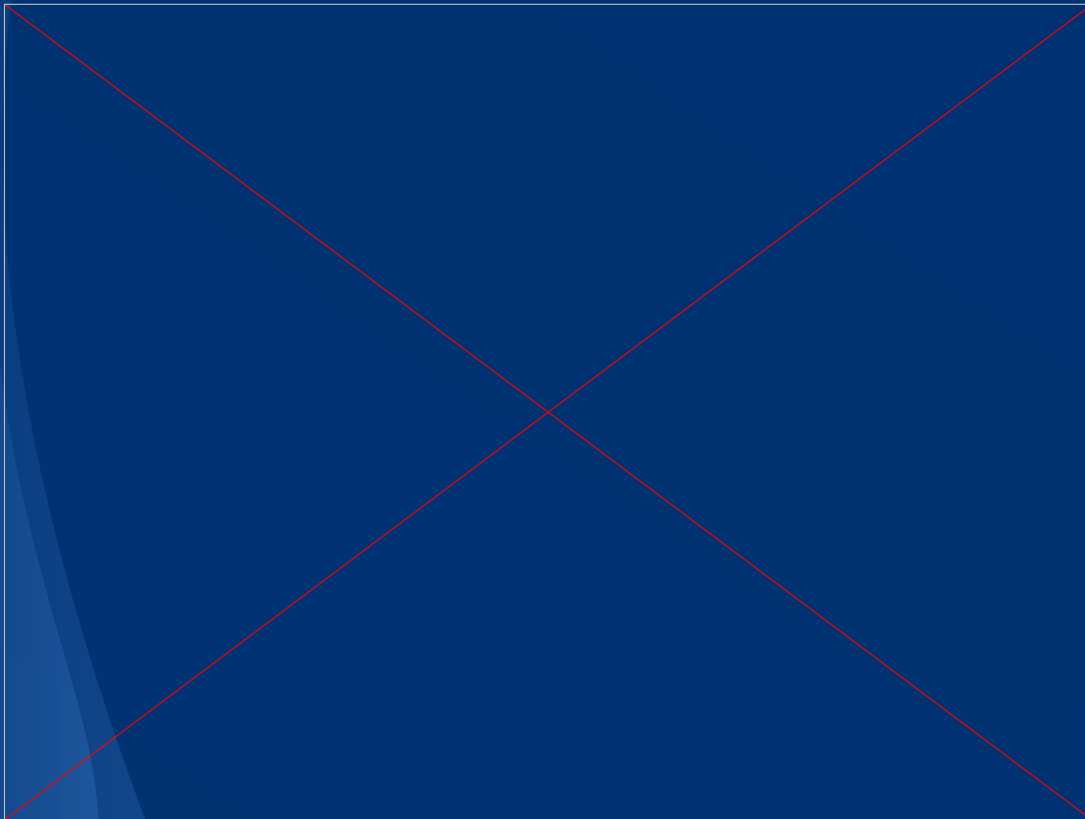


Measuring

9/29/2013 DxE

Allison Smith

David Chudzicki



Outline

1. Goal of talk
2. What to look for in a study
3. What's your path to success?
4. Examples (by goal):
 - a. "A/B" testing: small changes to improve impact
 - b. are we having an impact?
 - c. who are we? what is the makeup / internal dynamics of our movement?
5. Discussion questions

What to look for in a study

- Method and goals stated before study begins
- Data provided publicly
- Understand the domain

JELLY BEANS
CAUSE ACNE!

SCIENTISTS!
INVESTIGATE!

BUT WE'RE
PLAYING
MINECRAFT!
... FINE.



WE FOUND NO
LINK BETWEEN
JELLY BEANS AND
ACNE ($p > 0.05$).



THAT SETTLES THAT.

I HEAR IT'S ONLY
A CERTAIN COLOR
THAT CAUSES IT.

SCIENTISTS!

BUT
MINECRAFT!



