

Causal Inference

COMM 4940

Jan 27, 2020

Kennedy Hall 213



J. Nathan Matias

@natematias

citizensandtech.org

natematias.com

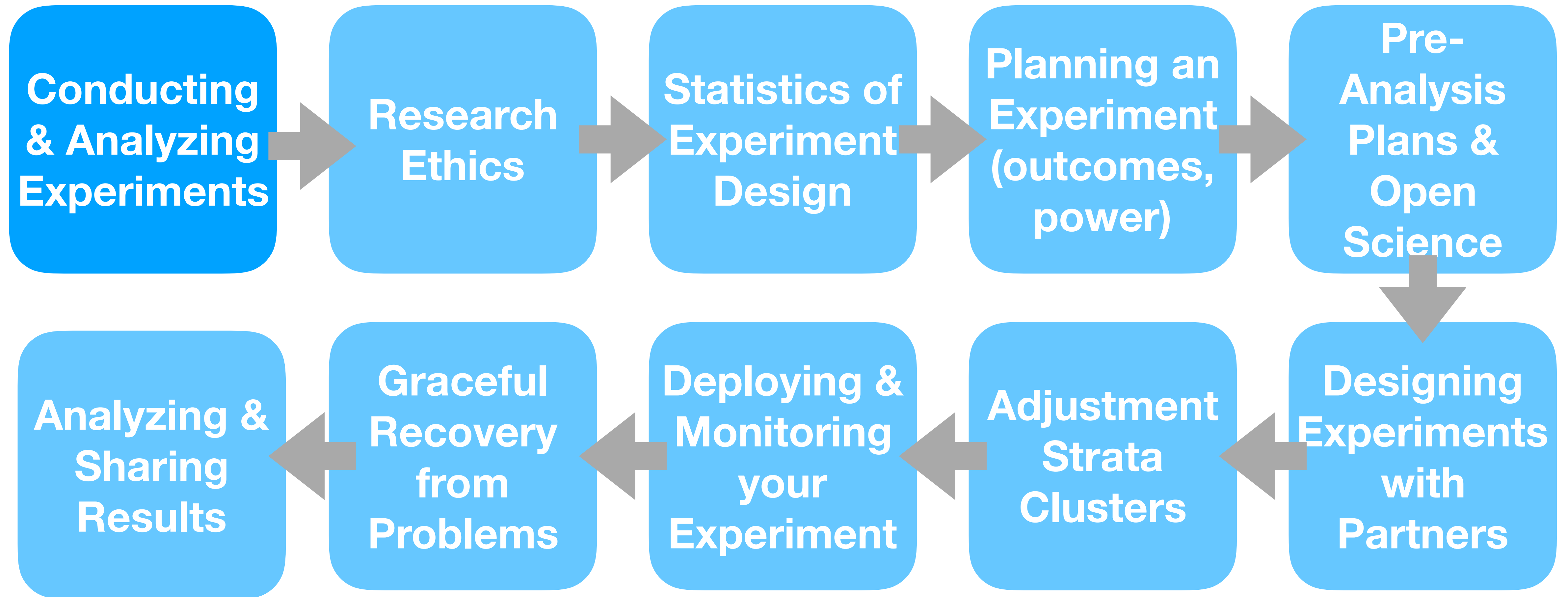


Discussion Norms

Peeves about
group
discussion

Satisfying
discussions
that stick with
you





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 stores 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.

About Me



GREG LINDEN

[View my complete profile](#)

Subscribe to the Feed



[Subscribe in a reader](#)

More Geeking with Me

[Tweeting with Greg](#)

Blog Archive

► [2019 \(2\)](#)

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?

