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- ▶ [Module 1: The Basics of R and Introduction to the Course](#)
- ▶ [Entrance Survey](#)
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- ▶ [Module 3: Gathering and Collecting Data, Ethics, and Kernel Density Estimates](#)
- ▶ [Module 4: Joint, Marginal, and Conditional Distributions & Functions of Random Variable](#)

Module 8: Causality, Analyzing Randomized Experiments, & Nonparametric Regression > Use of Randomization and Nonparametric Regression > A/B Testing - Quiz

## A/B Testing - Quiz

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### Question 1

1.0 point possible (graded)

What is A/B Testing?


- ☐ a. Another term for a type of RCT
- ☒ b. The comparison of two versions of a webpage that are shown to users at random ✓
- ☐ c. The general comparison of two different groups of people and their web-browsing habits

### Explanation


As discussed in the lecture, strictly speaking, A/B testing is a randomized evaluation of two versions of a webpage. It has become standard practice in the world of web-based business due to its relatively low cost, its natural metrics (e.g. number of clicks), and due to the vast uncertainty of what will attract users. The term A/B testing is now some times used to refer to other types of experiments, especially those conducted by businesses.

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- ▶ [Module 6: Special Distributions, the Sample Mean, the Central Limit Theorem, and Estimation](#)
- ▶ [Module 7: Assessing and Deriving Estimators - Confidence Intervals, and Hypothesis Testing](#)
- ▼ [Module 8: Causality, Analyzing Randomized Experiments, & Nonparametric Regression](#)

### Causality

Finger Exercises due Nov 21, 2016  
at 05:00 IST 

### Analyzing Randomized Experiments

Finger Exercises due Nov 21, 2016  
at 05:00 IST 

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You have used 1 of 1 attempt

✓ Correct (1/1 point)

## Question 2

1/1 point (graded)

True or False: Multivariate testing is just another name for A/B testing

☐ a. True

☒ b. False ✓

## Explanation


Multivariate testing is more involved than simple A/B testing and involves comparing more than two versions of a webpage.

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✓ Correct (1/1 point)

**Use of Randomization and Nonparametric Regression**

Finger Exercises due Nov 21, 2016 at 05:00 IST 

**Module 8: Homework**

Homework due Nov 14, 2016 at 05:00 IST 

► [Module 9: Single and Multivariate Linear Models](#)

► [Exit Survey](#)

**Question 3**

1.0 point possible (graded)

What is the issue with testing multiple versions of the same thing with A/B testing? (For example, 20 different versions for a button on a webpage)

- ☐ a. It would be impossible to automatize and therefore logistically infeasible to conduct such a test
- ☐ b. Firms are typically not interested on the impact of a particularly component of their website
- ☐ c. You will only be able to detect the effect of the webpage as a whole and not the specific detail you are interested in
- ☒ d. If you test enough versions, one of them is likely to lead to a significant result by chance alone

**Explanation**

Similar to the issue of looking at multiple subgroups for RCTs, if you test enough versions of a component of the website without adjusting the standard errors, you'll likely obtain at least one significant result by chance alone.

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### Discussion

**Topic:** Module 8 / A/B Testing - Quiz

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