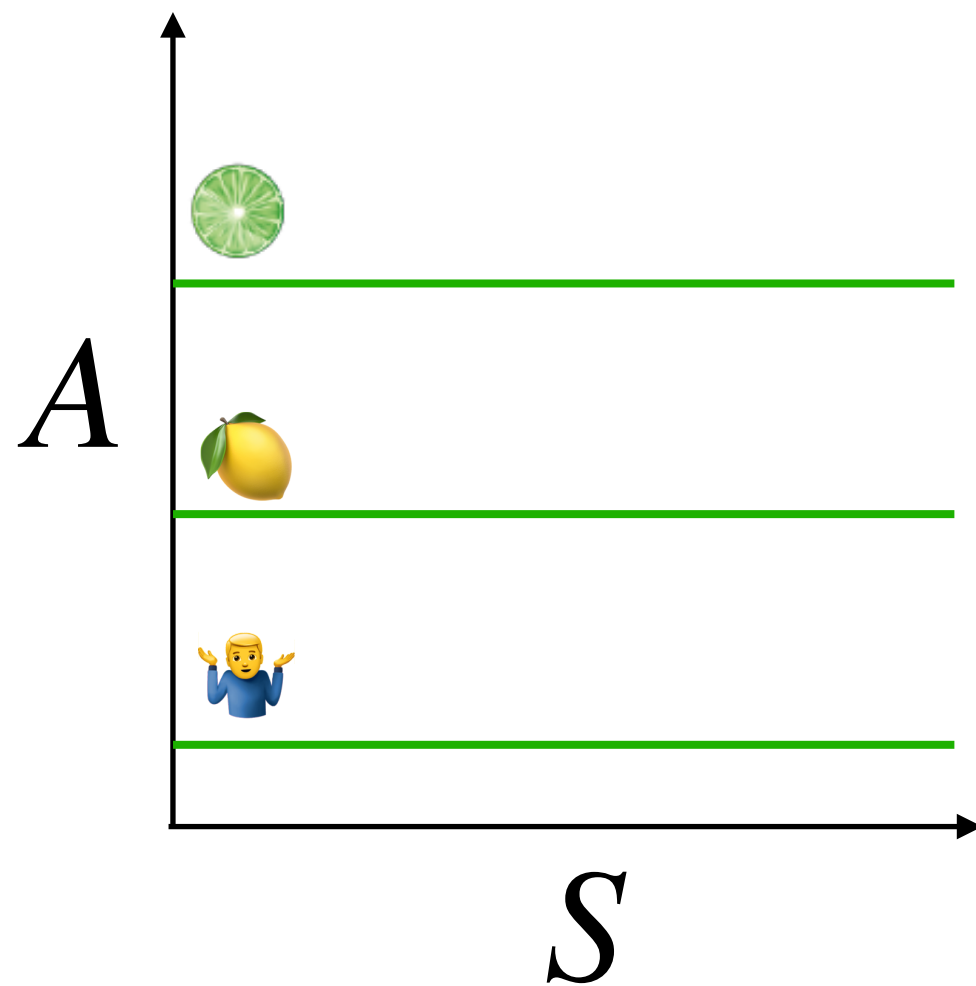


What if we had just ignored the mechanism* and tested?



$$E[Y \mid \text{🍋}]$$

$$E[Y \mid \text{🍋}]$$

$$E[Y \mid \text{🙄}]\text{}$$

**Experimentation is a proven
architecture for accumulating
useful causal knowledge.**