WE FOUND NO
LINK BETWEEN
PURPLE JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
BROWN JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
PINK JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
BLUE JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
TEAL JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
SALMON JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
RED JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
TURQUOISE JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
MAGENTA JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
YELLOW JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
GREY JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
TAN JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
CYAN JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND A
LINK BETWEEN
GREEN JELLY
BEANS AND ACNE
($P < 0.05$).



WE FOUND NO
LINK BETWEEN
MAUVE JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
BEIGE JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
LILAC JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
BLACK JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
PEACH JELLY
BEANS AND ACNE
($P > 0.05$).



WE FOUND NO
LINK BETWEEN
ORANGE JELLY
BEANS AND ACNE
($P > 0.05$).



≡ NEWS ≡

GREEN JELLY
BEANS LINKED
TO ACNE!

95% CONFIDENCE



ONLY 5% CHANCE
OF COINCIDENCE!

SCIENTISTS...

~~~~~  
~~~~~  
~~~~~  
~~~~~

**Knowing your path to success
shows what you should measure**

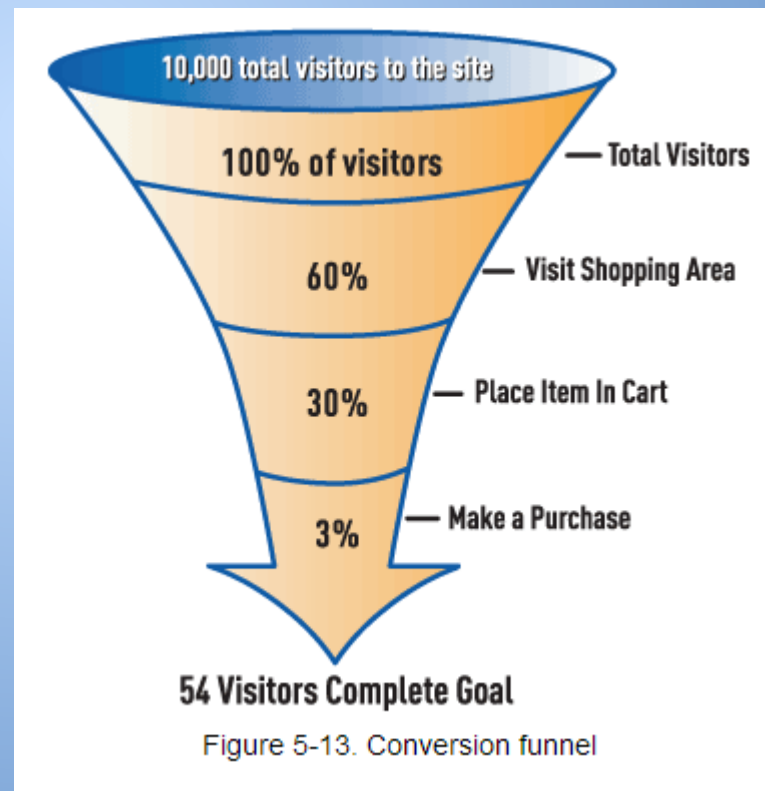
Studies can't create your vision

... but they can help measure progress along
the way

“Funnel” measures steps in getting people more engaged

Mass movement needs people. How do people get involved?

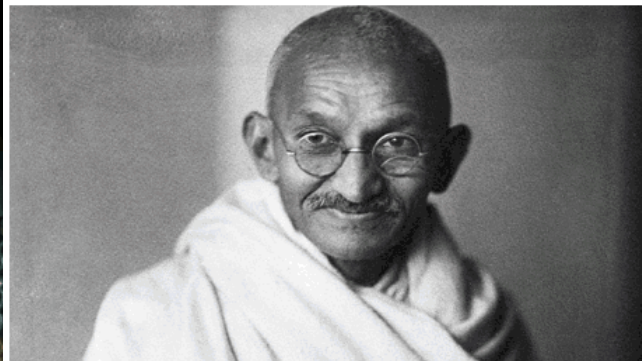
“Conversion funnel” is very heavily used in marketing.



