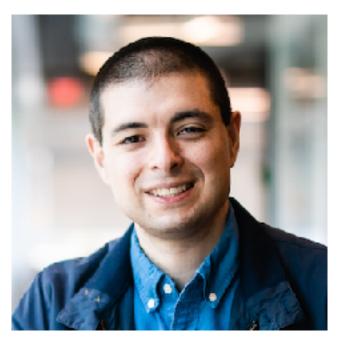
Causal Inference

COMM 4940

Jan 27, 2020

Kennedy Hall 213



J. Nathan Matias
@natematias
citizensandtech.org
natematias.com

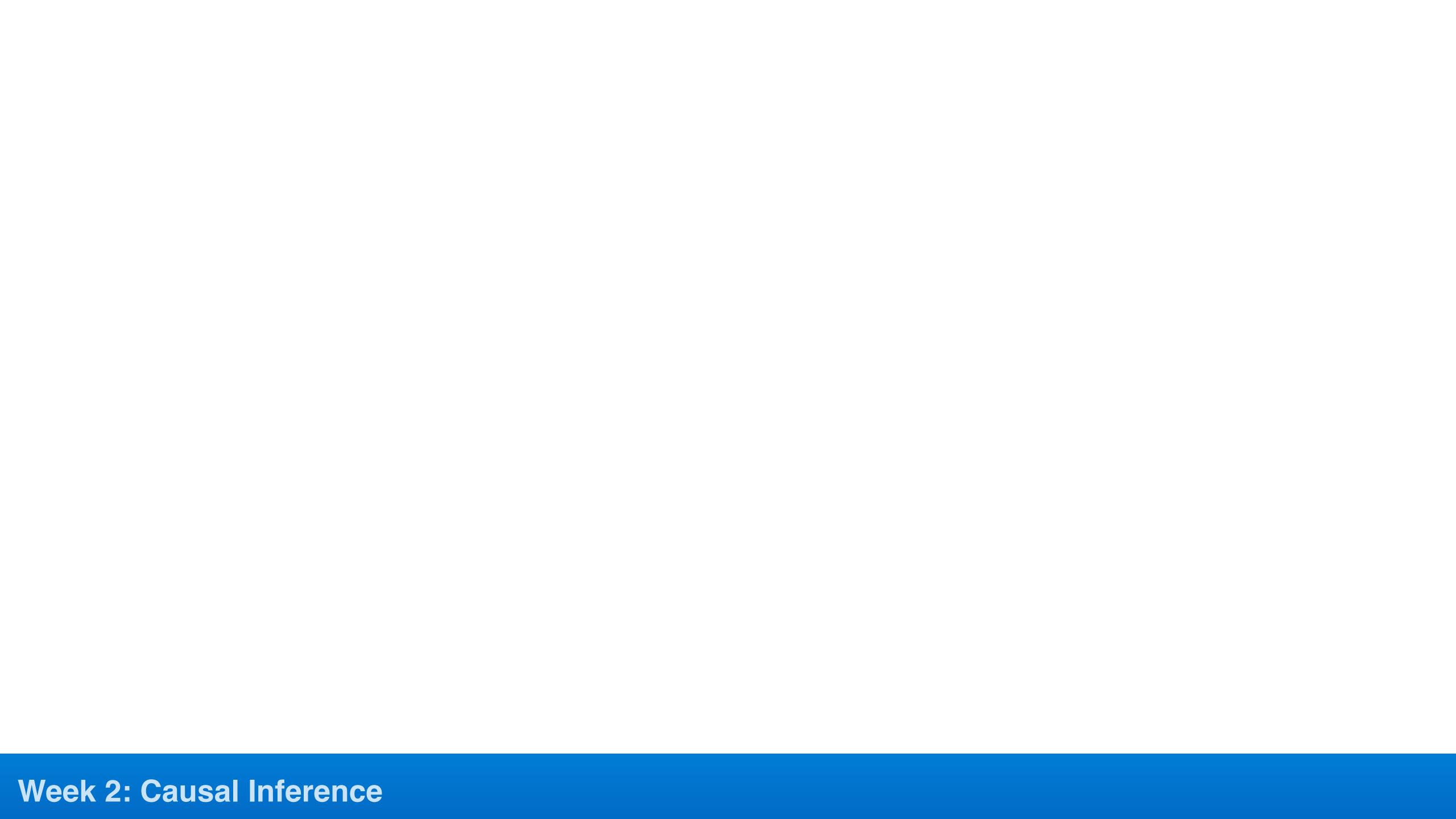




Discussion Norms

Peeves about group discussion

Satisfying discussions that stick with you



Causal Knowledge Studying
Online
Behavior at
Scale

Audits & Accountability

Listening
Manipulation
Or Both?

Will it Work
More Than
Once?

Interpreting,
Using,
Misusing
Results

Experiments in Democracy

Do Firms
Learn from
A/B Tests?

Scientists do Field
Research

Clickbait & Viral Content

Debriefing,
Harm &
Consent

Answering
Scientific
Questions

Conducting & Analyzing Experiments

Research Ethics Statistics of Experiment Design

Planning an
Experiment
(outcomes,
power)

PreAnalysis
Plans &
Open
Science

Analyzing & Sharing Results

Graceful Recovery from Problems

Deploying & Monitoring your Experiment

Adjustment
Strata
Clusters

Designing Experiments with Partners

Geeking with Greg

Tuesday, April 25, 2006

Early Amazon: Shopping cart recommendations

