Friday, October 10th

8:00-9:00am
Breakfast and Opening Remarks (E62 Gallery, 100 Main Street)

9:00-10:45am

Plenary Session A (E62-233)
Session Chair: Sinan Aral
A Brief History of Virtual Labs: From Small Worlds to Crisis Mapping. Duncan Watts (Microsoft)
Crowdphysics: Studies of Permeability in Spatiotemporal Networks of People. Eric Horvitz (Microsoft)
The Impact of Deep Learning. Jeremy Howard (Khosla Ventures)
On the Roots of Privacy Concerns. Alessandro Aquisti (Carnegie Mellon Univ.)

10:45-11:15am
Coffee Break (E62 Gallery)

11:15-1:00pm
Parallel Session B: "Advertising, Marketing and Demand"
Session Chair: Alessandro Aquisti
P!nactive Customer Education, Customer Retention, and Demand for Technology Support: Evidence from a Field Experiment. German F. Retana (INCAE Business School), Chris Forman (Georgia Institute of Technology), and D. J. Wu (Georgia Institute of Technology).
Morphing Theory and Applications. Gui Liberali (Erasmus Univ. and MIT), John Hauser (MIT), and Glen Urban (MIT).
Tweets and Sales. Shiqiang Gong (Tsinghua Univ.), Juanjuan Zhang (MIT), Ping Zhao (Tsinghua Univ.), and Xuping Jiang (Tsinghua Univ.).
The Cost of Annoying Ads. Daniel G. Goldstein (Microsoft Research), R. Preston McAfee (Google Strategic Technologies), and Siddharth Suri (Microsoft Research).

1:00-2:15pm
Lunch (E62 Gallery)

2:15-4:00pm
Parallel Session D: "Mobile Experiments"
Session Chair: Eric Horvitz
Mobile Trajectory-Based Advertising: Evidence From a Large-Scale Randomized Field Experiment. Aniruddha Ghose (NYU Stern), Bei Bei Li (Carnegie Mellon Univ.), and Siqian Liu (Carnegie Mellon Univ.).
Real-Time Mobile Geo-Conquesting Promotions. Nathan Fang (Temple Univ.), Zheng Fang (Sichuan Univ.), and Xueming Luo (Temple Univ.).
Hour-by-Hour Mobile Advertising Effectiveness From Two Field Experiments. Bradley Baker (Temple Univ.), Zheng Fang (Sichuan Univ.), and Xueming Luo (Temple Univ.).
Work-Family Boundaries in the Mobile Era: Field Experiments. Xueming Luo (Temple Univ.), Andy Reinaker (Temple Univ.), Chee Wei Phang (Fudan Univ.), and Zheng Fang (Sichuan Univ.).

4:00-6:00pm
Parallel Session E: "Collective Action"
Session Chair: Jeremy Howard
An Experimental Study of Collective Self-Organization in Crisis Mapping. Andrew Mao (Harvard Univ. and Microsoft Research), Winter A. Mason (Facebook, Inc.), Siddharth Suri (Microsoft Research), and Duncan J. Watts (Microsoft Research).
Networks and Innovation: A Computational Field Experiment. Shariq Hasan (Stanford Univ.) and Rembrandt Koning (Stanford Univ.).
Visions, Entrepreneurial Adaptation and Social Networks: Evidence from a Randomized Experiment on a MOOC Platform. Charles Elesley (Stanford Univ.) and Lynn Wu (Univ. of Pennsylvania).
Patronage, Personalities, and Public Sector Performance: Experimental Evidence from Pakistan. Michael Callen (Harvard Univ.), Sait Galazar (NYU), Ali Hananuin (Lahore Univ. of Management Sciences), Yasir Khan (International Growth Centre), and Arman Rezaee (Univ. of California, San Diego).

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Coffee Break (E62 Gallery)

4:30-6:30pm
Plenary Session F (E62-233)
Session Chair: Sandy Pentland
Efficient Exponential Digital Experimentation. John Langford (Microsoft)
Do Crowds have the Wisdom to Self-Organize? Field Experimental Evidence on Team Formation in a Crowdsourcing Contest. Karim R. Lakhanji (Harvard Univ.)
Measuring Ad Effectiveness. Hal Varian (Google)
Volunteer Science: A Crowd Sourced Platform for Studying Human Behavior. David Lazer (Northeastern Univ.)