“A/B tests” examine small changes

- Most effective when testing and implementation are very similar
- Over many tests in different situations, could lead to theories or support for theories

DxE Graphic Images Study



"The greatness of a nation and its moral progress can be judged by the way in which its animals are treated."

- Mohandas Gandhi



She has dreams and desires.

She has a life to live.

This world belongs to her just as much as it belongs to us.



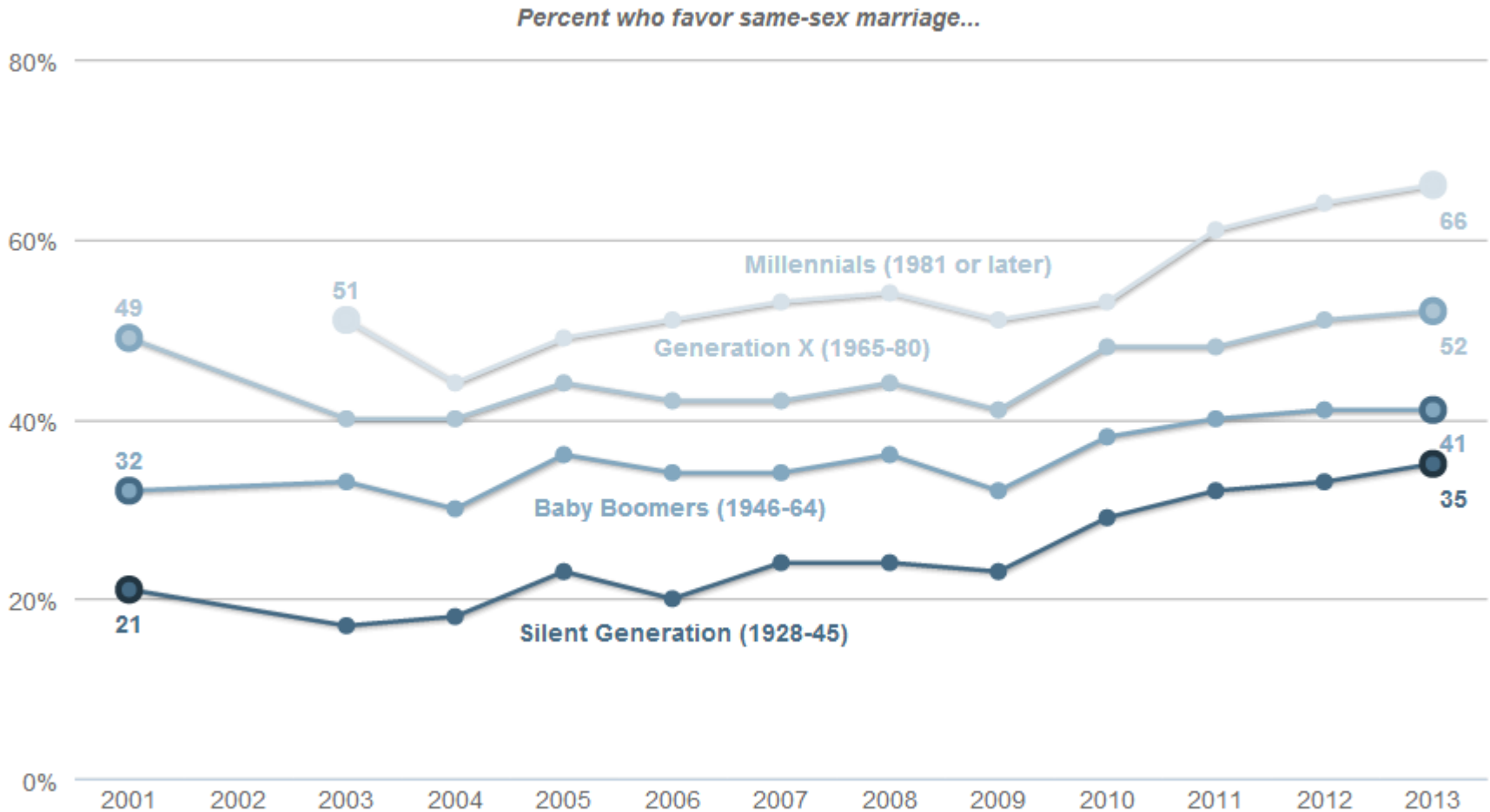
The Humane League Video Comparison Study

- Compared 4 videos
- Conducted the study in the exact context in which they planned to use the results
- No attempt made to measure broader effectiveness or compare to control, but great information on what they did measure

Are we having an impact? What's the state of progress?

