

I am thrilled to see so many people here. In my opinion, there is everything at stake when it comes to social psychological. If we want to answer questions or build technologies that make their lives meaningful, that help build or break habits, that help us understand mental health, that preserve our democracy and public discourse. All of these questions rely on us understanding individual psychology and the influence of the environment on it.

We've really been getting it wrong for the last 20-30 years, and I think that cross-disciplinary places like right here, where we can combine rigorous statistics with sensors that measure things about people's lives and design interesting interventions, that the future of empirical psychology will happen.

MAS.S73: Moving Beyond the Replication Crisis

Lecture 1: Introduction and Overview

David Ramsay



Imagine that it's 2011. You're the editor of a well respected social psychology journal the Journal of Personality and Social Psychology. and you have a big problem.

And you receive a paper from this professor — Daryl Bem, from Cornell University — he has submitted a paper summarizing two years of work, his career's magnum opus. It follows all of the right methods. it's rigorously done. it looks just like all the other papers you accepted. and you really, really don't want to publish it.



and that's because this paper is proved that all of us are capable of seeing the future, retrocausation or psi. it includes many different experiments that prove that this is a real phenomena. Daryl Bem Really believes in this phenomena.

Bem, Daryl J. "Feeling the future: experimental evidence for anomalous retroactive influences on cognition and affect." Journal of personality and social psychology 100.3 (2011): 407. (STILL NOT RETRACTED)

published with editorial: https://psycnet.apa.org/record/2011-01911-001

https://replicationindex.com/2018/01/05/bem-retraction/

Bem, Daryl, et al. "Feeling the future: A meta-analysis of 90 experiments on the anomalous anticipation of random future events." F1000Research 4 (2015).

https://replicationindex.com/page/24/?wref=bif



53% of the time people chose pornographic image, and 57% of the time for 'stimulus seekers'. More than random!

What would you do with this paper?

The New Dork Eimes

"After a rigorous review process, involving a large set of extremely thorough reviews by distinguished experts in social cognition, we are publishing the following article by Daryl J. Bem... To some of our readers it may be both surprising and disconcerting that we have decided to publish Bem's article....**We openly admit that the reported findings conflict with our own beliefs about causality and that we find them extremely puzzling**. Yet, as editors we were guided by the conviction that this paper as strange as the findings may be—should be evaluated just as any other manuscript on the basis of rigorous peer review..."

-Editorial published by Journal Editors

Journal's Paper on ESP Expected to Prompt Outrage

1

By Benedict Carey Jan. 5, 2001



One of psychology's most respected journals has agreed to publish a paper presenting what its author describes as strong evidence for extrasensory perception, the ability to sense future events.

The decision may delight believers in so-called paranormal events, but it is already mortifying scientists. Advance copies of the parter, ic be published this year in The Journal of Personality and Social Psychology, have circulated widely among psychological researchers in recent weeks and have generated a mixture of imusement and scern.

well the journal editors published it, and alongside of it they wrote a small editorial which you can see here on the left.

The next day, it was a new york times front page story.

'one of psychology's most respected journals has agreed to publish a paper presenting what its author describes as strong evidence for extrasensory perception, the ability to sense future events. The decision is already mortifying scientists, generating a mixture of amusement and scorn.'

Boon for the field. Shone a light on shoddy methods. Thank goodness for this principled decision.



An Open Letter to John Bargh

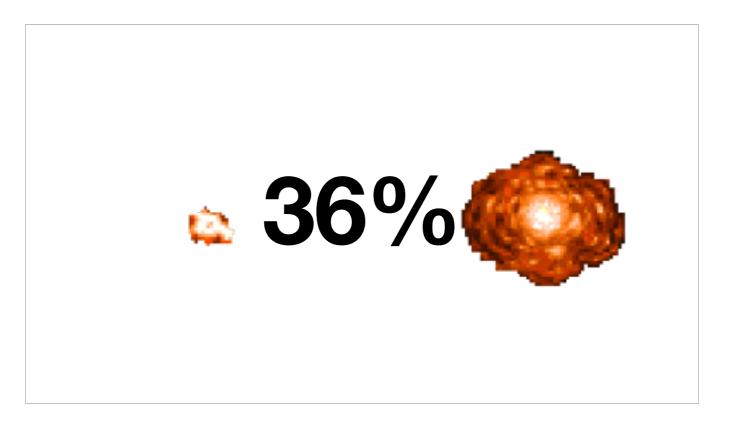
As all of you know, of course, questions have been raised about the robustness of priming results.... your field is now the poster child for doubts about the integrity of psychological research... people have now attached a question mark to the field, and it is your responsibility to remove it... all I have personally at stake is that I recently wrote a book that emphasizes priming research as a new approach to the study of associative memory...Count me as a general believer... My reason for writing this letter is that I see a train wreck looming.

https://www.nature.com/articles/nature.2012.11535

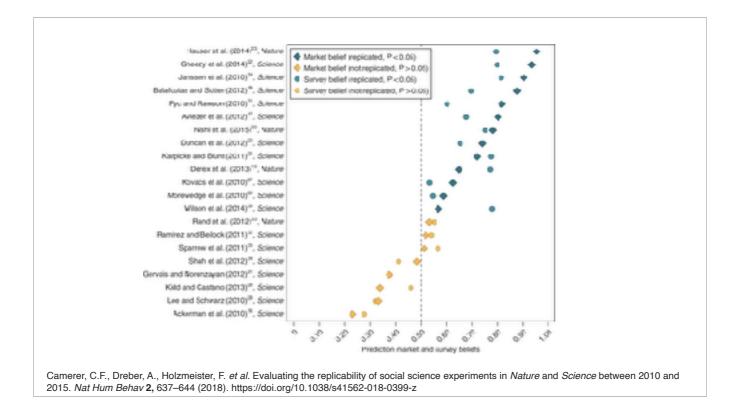
in the wake of failed replication 2012 by Doyen of social priming— the idea that subtle influences in the environment drive behavior meaningfully— Daniel Kahneman- nobel prize winner, top psychologist, and author of thinking fast and slow— wrote an open letter suggesting that there was a train wreck looming for the field.

Journal	% Replicated
Journal of Experimental Psychology: Learning, Memory, and Cognition	48
Journal of Personality and Social Psychology (Social Psych Papers Only)	23
Psychological Sciences (Social Psych Papers Only)	29
Psychological Sciences (Cognitive Psych Papers Only)	53
Overall	36

And he was right. Wow. That's not 50/50, there is information here. It's *actually less likely* to be true if it's published; if you know nothing else, you should actually become more doubtful about a reported hypothesis.



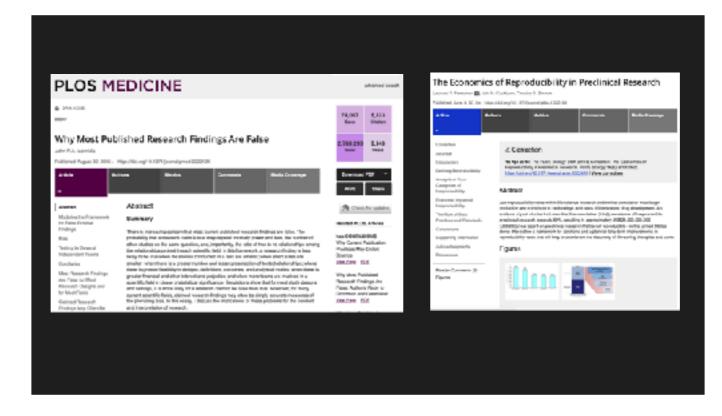
let's pause and appropriately let this sink in.