I have talked about a couple fun projects ([1] [2]) I did at Amazon even though I was supposed to be working on other things. This story is more extreme, a project I was explicitly forbidden to do and did anyway.

I loved the idea of making recommendations based on the items in your Amazon shopping cart. Add a couple things, see what pops up. Add a couple more, see what changes.

The idea of recommending items at checkout is nothing new. Grocery stories put candy and other impulse buys in the checkout lanes. Hardware stores put small tools and gadgets near the register.

But here we had an opportunity to personalize impulse buys. It is as if the rack near the checkout lane peered into your grocery cart and magically rearranged the candy based on what you are buying.

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GREG LINDEN

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EXPERIMENTAL AND QUASI-EXPERIMENTAL DESIGNS FOR GENERALIZED CAUSAL INFERENCE

William R. Shadish

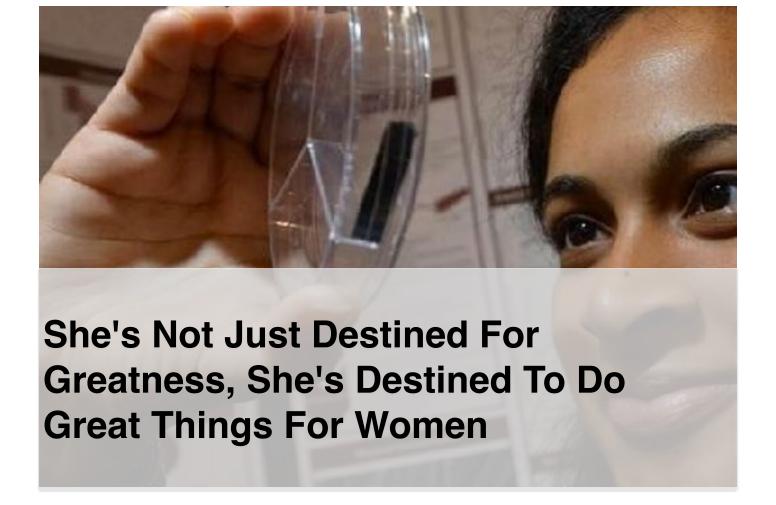
THE UNIVERSITY OF MEMPHIS

Thomas D. Cook

NORTHWESTERN UNIVERSITY

Donald T. Campbell

How Should Upworthy Amplify Media?