A



B

C



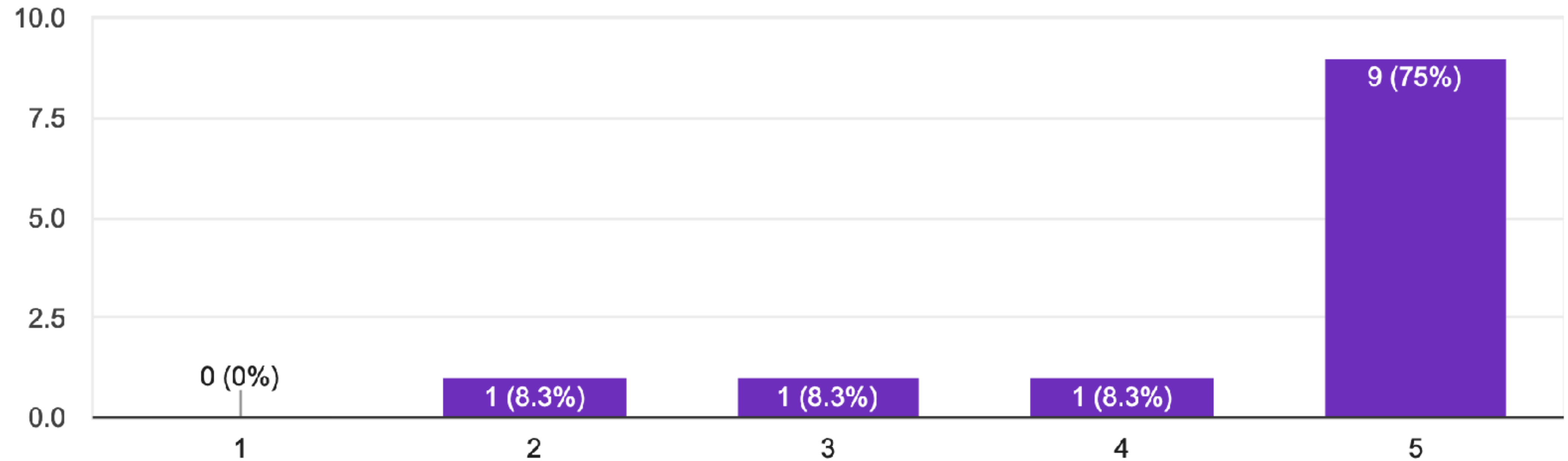
D

Survey Results

How often have you taken classes designed around group collaboration?

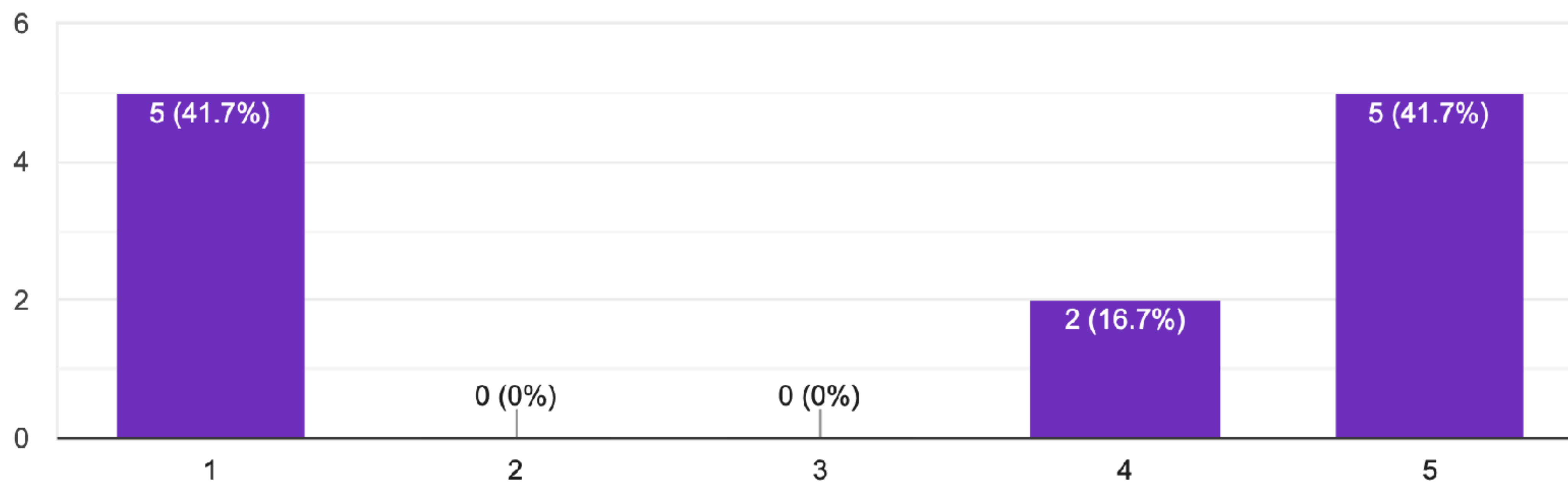


12 responses



How familiar are you with Jupyter Notebook?