21 higher power replications, with sample sizes on average about five times higher than in the original studies. We find a significant effect in the same direction as the original study for 13 (62%) studies, and the effect size of the replications is on average about 50% of the original effect size. the estimated true-positive rate is 67% in a Bayesian analysis. Things are better for Science and Nature.

yellow didn't replicate. blue did.

Human predictions are good! Either we have really good intuition about human behavior, or we're really good at reading studies and figuring out when their methodology is poor, or both.



Not just social psychology, these issues are core to many fields. Medical research, particularly pharmacological and pre-clinical cancer research.

2005 Ioannidis (Stanford) article. Famous, kicked off a debate, heavily questioned.

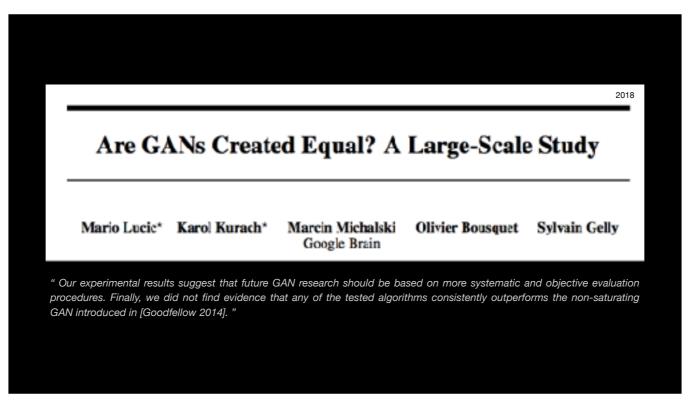
https://pubmed.ncbi.nlm.nih.gov/24068246/

https://replicationindex.com/2020/12/24/ioannidis-is-wrong/

top two retraction frauds are Anesthesiologists Yoshitaka Fujii (183 papers) and Joachim Boldt (153).

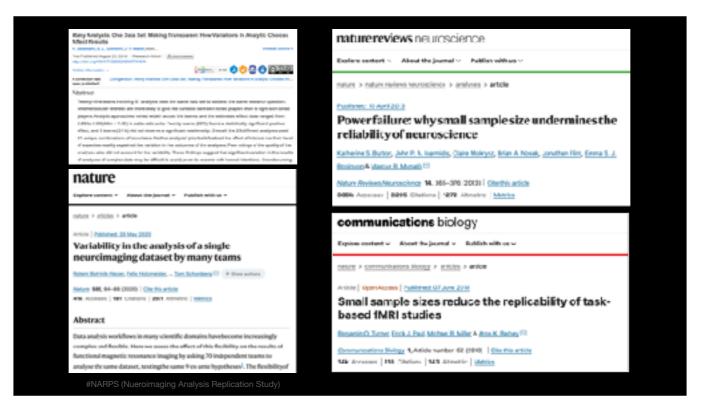


50 highly cited, major impact studies in literature — 7/34 didn't replicate, 7/34 weaker effect than reported.



Oct 2018. 2014 Ian Goodfellow GAN neural network is still the best over multiple datasets and hyper-parameters, despite many years and claims of improvement. Overfitting and sampling issues at the system level.

"Our experimental results suggest that future GAN research should be based on more systematic and objective evaluation procedures. Finally, we did not find evidence that any of the tested algorithms consistently outperforms the non-saturating GAN introduced in [9]."

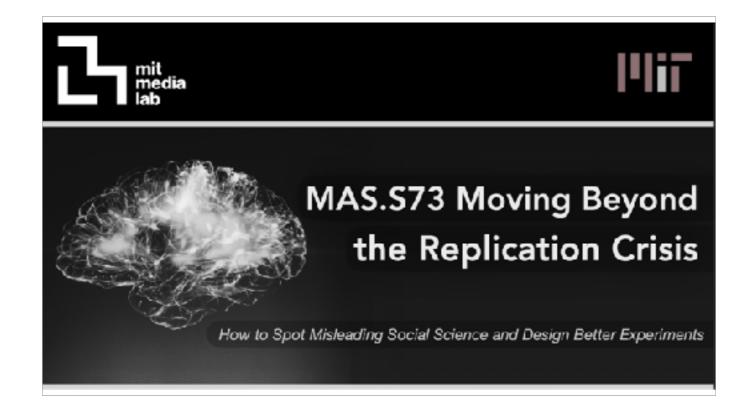


Also FMRI, issues include low-power tests, many different analysis techniques.

2020 fMRI data (NARPS study) The analysis of a single fMRI dataset by 70 independent analysis teams, all of whom used different analysis pipelines, revealed substantial variability in reported binary results, with high levels of disagreement across teams for most of the tested hypotheses. For every hypothesis, at least four different analysis pipelines could be found that were used in practice by research groups in the field and resulted in a significant outcome.

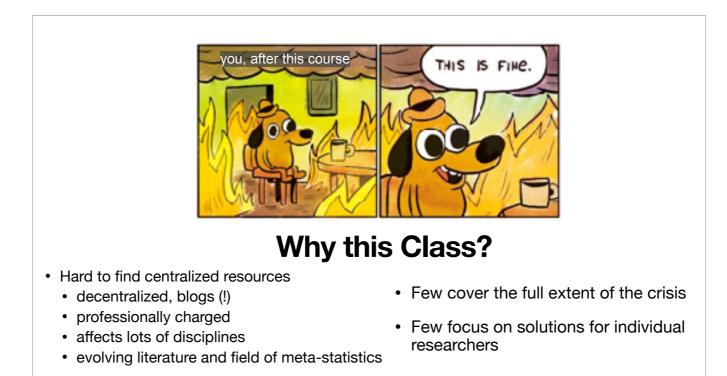
prediction market on fMRI, not nearly as good as behavior, general overestimate of significance.

fMRI average power is estimated between 8 and 31%.





For me this topic is really a personal one. I'm in the reserv group here, and I really bought into a lot of the social psychology research. A lot of the way I viewed the world was really wrong — this idea that subtle changes in the environment control and puppeteer behavior in really profound ways. That's a major misconception we will talk about — I lost time to this, I see others lose time to it.



