# The 5th Annual Conference on Digital Experimentation @ MIT

**October 26-27, 2018, Cambridge**
Organizers: Sinan Aral, Erik Brynjolfsson, Alex (Sandy) Pentland
Sponsored in part by the Initiative on the Digital Economy at MIT
**ide.mit.edu**

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 (TBC)

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| Susan Athey, Stanford | Brett Gordon, Northwestern | Michael Kearns, UPenn | Duncan Watts, Microsoft |
| Josh Blumenstock, Berkeley | Matt Jackson, Stanford | Claudia Perlich, 2Sigma | Bin Yu, Berkeley |
| Emily Falk, UPenn | Leslie John, Harvard | Hal Varian, Google | Juanjuan Zhang, MIT |

## 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 *Allison McDonough (almcd@mit.edu)* by **September 3, 2018**. 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 17, 2018 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, 2018**. 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 26-27, 2018
Notification to Authors: September 17, 2018
Early Registration Deadline: September 29, 2018

Abstract Submission Deadline: September 3, 2018
Final Abstract Submission: September 27, 2018
Onsite Registration: October 26, 2018