Creativity and Ethics

1. Additional considerations:
   1. Oversampling a Subpopulation. When to oversample:
      1. When we have a particularly interesting subpopulation (e.g., high-opportunity taxpayers, girls in computer-programming course, minority legislators in study about response to minority constituents)
      2. When important subpopulation represents a small fraction of overall population
      3. When important subpopulation has relatively high variance of Y (standard deviation is many times the mean, large samples can overcome huge variance)
      4. Adaptive sampling: adjust experiment based on responses (e.g., if an A/B test reveals one sub-population has high variance of purchases, then oversample this high-variance group).
   2. How broadly should we define the outcome? Does the treatment effect last? Should look at what the outcome is (e.g., total sales and not just sales after 1 hour). Redefining the outcome more broadly has lead to very different conclusions.
      1. Long-run effects are difficult to measure in laboratory experiments.
      2. Treatment effects may wear off after longer period of time.
   3. Audit Studies: never performed the consequences regardless of the result. Never conduct an actual audit even though say an audit would be conducted.
2. Examples
   1. Example from Personnel Economics: relative performance scheme performs less well than absolute performance scheme.
   2. Case study on LGBT canvassing by David Broockman
      1. Results of LaCour and Green (2014) on Gay-Marriage Canvassing
      2. Broockman smells a rat
         1. Detective work: how can we tell when data is fake?
      3. This time for real: transgender canvassing in Miami
      4. Final perspectives on LGBT Canvassing and Research integrity
      5. Further reading on Broockman’s LGBT Canvassing research