Progressive Media Impact: Metrics, Evaluation, and Improvement

Gary King

Institute for Quantitative Social Science
Harvard University

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    - New ways of working together to improve impact

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- Control the frame & you control the debate and policy outcome

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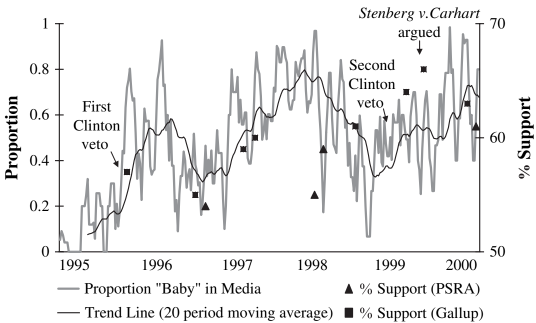

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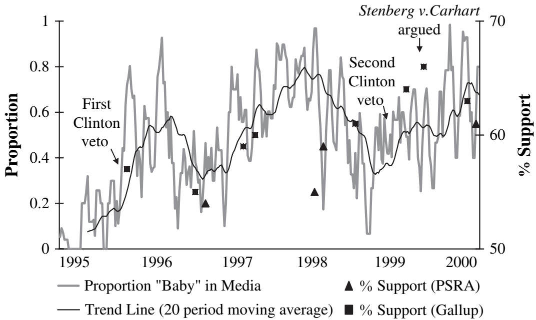

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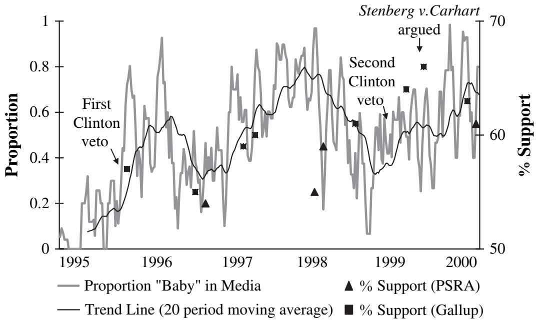

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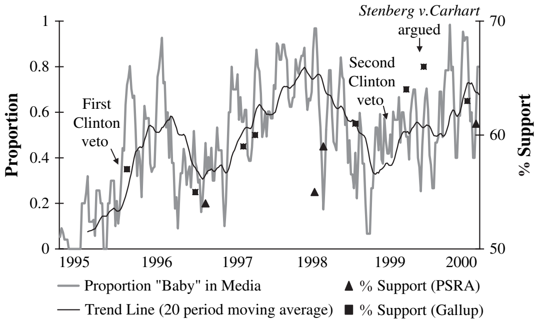

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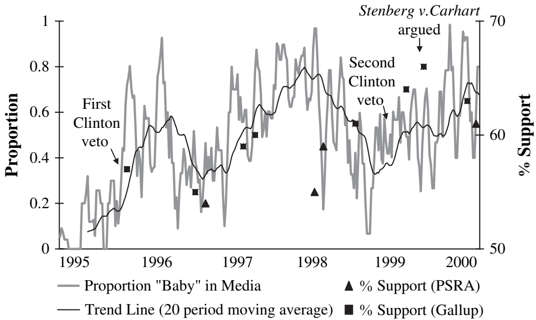

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- Do "baby" and "fetus" word counts even measure what we intend?

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- New systematic data from texts of stories, audio-to-text, etc.

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  - $\rightsquigarrow$ Finding the needle in the haystack (Google search) $\neq$ characterizing the haystack, and so new methods were required

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- New experimental designs: let randomization survive disruption

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  - Find otherwise arbitrary decisions to randomize (e.g., a story we're indifferent to being above or below the fold; the order of stories to present)
  - Example: Mexico's Health Insurance evaluation
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- Our goal: Turn evidence of what has worked into increasingly effective strategies

For More Information

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