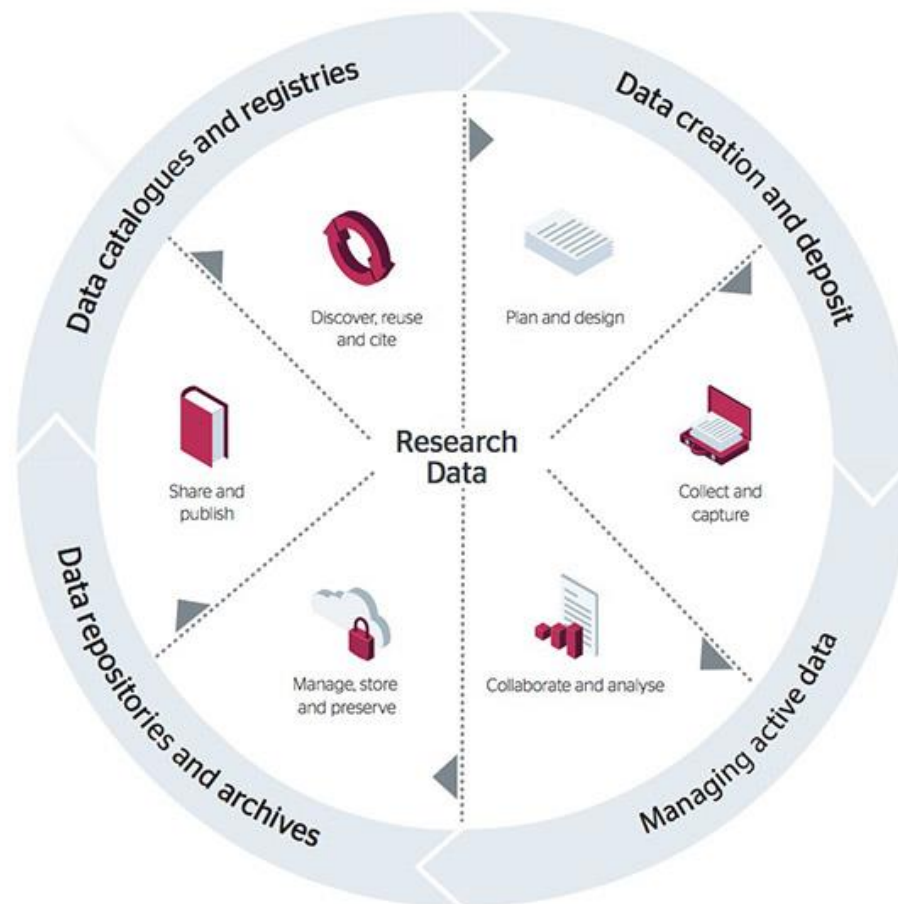


Data life cycle



Data life cycle

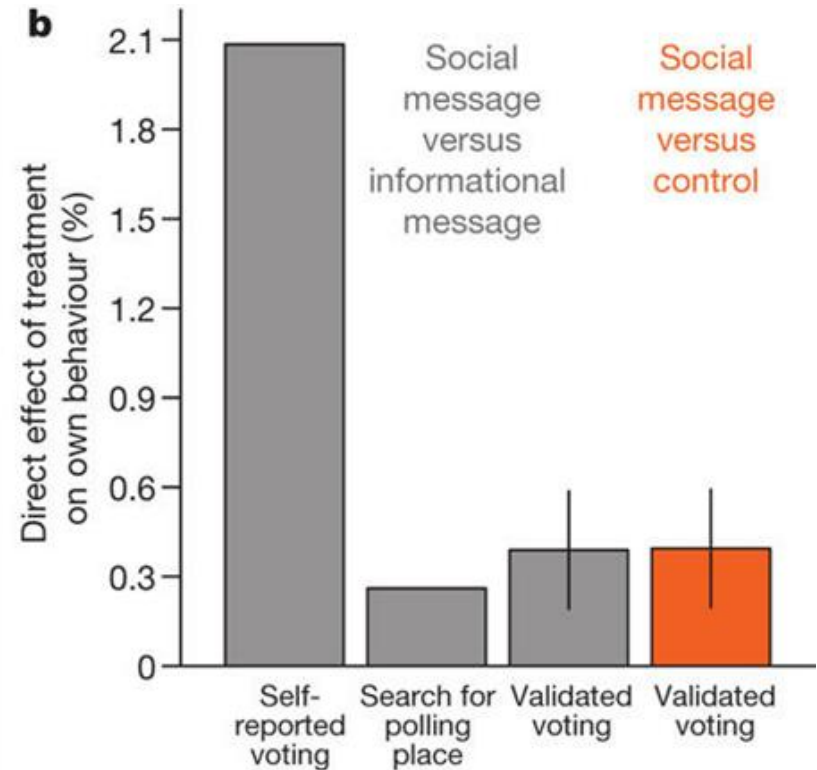
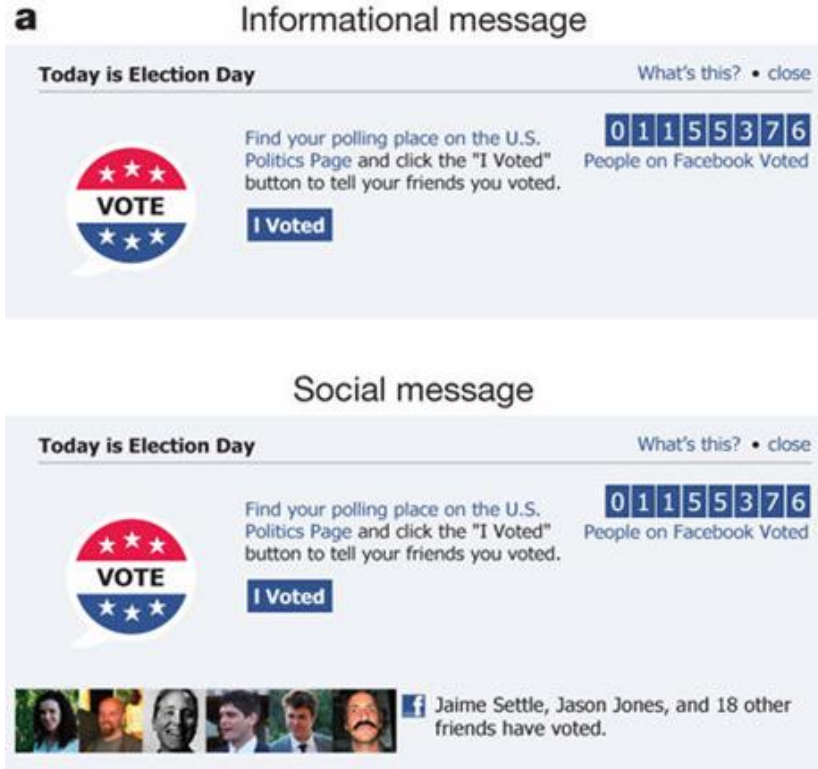


A/B testing Facebook



- ▶ Which colour blue, ad size
- ▶ 71% self-censure on Facebook, writing comments they don't post
- ▶ Auto- versus active- sharing of "Facebook offers claimed"
- ▶ RCT of "political mobilization messages" delivered to 61 million users during the 2010 US congressional elections (Bond et al *Nature* 2012)