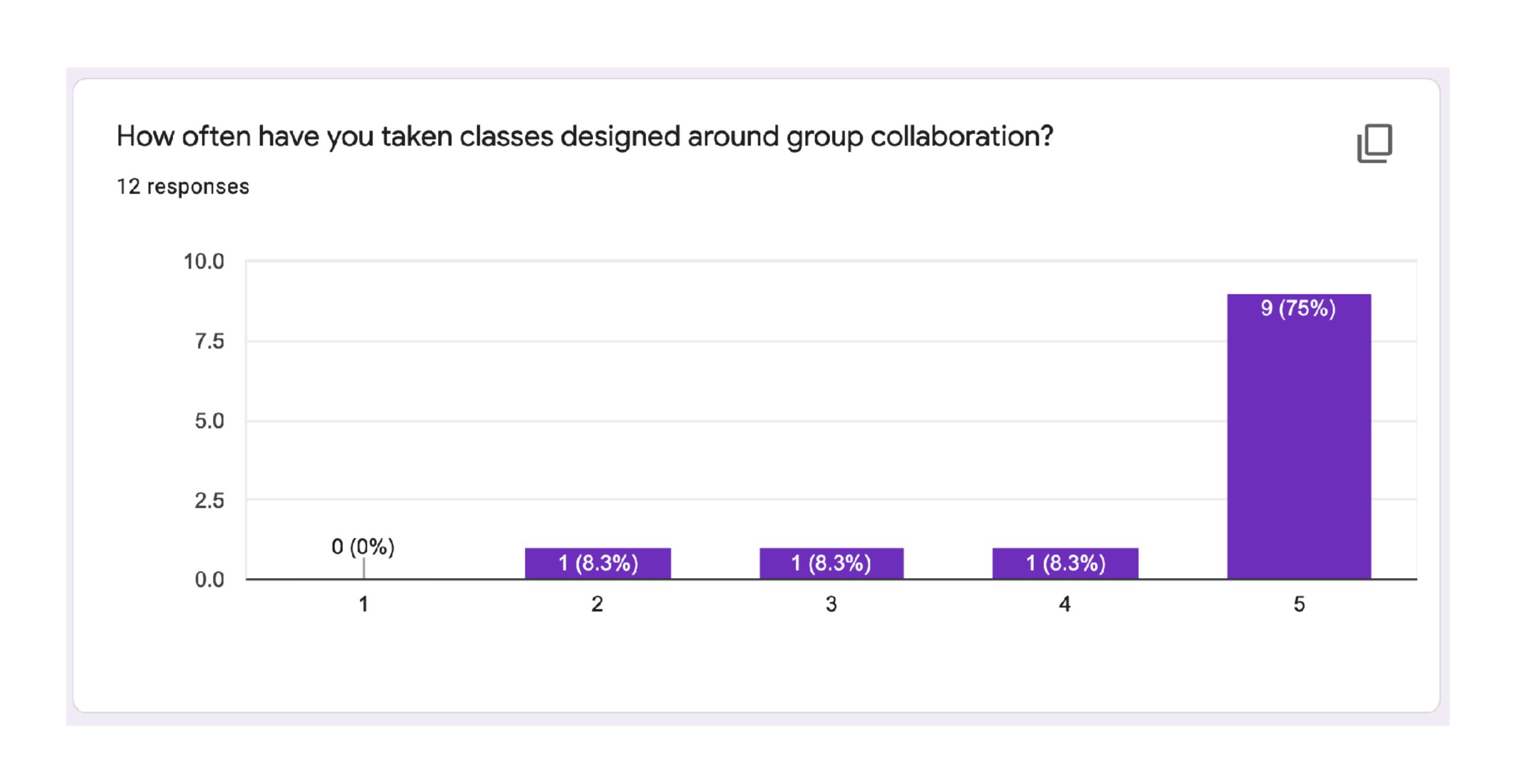
B

C

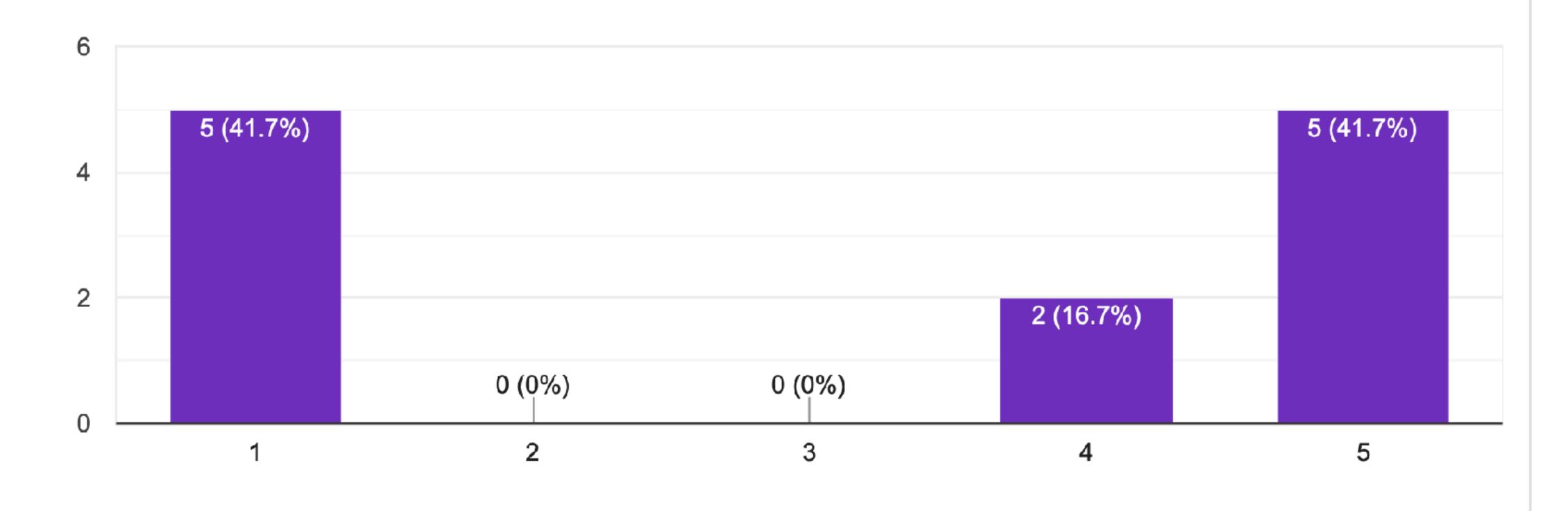