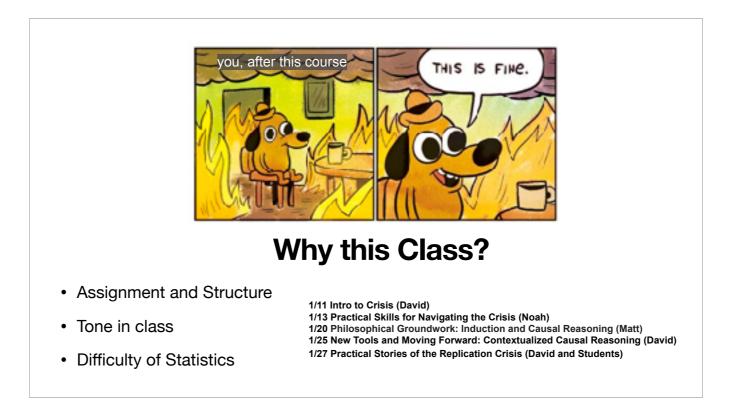
what this class is and why:

- replication crisis, vague and underspecified
- no central resource, controversial
- critique common; what do we know/what is accurate view?
- how to move forward? Bayesian reasoning, computational cognitive science, philosophy of science/logic/epistemology
- HCI researchers and computational social scientists are in a unique position

what we will cover and expectations:

- the real victims here are the scientists we will be talking about. Their careers, reputations, and livelihoods are in jeopardy because they did what they were taught and they didn't have a sophisticated understanding of statistics. and it's easy to see the hypocrisy now, and be slightly bitter about it. Don't give in to the natural Schadenfreude

- it's really easy to inadvertently p-hack, be understanding





how to conceive of the crisis; we'll talk about 1/2 today. 3 is really important and often addressed separately, but we'll talk about it in later lectures.

Conceptual Stats 101

so to have this conversation at all, we do need to talk about some basic statistical ideas and understand them at a conceptual level. So we'll start with a review of this with just a simple two sample t-test; hopefully this is review, if it's not, don't worry, I will try to make it possible to follow along even if these ideas are new or foreign.



motivation.

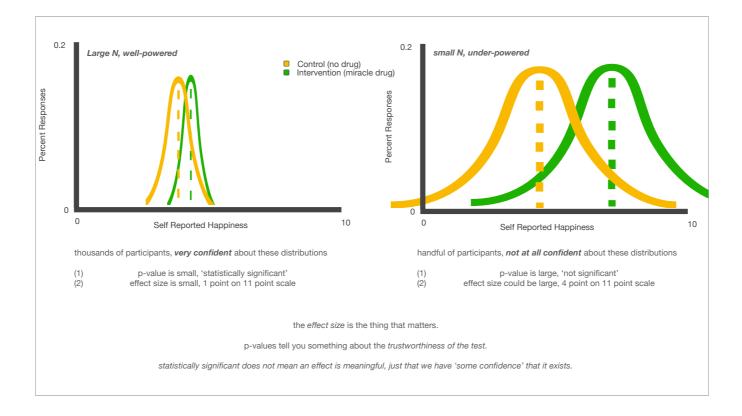
you don't have to master statistics in all its intricacies. You do have to understand it conceptually.

Driver of a car? No. Mechanic for the car? No. But we need an *understanding of the pieces of an engine and have a sense for how it works, what its limitations are, and when it's failing.* Nerdy Racecar Driver.



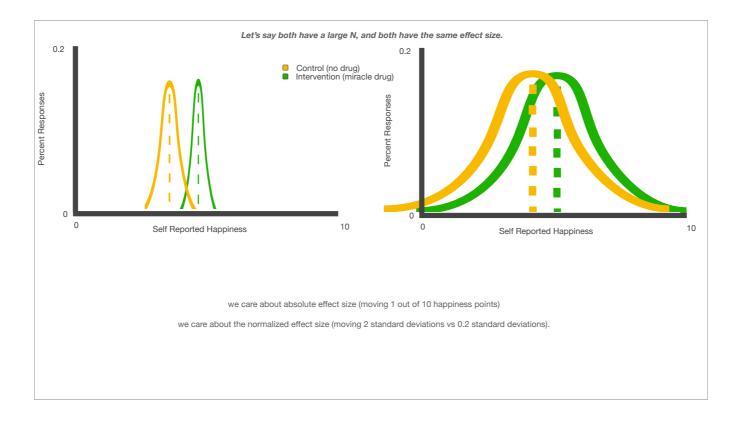
small n vs large n, small effect size vs large effect size.

effect size is generally what we care about, p-value has nothing to do with it. p-value tells us how likely are results are due to noise, randomly drawing from the same underlying distribution. Need both. Be sure to understand the difference here; effect size is really the thing that tells us if an effect is meaningful, p tells us if we sampled enough in our test to be confident in that effect.



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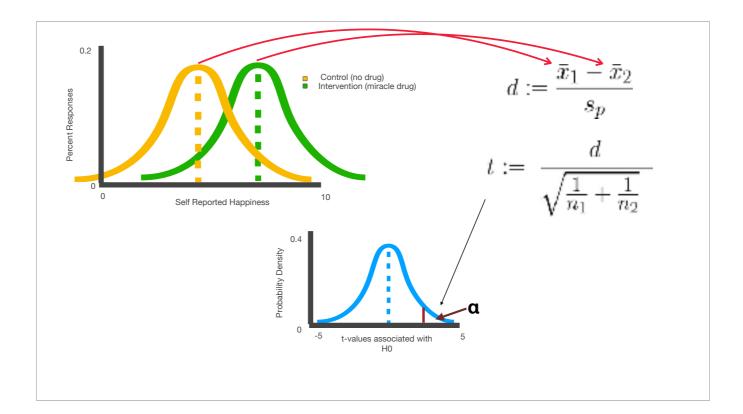


in this case, we taken, on one hand a group of 3s and made them 4s. We've moved them 2 standard deviations. In the second we took a group of people spread from 0 to 9 and nudged them to be 1 to 10, 0.2 std deviations.

we care about effect size. we care about *normalized* effect size too. Statistical significance is the least interesting thing about the results. You should describe the results in terms of measures of magnitude –not just, does a treatment affect people, but how much does it affect them.

The primary product of a research inquiry is one or more measures of effect size, not P values.

-Jacob Cohen



so you probably remember the t-test from your basic stats class - our goal is to compare two groups that are experiencing an intervention, and see whether they have a difference large enough to allow us to reject the null hypothesis - i.e., the data between the groups is different enough that it seems very unlikely that we're seeing it simply as a result of random chance when sampling from the population.

Step 1: calculate normalized effect size. called hedges G or cohen's D - slightly different way of pooling the standard deviation, hedges G is more accurate for really small n(<20)

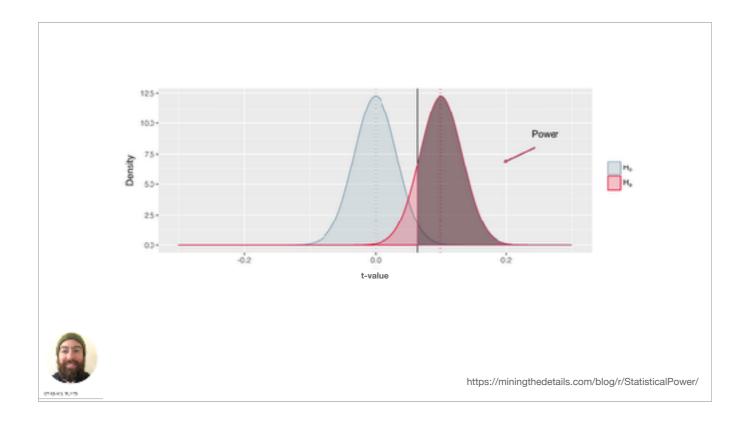
Step 2: Test statistic T = normalized effect size / sampling error

nice single number that gets bigger with big effects, smaller with high variance, bigger with big samples. Tells us how much we can trust that there's a real difference between these two.

we expect some small variations in effect size even if both are drawn from the same underlying distribution in yellow just from randomness, so in the case that our intervention and control data come from the same underlying data, we'd expect a distribution over probable t-values. That's what you see plotted here— the probability distribution of t-values if the null hypothesis is true— that there is no difference in the distribution sunderlying our data.