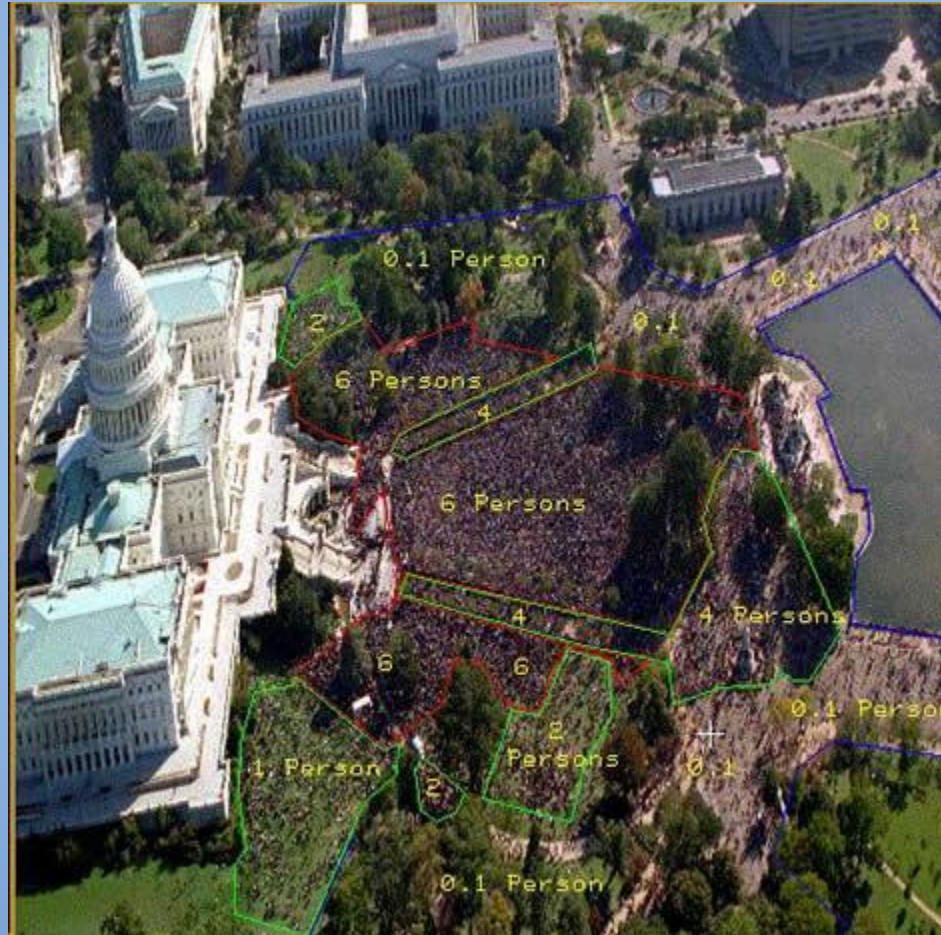
(Can get some of this informally/anecdotally, but “observer bias” etc. will be even more of a problem.)

Increased support for gay marriage is a mix of population turnover and convincing people



Source: Aggregated data from Pew Research Center polls conducted in each year.

How many people came to the protest?



Who are we? What is the makeup of our movement?

Useful for historical comparisons, etc.

Just ask! (no)

(college peer ranking as an example of this not working)

Are more animal rights activists are vegan now?

Study on makeup of the movement in 1990
and 1998. Diet, priorities, etc.

Discussion Questions

What is our path to success? How should we measure progress?

How can activists weigh the costs and benefits of spending some of their time, energy, and resources on measurement?