

the gold standard [ask IRB appr!]

- the experimental design give few examples
- only with experiment can confidently argue causality
- and it is because randomization takes care of the known and unknown predictors of the outcome
(draw a picture of 2 groups of people)
- in other words, it establishes a counterfactual (next slides)
- but wait !
- most of the time we cannot have an experimental design because it is unethical and politically impossible
eg we cannot randomly assign kids to bad school or to smoking <http://www.socialresearchmethods.net/kb/desexper.php>
- sometimes can get away eg assign at random to welfare
<http://www.andrewoswald.com/docs/1February2014DorsettOswald.pdf>