Week 2: Overview

Social Media and Web Analytics

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Video Lecture

Topic: Causality & Difference in Differences

- Correlation vs. Causation
- When can we make causal claims?
- How can we use experiments to make casual claims?
- How can we do it in R?

Lab Assignment

Topic: Multiple Regression in the Wild

- Implementing Multiple Regression
  - Focus: price discrimination in internet mediated markets
- Interpreting results + thinking through shortcomings of an interim model

Have additional links and lecture notes to help when you need a refresher on methods

- On course website

Lab Section

- Group Presentations
- Review Lab Assignment 01

Additional Tasks for You

- Get started on the Group Technical Assignment
  - Released this week + groupings on Canvas