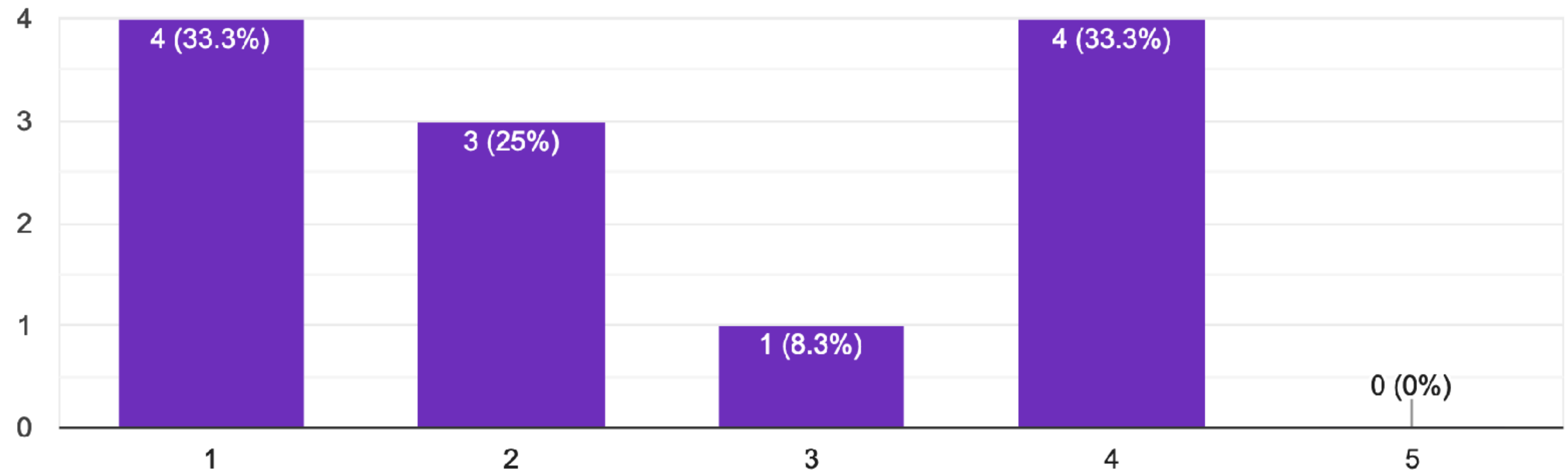
12 responses



How familiar are you with R?