Survey Results

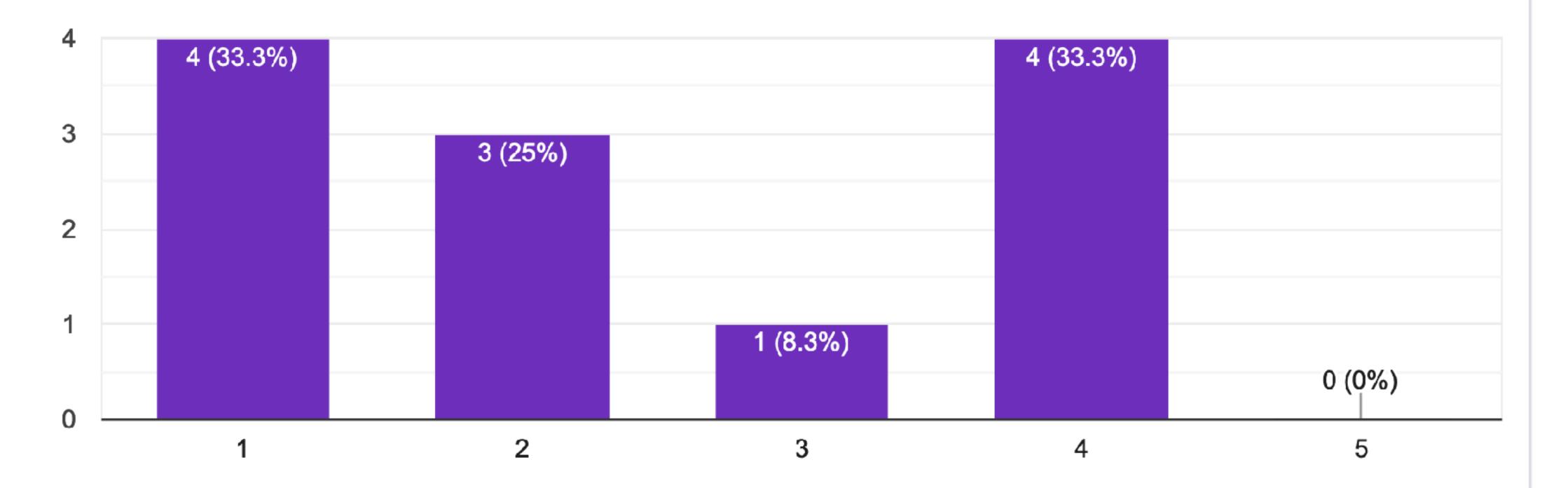


How familiar are you with