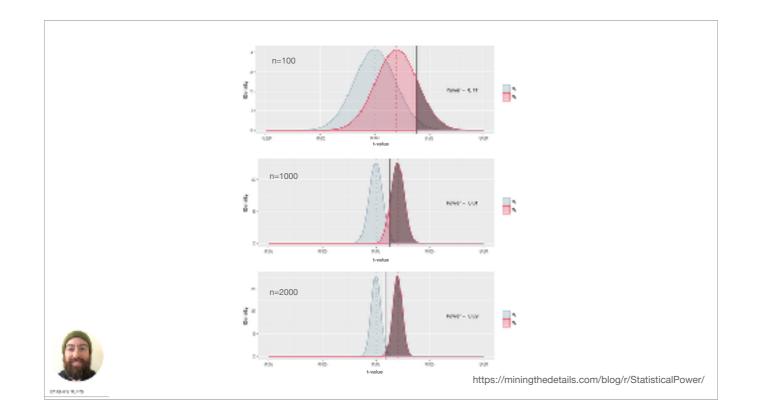
Again, we plot the distribution of test statistics we would see if there is no real difference between the groups – obviously if we sample from the yellow a few times, eventually we might and it might look like an effect, and the t would be larger, but that's unlikely. With hypothesis testing we're always plotting the distribution of the test statistics we'd expect to see if there is no real underlying difference, and then trying to see if how unlikely it is that a t-value we get in our real test came from this distribution, so we can reject the idea that the data we're seeing is explained by noise in our sampling.

That's the p value; equivalently, it's the area under this probability density function for our t-statistic. We set a cutoff alpha (usually 0.05) and if p represents a less likely draw from this distribution we say we can 'reject the null hypothesis'. P-value represents how likely are we to see the data we have if we assume there is no difference between conditions; i.e. if we drew both yellow data and the green data from the same underlying distribution and they looked separated as an artifact of sampling.



We can also plot the distribution of t-values we'd expect for a hypothesis of ours, if we make a prediction about the real effect size and calculate our sample size (remember, t is determined by effect size and sampling error). Here we have the PDF of test-statistics we'd expect when there's no difference in blue (the null hypothesis), and the PDF of the test statistics in red we'd expect for our predicted effect size. We have to make a guess about the real effect we expect to see to draw this plot.

Once we do, we can reason about how likely we are to correctly accept an alternative hypothesis given our alpha cutoff from before. The more area of our PDF to the right of the cutoff, the more likely we get it right. In other words, if 80% of the red curve falls about the alpha=0.05 line for the blue curve, we'd expect to correctly reject the null hypothesis 80% of the time, and fail to reject the null hypothesis (even though this effect, at this size, really does exist) the other 20% of the time. This is study power. You don't want to run low power studies— your study's odds of success and trustworthiness are defined by this concept!



this is something you should do for every study you run. Guess the effect size based on the literature, or a lower bound; calculate.

Here we see the differences in distributions as we increase our sampling size for the same true effect size (remember, t = effect size / sampling error). Notice how we get more and more likely to be able to separate the blue and red conditions (the null and alternative hypothesis) based on t-values when we increase the study power. To increase power at a given alpha, you can only increase sample size (or go study something else with a larger effect size).

I grabbed these nice plots from Chris Tufts, please check out his website!

Summary

Effect size (d) is what matters, and what you should look for. The most important quantity in the statistical test.

Normalized effect size (Cohen's D) tells us how big that change is relative to the original standard deviation. Both are important.

test statistics = normalized effect size / sampling error, and what we look at to determine whether we can reject the null hypothesis.

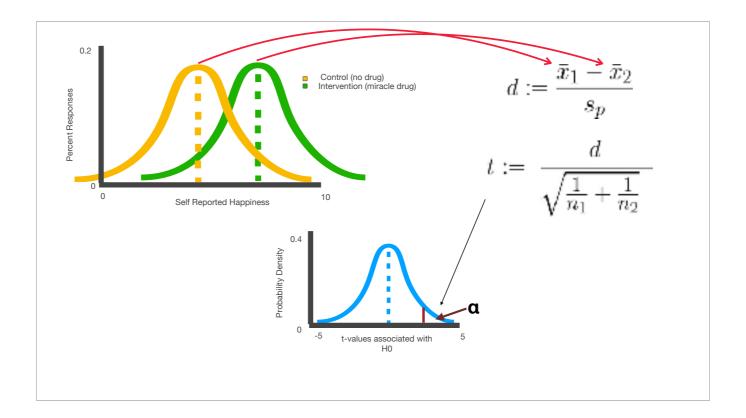
a is the 'significance threshold' or the likelihood of a False Positive *if we never test a true claim* (a.k.a. Type I error— we believe an effect is there when there isn't one). *Really* not good. Usually set at 0.05 and what we compare our p-value against to suggest we can reject the null hypothesis.

β is the likelihood of False Negative *if we always test a true claim of the specified effect size* (a.k.a. Type II error— we believe there isn't an effect when there is one). Not good, but not as bad as Type I. To mitigate this we need our study to have sufficient:

Power = (1-\beta) is our measure of how likely we are to detect an effect if there is an effect. Usually we set this to 80% before we consider doing a study worthwhile.

Effect size is what we actually care about, much more than p-values.

alpha/p-values — the probability of seeing the data you're seeing because of random chance if they were drawn from the same underlying distribution.

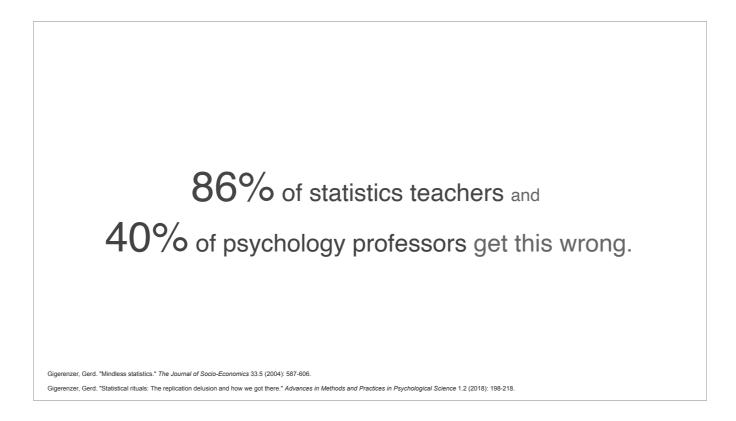


so what is wrong with this picture??? Where does it go wrong??

p-values tell us something about how likely we are to have seen our data if there was no difference; how common the t-value we calculate is if all the data was drawn from the same distribution.

ALPHA!!!

