wrapping up

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this version: Friday 8th December, 2017 21:24

outline

conclusion (p.240-254 Wheelan, 2013)

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data, data everywhere

- eg goog timeline https://support.google.com/maps/answer/6258979
- Wheelan (2013) discusses uses of data
  - football concussions, autism
- again see: www.economist.com/node/15557443
  - and full report: https://www.emc.com/collateral/analyst-reports/ar-the-economist-data-data-everywhere.pdf
- Target can even predict better pregnancy of your daughter
  - she buys unscented lotions, vitamins, etc (Wheelan, 2013, p252-3)

so what?

- use data! (do stats)
- or read about using it (lit rev)
- AND ALWAYS think about it! (critique research)
- this is *important* for final project in this class
- and use stat software (Python, Stata, etc): a job skill!

remember stats is positive, not normative

- it says what it is
- not what it should be
- for the latter we need something like philosophy or religion
- https://en.wikipedia.org/wiki/Positive_statement
- dog fighting used to be socially acceptable, but not anymore
- same thing may happen to football (p242-244)

be skeptical

- ◇ eg correlation $\neq$ causation
  - MMR vaccine, autism (p245,246)
- ◇ also: measurement
  - many ways to measure the same thing
  - no measure is perfect
  - all measures oversimplify
- ◇ eg: teacher ratings, school ratings (p246-249)

do experiments!

- again, experiment is the gold standard
  - (superb internal validity, but usually poor external)
- eg: force Indian teachers to show up by recording them
  - randomly assign cameras (p250)
- test if males or females care about kids more
  - natural experiment: weather affects crops differentially by gender:
  - eg guys grow coffee, girls grow coconuts (p251)

the end!

- let's keep in touch
- keep me posted about your research endavours!
- email me, stop by
- let's have a coffee

Mohr, L. B. (1995): Impact Analysis for Program Evaluation, Sage, Beverly Hills CA, second edition ed.

Shadish, W. R., T. D. Cook, and D. T. Campbell (2002): Experimental and quasi-experimental designs for generalized causal inference, Wadsworth Cengage learning.

Wheelan, C. (2013): Naked statistics: stripping the dread from the data, WW Norton & Company.