Jupyter Notebook?

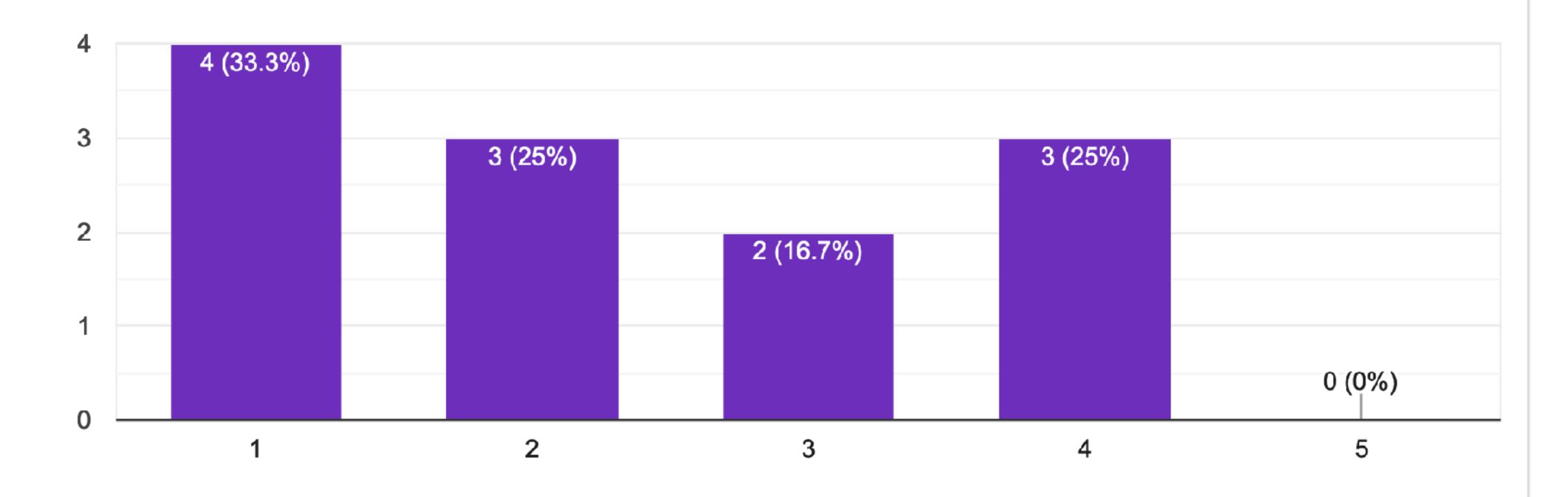


How familiar are you with R?