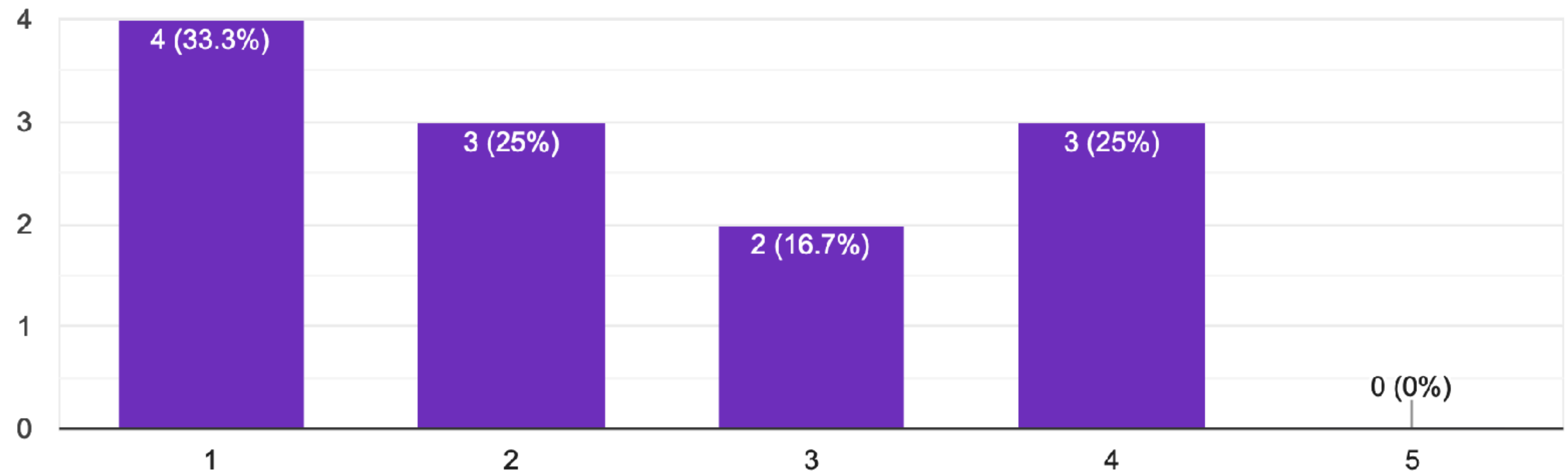
12 responses



How familiar are you with creating plots in R?