Categorical thinking is the cardinal sin of modern statistical practice.



testing very unlikely hypotheses big, life-changing results

1/1000 are real effects 1 experiment at 90% power

Professor Bob

quantifying effect size of common sense hypotheses confirmation and insight from unsurprising results

4/5 are real effects
1 experiment at 90% power

testing very unlikely hypotheses big, life-changing results

1/1000 are real effects 1 experiment at 90% power

odds of 1 p-value < 0.05 from chance = 0.05 (alpha)

odds of real effect leading to p-value < 0.05 = 0.001 * power (0.9) = 0.0009

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4/5 are real effects
1 experiment at 90% power

odds of 1 p-value < 0.05 from chance = 0.05 (alpha)

odds of real effect leading to p-value <0.05 = 0.8 * power (0.9) = 0.72

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likelihood of p value < 0.05 being a real effect?

0.05*0.0009 = 0.000045 chance that they co-occur. 0.0009 / (0.0009 + (0.05-0.000045)) = **1.8**%

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0.05*0.72 = 0.036 chance that they co-occur. 0.72 / (0.72 + (0.05-0.036)) = **98.1**%

you might have an instinct. That I've just said Bob does good work and Alice does bad work, because Bob's work is trustworthy at p=0.05 and Alice's work is untrustworthy at p=0.05. I have that instinct. That's exactly the instinct we need to destroy because it's wrong. We need both Alice and Bob. Most of us are closer to Alice than to Bob.

I want to emphasize what I've not just said. I said for the same p-value, you should have more trust in Bob's work. If that makes you feel emotionally like I've said Bob is a better researcher, or Alice's work is worse or less valuable or less trustworthy, it's because you have so deeply accepted the incorrect way of interpreting p-values that it has infiltrated your subconscious.

I already said that Alice and Bob are good researchers. They're pre-registering their high powered studies, they're ethical and following the right practices, and I would rather be Alice (and I suspect most of you would too).

This is the calculation you need to be doing in your head. And this betrays the biggest point of confusion for people about what the p-value means, and how to interpret it.

The calculation we just did is call the PPV, and it's what we actually care about. How likely is this to be true? How likely is this to be a real effect? And as we just saw, it depends on our prior beliefs – Alice was testing whether your mother has psychic powers, Bob was testing whether kids like candy. If they both come back with p<=0.05, you should interpret that information differently.

testing very unlikely hypotheses big, life-changing results

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likelihood of p value < 0.05 being a real effect?

odds a positive is a False Positive (Type I Error) = 98.2% odds of a False Positive (Type I Error) in general = 0.05 - 0.000045 = 4.9955%

Professor Bob

quantifying effect size of common sense hypotheses confirmation and insight from unsurprising results

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1 experiment at 90% power

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odds a positive is a False Positive (Type I Error) = 1.9% odds of a False Positive (Type I Error) in general = 0.05 - 0.036 = 1.4%

Professor Alice

testing very unlikely hypotheses big, life-changing results

1/1000 are real effects 1 experiment at 90% power

odds of 1 p-value < 0.05 from chance = 0.05 (alpha)

odds of real effect leading to p-value < 0.05 = 0.001 * power (0.9) = 0.0009

likelihood of p value < 0.05 being a real effect?

 $\begin{array}{l} 0.05^{*} 0.0009 = 0.000045 \mbox{ chance that they co-occur.} \\ 0.0009 \mbox{ / } (0.0009 \mbox{ + } (0.05 \mbox{ - } 0.000045)) = \mbox{ 1.8\%} \end{array}$

odds a positive is a False Positive (Type I Error) = 98.2% odds of a False Positive (Type I Error) in general = 0.05 - 0.000045 = 4.9955%

for p<0.05, we expect 5% false positive results if we never test a real effect.

The likelihood that an effect is real, given a certain p-value, depends on your prior.

a p-value of 0.05 means something very different for Alice and Bob and should be interpreted differently.

Professor Bob

quantifying effect size of common sense hypotheses confirmation and insight from unsurprising results

> 4/5 are real effects 1 experiment at 90% power

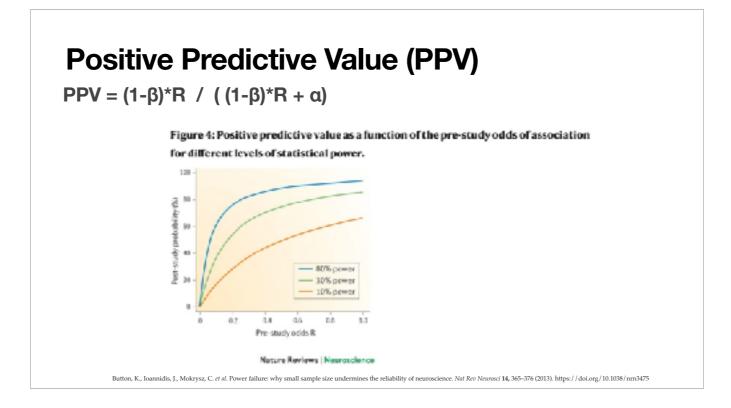
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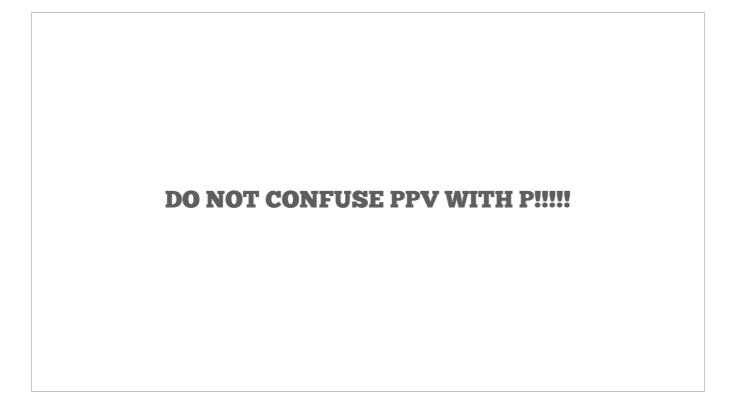
odds a positive is a False Positive (Type I Error) = 1.9% odds of a False Positive (Type I Error) in general = 0.05 - 0.036 = 1.4%



here R = 'odds ratio'. (for Bob in our example above, it's 4/1, for Alice it's 1/999). This is a mathematically precise definition of what we started to walk through before.

No scientific worker has a fixed level of significance at which from year to year, and in all circumstances, he rejects hypotheses; he rather gives his mind to each particular case in the light of his evidence and his ideas.

- Fisher (father of statistics)



NO, that is the PPV. ('inverse probability error')

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Does a p value < 0.05 mean the same exact experiment will find a 'significant result' effect 95% of times you run it?

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NO, that's the study power. ('the replication fallacy')

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Does a hypothesis test tell you anything certain about a hypothesis being true or false?

NO, that is the PPV. ('inverse probability error')

Does a p value < 0.05 mean the same exact experiment will find a 'significant result' effect 95% of times you run it?

NO, that's the study power. ('the replication fallacy')

Does a hypothesis test tell you anything certain about a hypothesis being true or false?

NO. ('illusion of certainty')

THE WORLD IS CHANGING



the board of the ASA tasked Wasserstein to assemble a panel of experts.

