Replication

COMM 4940

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CORNELL COMM #ONECOMMunity

Cornell CALS

Causal Knowledge → Studying Online Behavior at Scale → Audits & Accountability → Listening Manipulation Or Both? → **Will it Work More Than Once?**

Will it Work More Than Once? → Clickbait & Viral Content → Why Scientists do Field Research → Do Firms Learn from A/B Tests? → Experiments in Democracy → Interpreting, Using, Misusing Results → Debriefing, Harm & Consent → Answering Scientific Questions

Group Discussion:
What was most concerning?

High failure rate of replication in the social sciences (due to context)

Replicating is hard because it's hard for people to remember why they made decisions

Original authors may not cooperate?

If a finding is context-sensitive, might researchers over-generalize?

How do you know that the stimulus is the "same" for a new context?

How do you know what factors are at play?

Ideas of Science

Open Mindedness (not compatible with obstructing replication)

Generalized / vs Specific Knowledge

 - explanatory power

 - parsimony

Peer Review (many is better than one)

Academic Reputation

Reliable, Replicable Knowledge

Final Projects (Primary Option)

Group:

1. Define a research question
   Example: do celebrity names increase clicks?
2. Datamine the archive for relevant experiments
3. Analyze & write up the results

Individual:

- Write an essay that examines your team project in relation to a major idea in the class

Final Projects (Creative Option)

Group:

Design a novel experiment with a community partner. Complete a implementable research design by the end of the semester

Individual:

Write an essay that examines your team project in relation to a major idea in the class