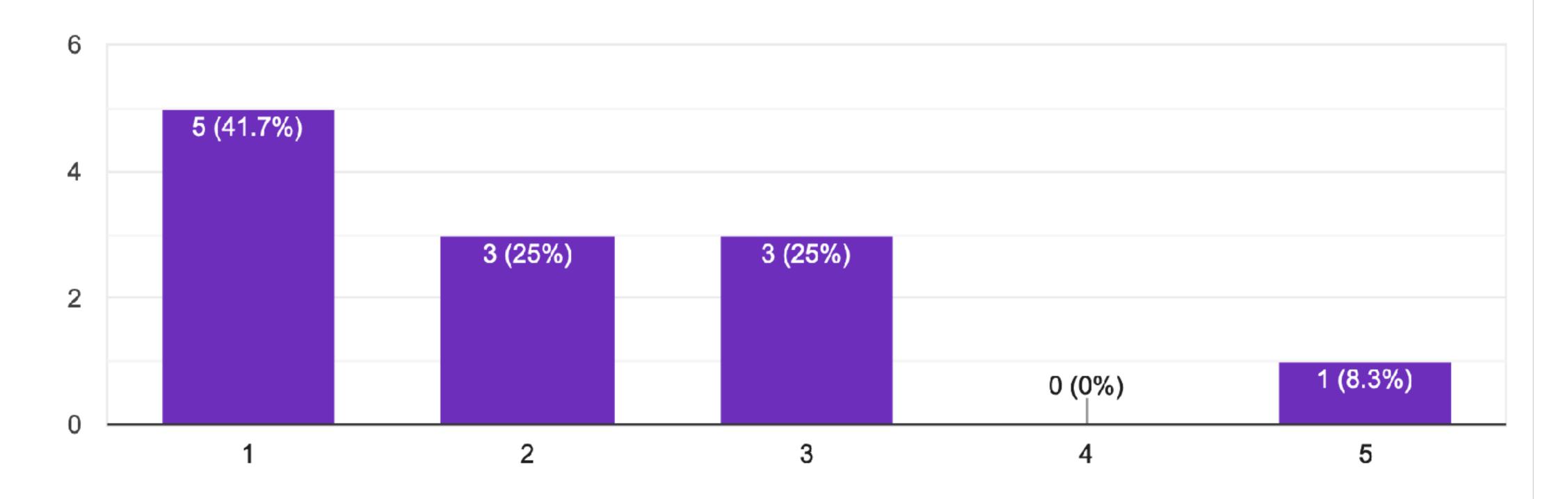




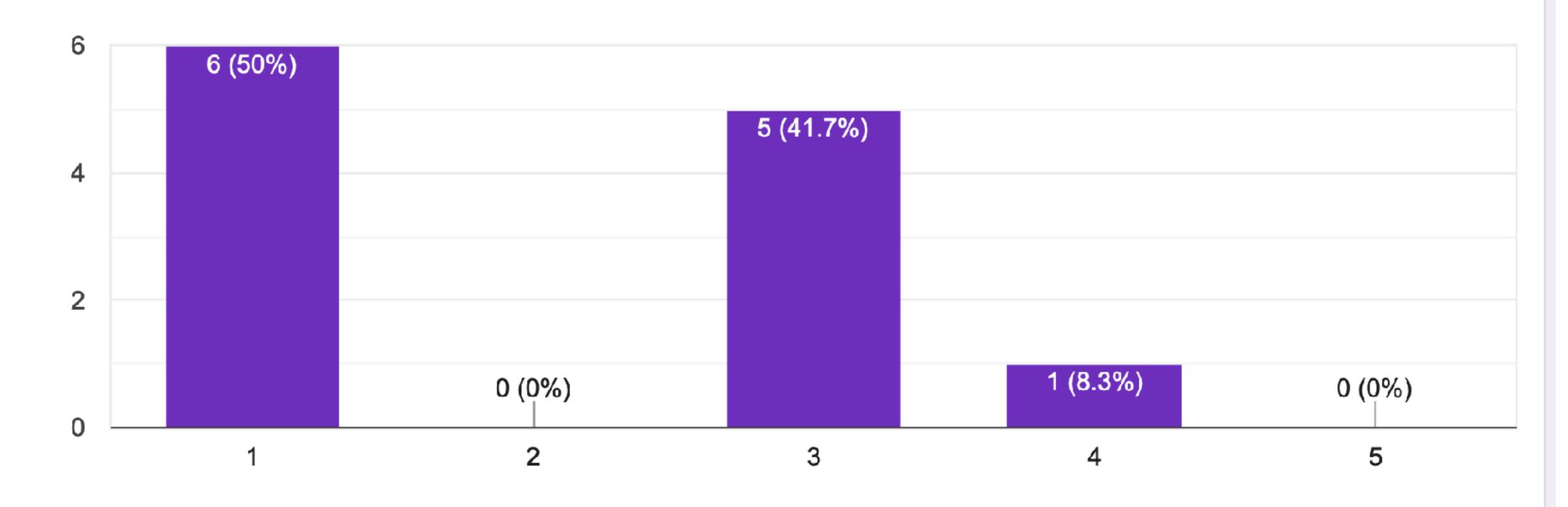
How familiar are you with creating plots in R?