Reproducability project re-tested 100 studies from top 3 psych journals, <50% gave 'statistically significant results'.

THE WORLD IS CHANGING

The ASA Statement on p-Values: Context, Process, and Purpose Frank L Wessentian & A Nove A Lease Frank

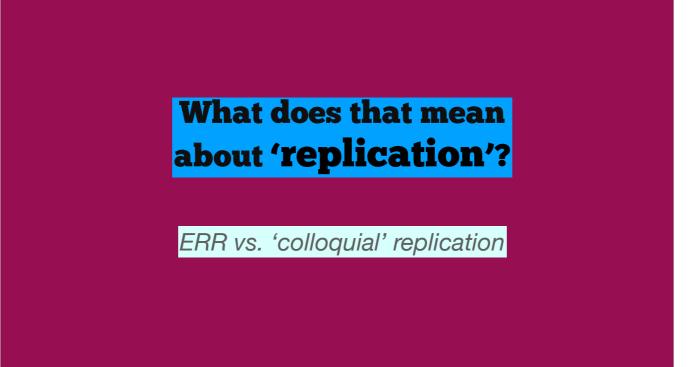


Do not say 'statistically significant' ever again.

report full p-values, not "p < 0.05".

Be suspicious of people who do those things.

Interpret p-values cautiously based on your priors.



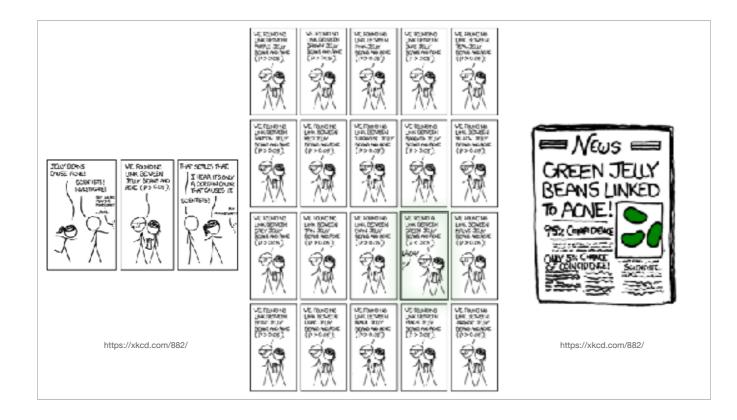
replication is a categorical concept!! it depends on 'statistical significance'!! not great, and a heuristic.

ERR (how likely is a study to give the same result if done exactly the same way, i.e. an estimate of study power)

'replication' (study done at much higher power to see if you can reject the null and to get a much more accurate sense of the effect size)

Categorical thinking is the cardinal sin of modern statistical practice.

end rant on p-values.



so what happens when we apply statistical significance in scientific inquiry? Keep this XKCD in mind.

point 1. We have to do the middle bit. Test lots of things. This is only a problem when we don't see what the scientist did in complete detail. If we can reason about how many hypotheses were tested, or how many times people ran similar experiments, we can easily contextualize the results and their p-values.

point 2. now we're here reading this newspaper, with no insight into what happened. looking at *how we got where we are*, we can learn what to look out for in the research literature to (1) tip us off and reason backwards about what happened, reconstruct the process, or (2) identify when it's clearly gone wrong and ignore it.



journals allowing only 'interesting results' in. Journals will do the job that XKCD.

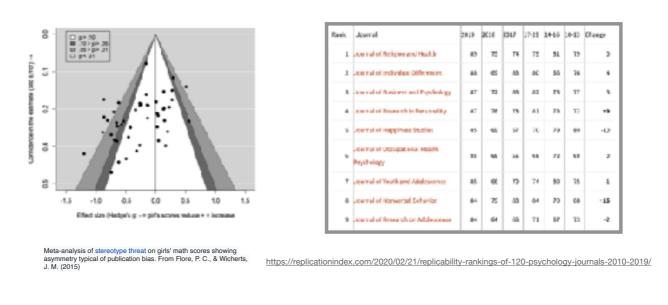
20 submissions. 1 is published.



self-censorship by researcher.

don't submit a paper because it will be rejected. 20 try, 1 succeeds, winner publishes, everyone else doesn't try.





distribution of p-values/effect sizes.

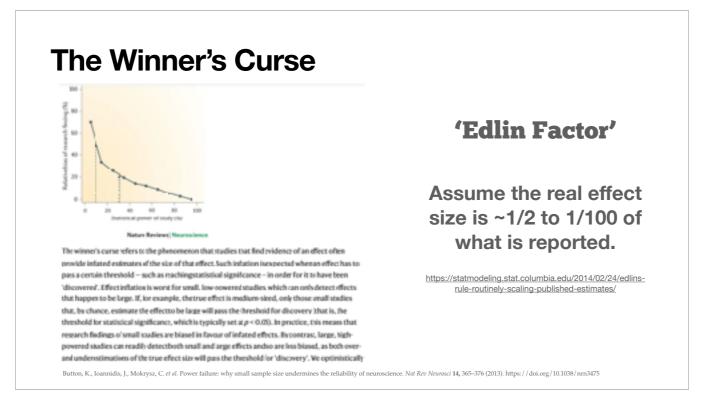
funnel plot — 'high precision' studies should should an effect size that is in the middle. Skew is evidence of bias. (Standard error or sample size).

120 top journals, auto-analyzed by Ulrich Shimmack.

Publication Bias and File Drawer Effects

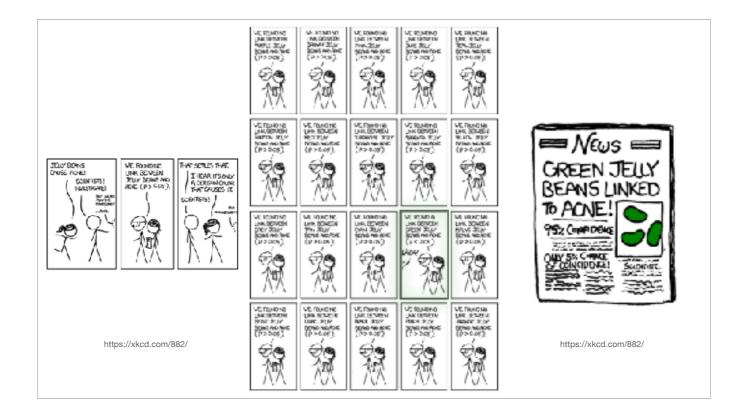
Beware of 'in vogue' research topics.

Publish all of your findings (open access).

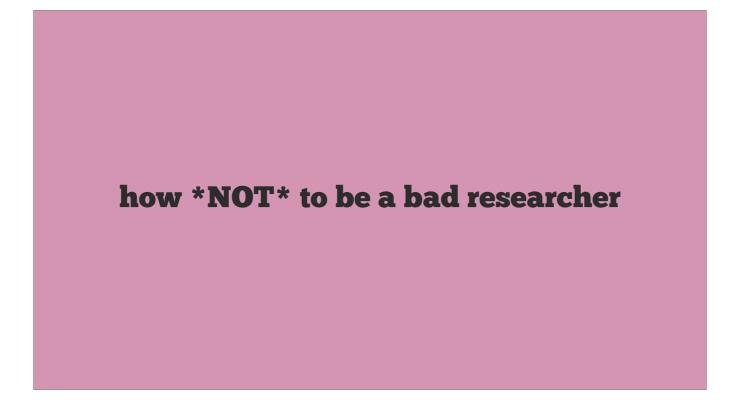


corollary. We are 'rolling the die' a bunch of times to get a p-value < 0.05. If our studies are underpowered, we will get hugely inflated effect sizes. The test statistic = effect size / sampling error. Big sampling error means big effect size required to hit that value.