A/B testing Facebook



Data

MARSDEN FUND

TE PŪTEA RANGAHAU
A MARSDEN

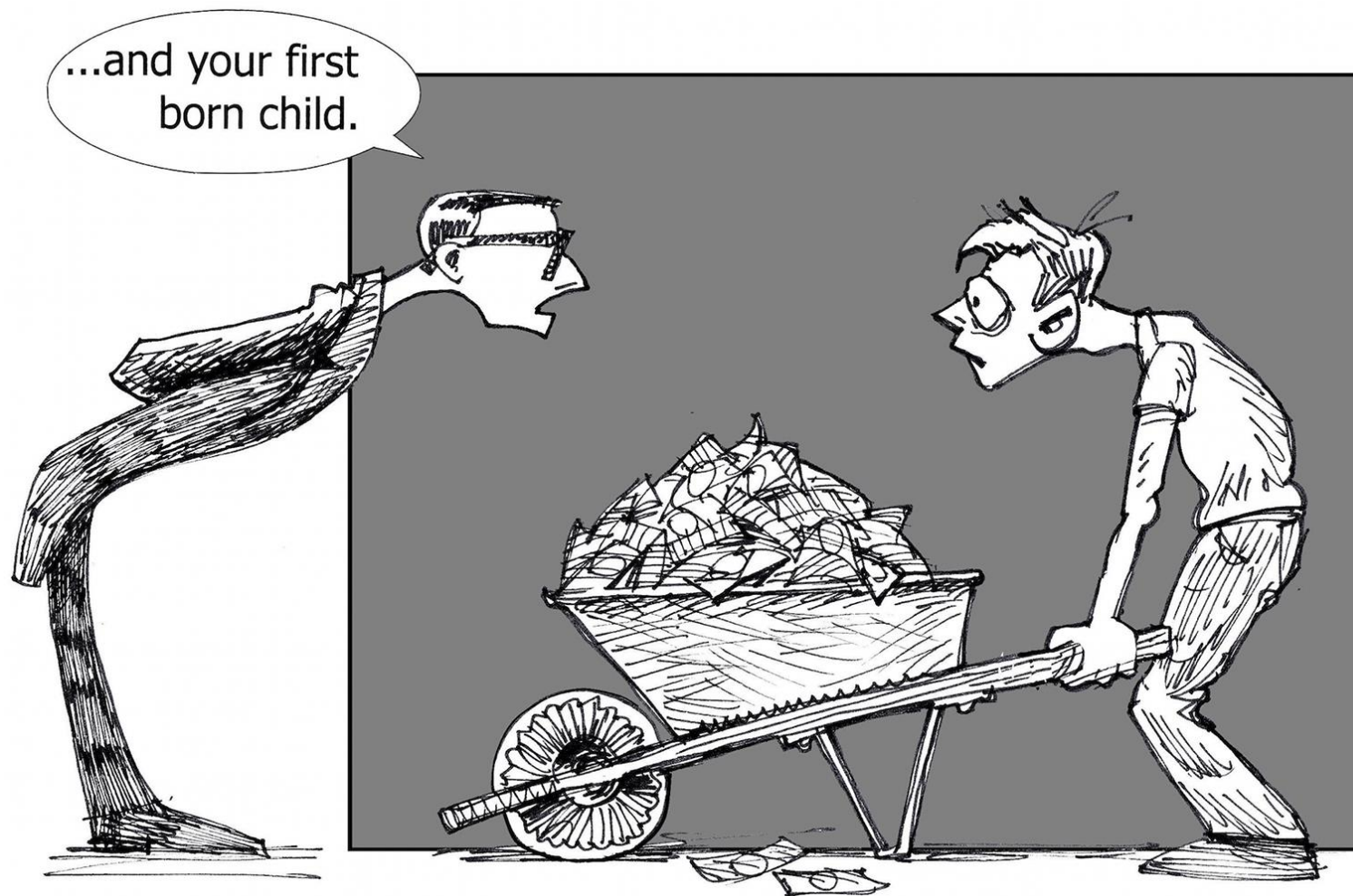
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NEW ZEALAND



Data as a condition of publication



Data as a condition of publication



- ▶ “The International Committee of Medical Journal Editors (ICMJE) believes that there is an ethical obligation to responsibly share data generated by interventional clinical trials because participants have put themselves at risk. In a growing consensus, many funders around the world—foundations, government agencies, and industry—now mandate data sharing.”
(Taichman et al 2016 Lancet)
- ▶ As of 1 July 2018 manuscripts submitted to ICMJE journals that report the results of clinical trials must contain a data sharing statement.

Summary



- ▶ The experience IS the experiment
- ▶ Trade-off – the more you protect privacy, the less utility you get from the data