

MITx: 14.310x Data Analysis for Social Scientists

Heli



 Module 1: The Basics of R and Introduction to the Course

- Entrance Survey
- Module 2:

 Fundamentals of
 Probability, Random

 Variables, Distributions,
 and Joint Distributions
- 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
- ullet b. The comparison of two versions of a webpage that are shown to users at random ullet
- o. 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.

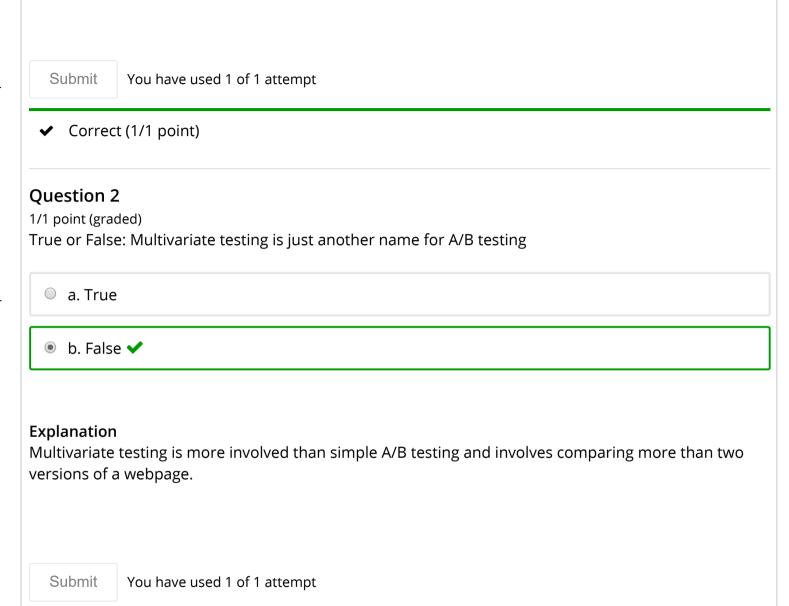
- Module 5: Moments of a Random Variable,
 Applications to Auctions,
 Intro to Regression
- Module 6: Special
 <u>Distributions, the</u>
 <u>Sample Mean, the</u>
 <u>Central Limit Theorem,</u>
 and Estimation
- Module 7: Assessing and Deriving Estimators -Confidence Intervals, and Hypothesis Testing
- 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



✓ Correct (1/1 point)

<u>Use of Randomization and</u> <u>Nonparametric Regression</u>

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 <u>Multivariate Linear</u>
 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)

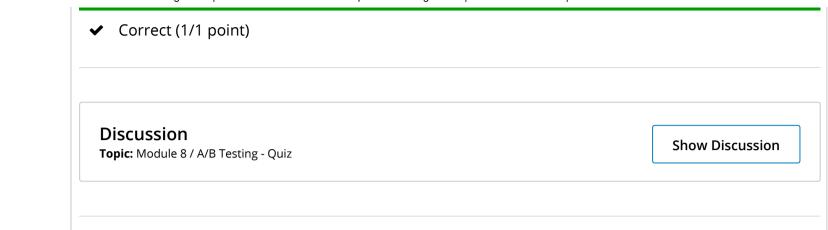
- a. It would be impossible to automatize and therefore logistically infeasible to conduct such a test
- b. Firms are typically not interested on the impact of a particularly component of their website
- c. You will only be able to detect the effect of the webpage as a whole and not the specific detail
 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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You have used 1 of 2 attempts



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