Heuristics.



those are ways we systemically have this problem. Now let's look at how an individual researcher might effectively accomplish the same goal – test a ton of hypotheses and only report on what's hitting.



this section is called 'how *NOT* to be a bad researcher'

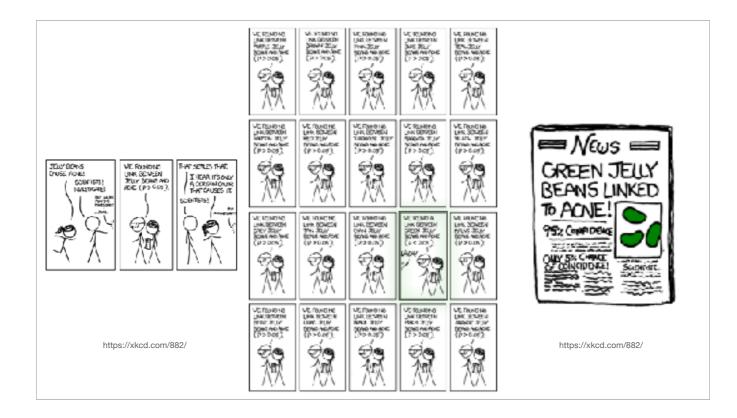
QRPs or 'Researcher Degrees of Freedom'

- '**Optimal Stopping'** (high variance, small sample studies)— beware research with unusual Ns
- **Combining Disparate Subgroups/Tests Together** beware research that combines multiple 'sub-experiments' into one and only reports analysis on that result
- Testing many hypotheses and only reporting the successes beware research with odd or specific mediating variables, or other unusual caveats
- Running many tests to prove a point, and only reporting the successes beware 'motivated researchers' that clearly have a narrative agenda, and whose research all cumulatively backs up a given worldview or theory; beware papers without a clearly articulated a priori hypothesis and many statistical results



"I'm all for rigor, but I prefer other people do it. I see its importance—it's fun for some people—but I don't have the patience for it. If you looked at all my past experiments, they were always rhetorical devices. I gathered data to show how my point would be made. I used data as a point of persuasion, and I never really worried about, 'Will this replicate or will this not?"

- Daryl Bem, in Engber, 2017



it's okay to have multiple hypotheses; as long as we know what you did. You should revise your internal alpha down.

Report everything, including what didn't hit.

What's NOT okay is to create the hypotheses after seeing the data, if we act like we had those hypotheses originally.

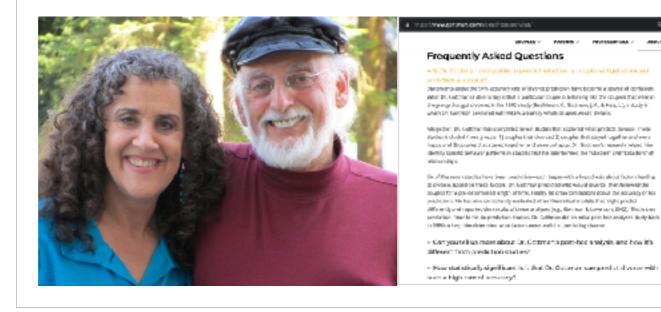
HARKing

- Hypothesizing After the Results are Known
- · 'data dredging', 'fishing', 'cherry-picking', 'mining', 'p-hacking'
- try tons of hypotheses until something gives you p<0.05; report that as though it was your original hypothesis.
- try a ton of slight variations of modeling, statistical techniques, and data preprocessing; report the ones that give you p<0.05.
- look at your data; come up with a likely explanation, decide on a method for cleaning it, or pick a method to fit a model to the data after seeing it.

there are lots of potential relationships that might appear in your data. infinite number of potential relationships. If you predict a curve, and that curve then appears, that's *really powerful evidence*. That's the expectation for how science works. If you instead look for a relationship, and see a line or a curve or a exponential appear somewhere, and *then fit a line to it and act like you had predicted it*, that's incredibly misleading. *Some* relationship will appear.

So widespread. I think every researcher, unless they have been very, very well-trained, has done this.

Exploratory vs Confirmatory Studies



what if you really don't know how to treat your data? Or you have no idea what you're doing? Or you're using your study to develop a hypothesis? That's fine, too, but we need to be explicit about it. That's called an exploratory study, and you must be very very clear that it's what you're doing, and draw no conclusions (only state new hypotheses).

It's okay to try a ton of things on the data if we explicitly call out that we're exploring with the data and developing theories, and we report what we did and how, completely. We don't make any causal claims or suggest the data proves something.

Example is Gottman; conflated exploratory and confirmatory studies. 20 couples that were heavily measured, wait to see who divorces, now we have a group of 10 couples that divorced and 10 couples that didn't. Look to see what is different about divorced 10 from non-divorced 10. Turns out, it's possible to separate these couples based on some aspects of their relationship with 94% accuracy. But you could separate *any* two groups of 10 couples based on certain features of their relationships; couples vary a lot. This is exploratory; we can now look and say 'do any of these things make sense' to explain divorce, and use that to predict brand new couples will divorce, and see if it works, in a confirmatory study.



"P-hacking and MTurk-iterating isn't helpful to science, and it's one of the reasons our lab seldom cites on-line studies. However, P-hacking shouldn't be confused with deep data dives – with figuring out why our results don't look as perfect as we want.

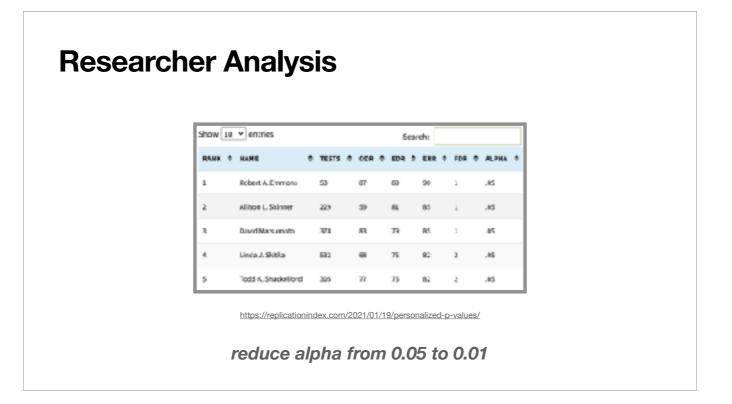
With field studies, hypotheses usually don't "come out" on the first data run. But instead of dropping the study, a person contributes more to science by figuring out when the hypo worked and when it didn't.

a tale of two young researchers

...When she arrived, I gave her a data set of a self-funded, failed study which had null results (it was a one month study in an all-you-can-eat Italian restaurant buffet where we had charged some people ½ as much as others). I said, "This cost us a lot of time and our own money to collect. There's got to be something here we can salvage because it's a cool (rich & unique) data set." I had three ideas for potential Plan B, C, & D directions (since Plan A had failed). I told her what the analyses should be and what the tables should look like. I then asked her if she wanted to do them.