6:00-7:30pm
Fireside Panel on "Experimentation and Ethical Practice" and Reception (E51, Wong Auditorium and Ting Foyer, 2 Amherst Street)
Moderator: Sinan Aral
Esther Dyson (EDeventure)
Leslie Meltzer (Univ. of Maryland)
Jonathan Zittrain (Harvard Univ.)
Michelle N. Meyer (Mt. Sinai)
Duncan Watts (Microsoft)

The Conference on Digital Experimentation (CODE@MIT)

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## Transforming Marketing Analytics in Consumer Focused Organizations

### Parallel Session J: "Viral Incentive Systems"
- Using Short-Term Experiments in a Long-Term World. Susan Athey (Stanford Univ.)
- Field Experiments on Online Advertising. David Reiley (Google)

### Parallel Session H: "Social Influence Bias"
- Lessons from Running Thousands of A/B Tests. Ron Kohavi (Microsoft)
- Transforming Marketing Analytics in Consumer Focused Organizations. Eric Anderson (Northwestern Univ.)

### Testing to Win: Experiments in Political Campaigns and Beyond.
- 11:30am-1:15pm
- 11:00-11:30am
- 2:30-4:15pm
- 4:15-5:00pm
- Ravi Bapna (Univ. of Minnesota)
- Andrey Fradkin (NBER), Elena Grewal (Airbnb, Inc.)
- Monic Sun (Boston Univ.)
- Claire Berman (University of Minnesota)
- Miguel Godinho de Matos (Carnegie Mellon Univ. and Catolica-Lisbon), Pedro Ferreira (Carnegie Mellon Univ.), and Georgios Askalidis (Northwestern Univ.)
- Michelle Zhang (Hong Kong Univ. of Science and Technology), and Feng Zha (Harvard Business School)
- Eleanor Lakkaraju (Sandia National Labs), D.J. Wu (Georgia Institute of Technology), and D. J. Wu (Georgia Institute of Technology)
- Lior Zalmanson (Tel Aviv Univ.) and Jonathan T. Mcclain (Sandia National Labs)
- Dean Eckles (Facebook, Inc.), and Michael Bernstein (Stanford Univ.)
- Can I Take a Peek? Continuous Monitoring of A/B Tests. Leo Pekelis (Stanford Univ./Optimizely), and Ramesh Johari (Stanford Univ./Optimizely)
- A Random Common Language for Online Experiments. Eytan Bakshy (Facebook, Inc.), Dean Eckles (Facebook, Inc.), and Michael Bernstein (Stanford Univ.)
- The Value of Fit Information in Online Retail: Evidence From a Randomized Controlled, Large, Online Social Experiments: The CLOSE Platform. Kiran Lakkaraju (Sandia National Labs), Brenda Medina (Sandia National Labs), Alisa N. Rogers (Sandia National Labs), Derek M. Trumbo (Sandia National Labs), Ann Speed (Sandia National Labs), and Jonathan T. McClain (Sandia National Labs)
- Controlled, Large, Online Social Experiments: The CLOSE Platform. Kiran Lakkaraju (Sandia National Labs), Brenda Medina (Sandia National Labs), Alisa N. Rogers (Sandia National Labs), Derek M. Trumbo (Sandia National Labs), Ann Speed (Sandia National Labs), and Jonathan T. McClain (Sandia National Labs)
- Using Negative Controls to Validate and Repair a Natural Online Experiment. Daniel N. Hill (Integral Ad Science), Alan Hubbard (Univ. of California, Berkeley), and Kiril Tsemekhman (Univ. of California, Berkeley)
- The Effect of Website-Initiated Participation on Users' On-Site Behavior and Spending. Lior Zalmanson (Tel Aviv Univ.) and Gal Oestreicher-Singer (Tel Aviv Univ.)
- Is Social Network Platform Integration Valuable for an Online Service? A Randomized Field Experiment and Archival Data Analysis. Michael Funtiger (Georgia Institute of Technology), Eric Overby (Georgia Institute of Technology), and D.J. Wu (Georgia Institute of Technology)
- The Effect of Users' On-Site Behavior and Spending. Lior Zalmanson (Tel Aviv Univ.) and Gal Oestreicher-Singer (Tel Aviv Univ.)
- People Who Liked This Study Also Liked: The Impact of Recommender Systems on Sales Volume and Diversity. Dokyun Lee (Univ. of Pennsylvania) and Kartik Hosangar (Univ. of Pennsylvania)
- Dean Eckles (Facebook, Inc.), and Michael Bernstein (Stanford Univ.)
- The Value of User Reputation in the Absence of Contract Enforcement: A Randomized Field Experiment. Alan Bansal (Univ. of Minnesota), Aaron Sojourner (University of Minnesota), and Matthew Pearson (Airbnb, Inc.)
- The Need for Causation is Overstated. Sendhil Mullainathan (Harvard Univ.)
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- Correlation Rather Than Causation? Incentive Issues in the Digital Advertising Industry. Claudia Perlich (Distillery)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>8:00pm</td>
<td>Workshop Dinner and Social @ Commonwealth Cambridge</td>
<td>11 Broad Canal Way</td>
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