Tracking multiple metrics

Bonferroni: $\alpha_{indiv} = \alpha_{overall} / n$

Experiment: Update description on course list

Statistically significant? $z^* = 1.96$ (left), $z^* = 2.5$ (right)

metrics	$\hat{d}$	SE	$\alpha_{indiv} = 0.05$	m	Bonferroni $\alpha_{overall} = 0.05$	m
prob of clicking through to course overview	0.03	0.013	☑	.02548	☐	.0325
avg time spent reading course overview page	-0.5 s	0.21	☑	.4116	☐	.5250
Prob of enrolling	0.01	0.0045	☑	.0088	☐	.0113
avg time in classroom during first week	10 min	6.85	☐	13.43	☐	17.13

Is Bonferroni overly conservative here? ○ Yes ○ No

View Intro

Back to Quiz