



The 4th Annual Conference on Digital Experimentation @ MIT

October 27-28, 2017, Cambridge

Organizers: Sinan Aral, Erik Brynjolfsson, Alex (Sandy) Pentland

Sponsored in part by the Initiative on the Digital Economy at MIT

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The Conference on Digital Experimentation (CODE)

The newly emerging capability to rapidly deploy and iterate micro-level, in-vivo, randomized experiments in complex social and economic settings at population scale is, in our view, one of the most significant innovations in modern social science. As more and more social interactions, behaviors, decisions, opinions and transactions are digitized and mediated by online platforms, our ability to quickly answer nuanced causal questions about the role of social behavior in population-level outcomes such as health, voting, political mobilization, consumer demand, information sharing, product rating and opinion aggregation is becoming unprecedented. This new toolkit portends a sea-change in our scientific understanding of human behavior and dramatic improvements in social and business policy as a result. When appropriately theorized and rigorously applied, randomized experiments are the gold standard of causal inference and a cornerstone of effective policy. But the scale and complexity of these experiments also create scientific and statistical challenges for design and inference. Different disciplines are approaching causal inference in contrasting, complementary ways. The purpose of the Conference on Digital Experimentation at MIT (CODE) is to bring together leading researchers conducting and analyzing large scale randomized experiments in digitally mediated social and economic environments, in various scientific disciplines including economics, computer science and sociology, in order to lay the foundation for ongoing relationships and to build a lasting multidisciplinary research community.

Invited Speakers

Alessandro Acquisti, CMU	Guido Imbens, Stanford	Jeff Hancock, Stanford	Tavneet Suri, MIT
Susan Athey, Stanford	Ron Kohavi, Microsoft	Claudia Perlich, Distillery	Hal Varian, Google
Emily Falk, UPenn	Jim Manzi, APT	Jas Sekhon, Berkeley	Bin Yu, Berkeley

Abstract Submission

Participants will be selected based on submissions of *3-page extended abstracts*. Please submit an extended abstract of no more than 3 pages to *Jennifer Challis* (jchallis@mit.edu) by August 18, 2017. Abstracts will be evaluated as they are submitted and evaluation will continue until the program is filled. Space is limited, so interested researchers should submit their as soon as possible. Authors of accepted abstracts will be notified by September 15, 2017 and will be expected to submit a final version in Microsoft Word format not to exceed 5 pages, including references and figures, by September 27, 2017. Accepted abstracts will be distributed as informal working notes. Members of the press may attend the event, so please take this into account when choosing the work you submit.

Key Dates

Workshop: October 27-28, 2017

Notification to Authors: September 15, 2017

Early Registration Deadline: September 29, 2017

Abstract Submission Deadline: August 18, 2017

Final Abstract Submission: September 27, 2017

Onsite Registration: October 27, 2017