Outside Data, Political Ideology, Micro-targeting, and Causal Inference

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Type 3 Errors

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We do not claim any of the images in this presentation.
Question: Does living in a conservative city make potential car buyers less likely to consider a hybrid/alternative fuel vehicle? (Can we make a causal claim?)
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Yummy, yes please!

No, I’m on a diet
131,524 cases post-processing
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- Treatment: Living in a *conservative* city
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- Matching with combined Mahalanobis distance and propensity scoring

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- Assumptions like SUTVA, CIA
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▶ (Compare to $-3.1\%$ for the population difference)
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  (Compare to \(-3.1\%\) for the population difference)

  (We’ve accounted for ideology self-selection and other factors)