure the kinds of "journaling" that Micah suggested.

What software (if any) needs to be written to execute the experiment? How far along are you on this?

At a high-level, we need a texting platform that can administer treatment, confirm treatment was applied, and collect outcome measures from participants. In terms of implementation, the platform is nearly there (based on Azure Functions, Twilio workflows, and SQL database). It's currently (roughly) set up to measuring outcomes as key scenario, but adapting to administering treatment should be simple with the core platform in place.

Are you hoping for a grant to help cover expenses of the experiment? If so, make sure to send the instructor a one-page email detailing your grant amount request (up to \$500 per group)

Yes, we are hoping for a grant to help cover expenses for the experiment. These costs will include [Twilio expenses](#) and incentive expenses (Amazon gift cards). We expect no charges for the recruitment survey or for Azure utilization (using Diana's credit).