Planning an Experiment

COMM 4940

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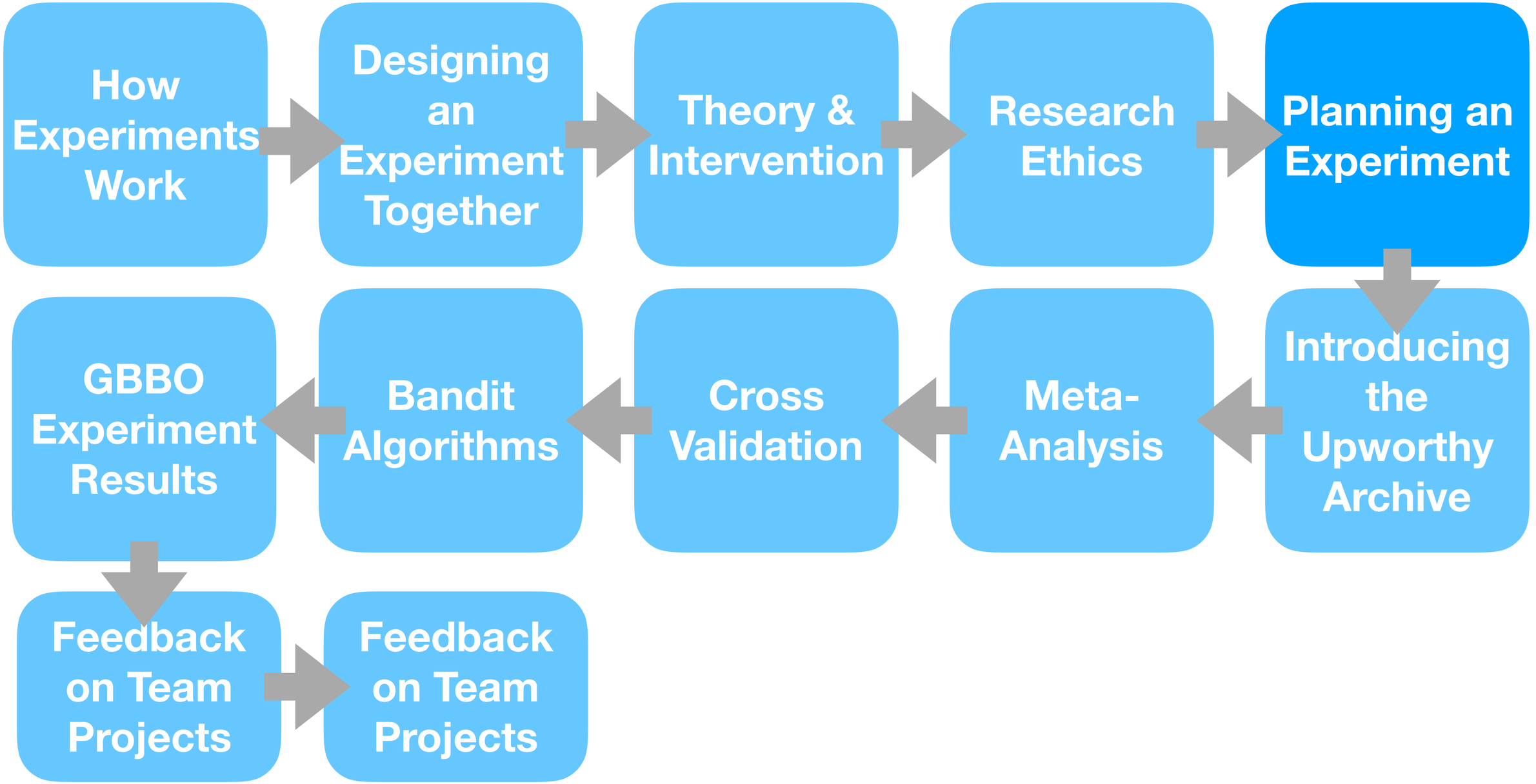
How Experiments Work
Designing an Experiment Together
Theory & Intervention
Research Ethics
Planning an Experiment
Introducing the Upworthy Archive
Meta-Analysis
Cross Validation
Bandit Algorithms
GBBO Experiment Results
Feedback on Team Projects
Feedback on Team Projects

Choosing a Sample Size

- **DeclareDesign example**

  github.com/natematias/design-governance-experiments/tree/master/assignments/4-design-diagnosis

- **eGap Power Calculator**
  egap.shinyapps.io/Power_Calculator/

Power Calculator

This calculator can help you understand the power of your experimental design to detect treatment effects. You can choose between a standard design in which individuals are randomly assigned to treatment or control and a clustered design, in which groups of individuals are assigned to treatment and control together.

- [ ] Clustered Design?
- [x] Binary Dependent Variable?

Significance Level

Alpha = 0.05

Proportion (DV = 1) in Control Group

0.10

Proportion (DV = 1) in Treatment Group

0.15

Power Target

0 0.8 1

0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1