

## Tracking multiple metrics

Bonferroni:  $\alpha_{\text{div}} = \alpha_{\text{overall}} / n$

Experiment: Update description on course list

Statistically  
Significant?

metrics	$\hat{d}$	SE	$\alpha_{\text{div}} = 0.05$	Bonferroni: $\alpha_{\text{overall}} = 0.05$
prob of clicking through to course overview	0.03	0.013	<input checked="" type="checkbox"/>	<input type="checkbox"/>
avg time spent reading course overview page	-0.5 s	0.21	<input checked="" type="checkbox"/>	<input type="checkbox"/>
prob of enrolling	0.01	0.0045	<input checked="" type="checkbox"/>	<input type="checkbox"/>
avg time in classroom during first week	10 min	6.85	<input type="checkbox"/>	<input type="checkbox"/>

Is Bonferroni overly conservative here? ☒ Yes ☐ No