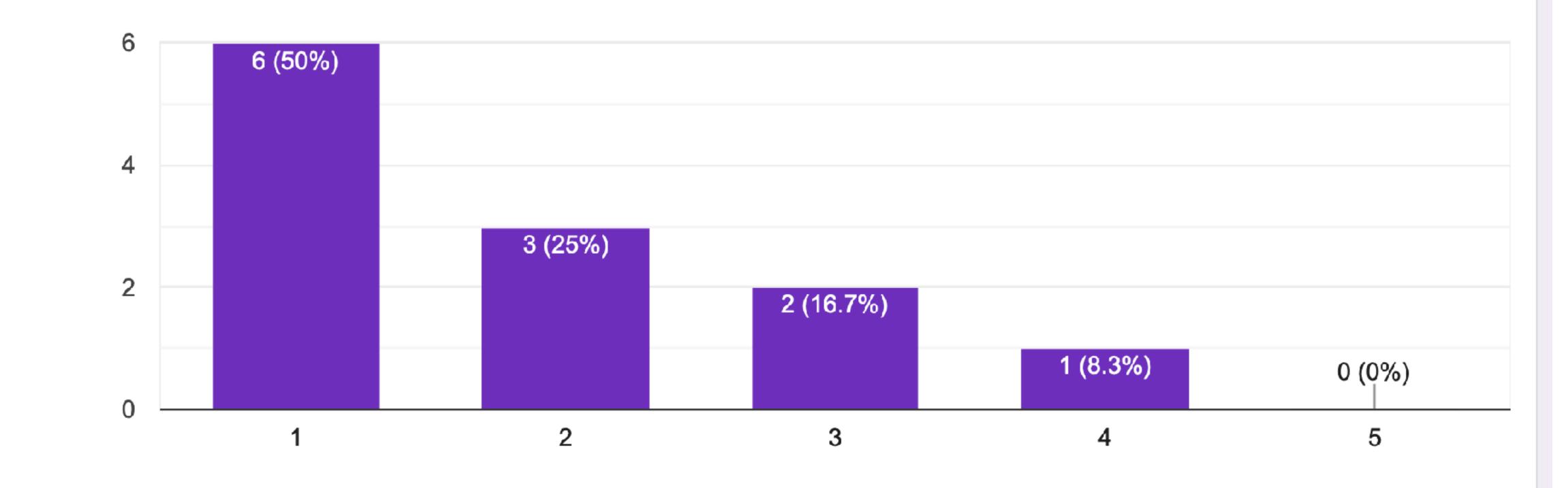
How familiar are you with hierarchical or multi-level modeling?



How familiar are you with meta-analyses?



How familiar are you with p-hacking and multiple comparisons?



Questions about Assignments

- Project Assignments: Due Tuesdays at 9pm
 - First Assignment: Next Tuesday
- Start thinking about who your partner will be

Survey: https://forms.gle/bA47197K49dxpaPd6

Office hours: https://calendly.com/natematias/ officehours