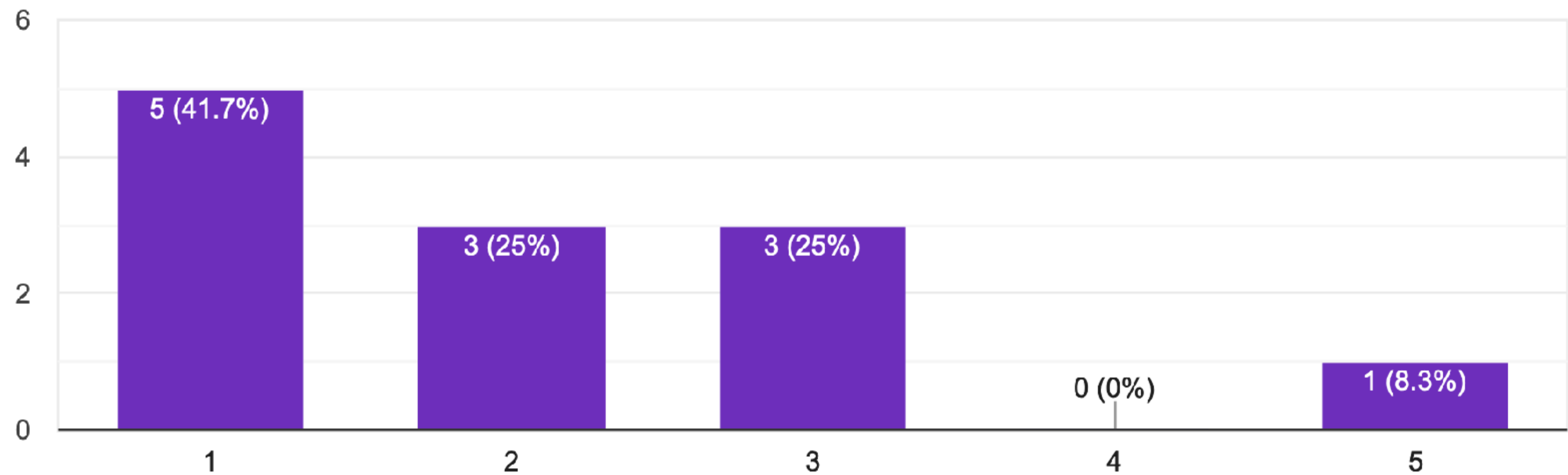


12 responses



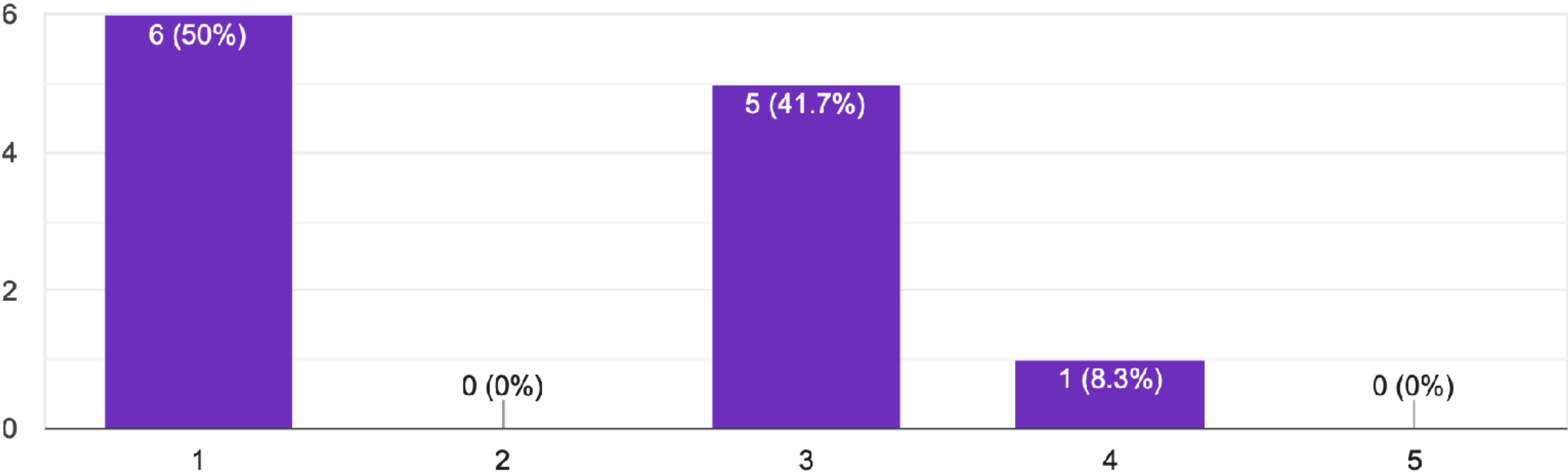
How familiar are you with hierarchical or multi-level modeling?

12 responses



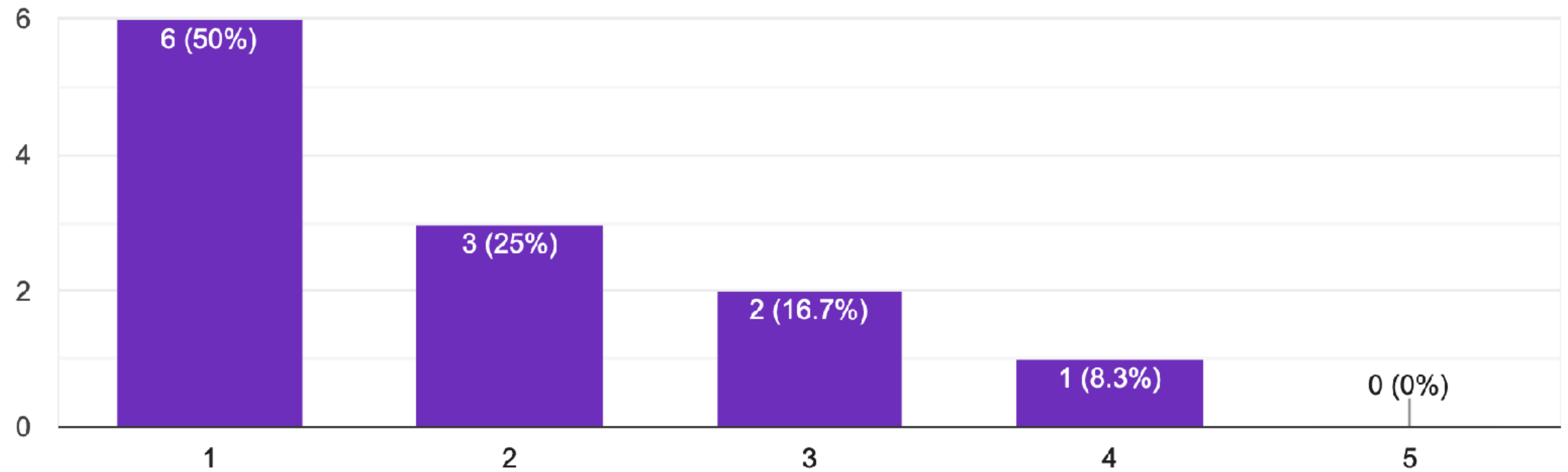
How familiar are you with meta-analyses?

12 responses



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

12 responses



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>