Every day she came back with puzzling new results, and every day we would scratch our heads, ask "Why," and come up with another way to reanalyze the data with yet another set of plausible hypotheses. Eventually we started discovering solutions that held up regardless of how we pressure-tested them."

- Brian Wansink, Blog post 1/17/2016



also they could be shooting for a needle in a haystack vs testing obvious things, as we discussed earlier.

Beware, incredibly noisy, preliminary analysis different alpha values for each.

reduce alpha 0.05 to 0.01 as a heuristic!!

Meta-statistical Tools for Bias Detection

stat.io and pubpeer.com

funnel plots, hodge's g forest plots

p-curve, z-curve, meta-analysis of observed powers

Carlisle-Stouffer-Fisher Method (https://pubmed.ncbi.nlm.nih.gov/28786843/)

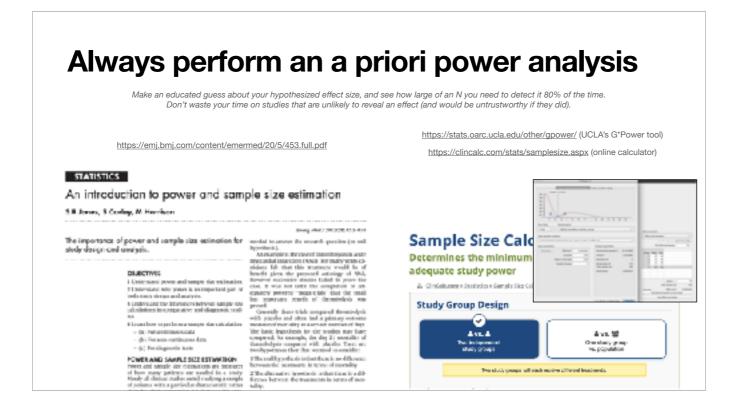
GRIM - Granularity-Related Inconsistency of Means (https://peerj.com/preprints/2064.pdf)

TIVA - Test of Insufficient Variance (https://replicationindex.com/2014/12/30/tiva/)

CORVIDS - Complete Recovery of Values in Diophantine Systems (https://github.com/katherinemwood/corvids)

SPRITE - Sample Parameter Reconstruction via Iterative Techniques https://peerj.com/preprints/26968v1/)

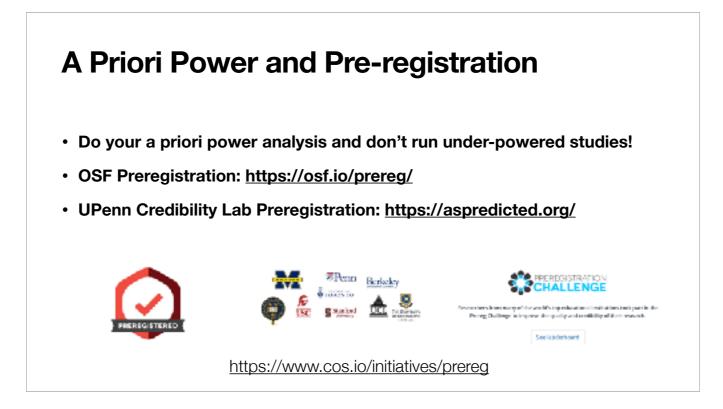
lots of meta-statistical tools to help us. Check blogs, Noah will talk about next class.



Always do a power analysis! resources here. We talked about the danger of underpowered research.



and a corollary, beware papers where it seems likely the researcher didn't do a power analysis. You should do one – how big of an effect do you think is likely for the study they're doing? How large of an N do they need? If it's far off, the study is untrustworthy.



link at bottom has good resources - which journals accept preregistration and will give papers a badge, which you should look for!

how to participate and get journals on board.



P-Hacking, Publication Bias, File Drawer Effects, HARKing, QRPs, Researcher DOF



SYSTEMIC INCENTIVES

Fraud, Hype, Motivated Misinterpretation, Overgeneralization, Narrative Support, Status Quo Bias



FUNDAMENTAL ASSUMPTIONS Psychometrics, Taxometrics, Analytic/Gestalt, Idiographic/Nomothetic, Statistical/Causal Reasoning





Diederik Stapel, a Dutch social psychologist, perpetrated an autacieus acalemi fraud by making up studies that uid the worldwhat it wanted to hear about human nature. Kass Invokel for The New York Times

By Yudhijit Bhattacharjee April 26, 2013

58 retractions

physical environments that are more disordered promote stereotyping and discrimination [in Science]

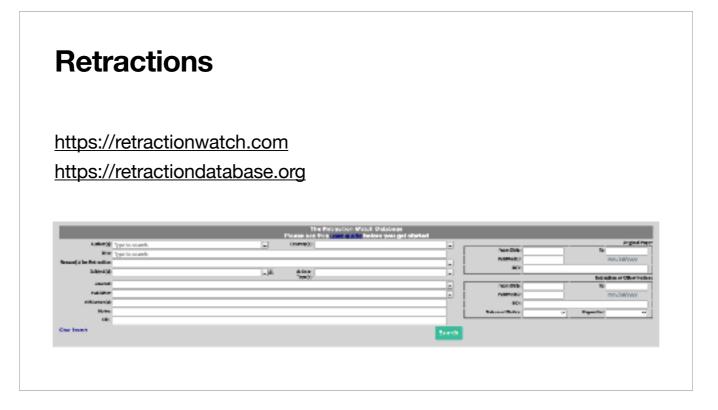
carnivores are more selfish than vegetarians

ads can affect whether and how consumers think about the sel

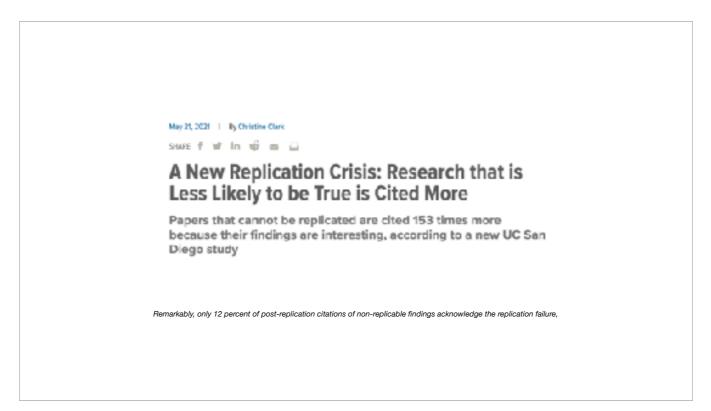
Dirkje Stapel



Dan Ariely recently in the news, distribution of data obviously faked.



great central resource for retractions



The largest gap was in papers published in Nature/Science: non-replicable papers were cited 300 times more than replicable ones.

Yearly citation counts reveal a pronounced gap between papers that replicated and those that did not. On average, papers that failed to replicate are cited 16 times more per year. This gap remains even after the replication project is published.

"Remarkably, only 12 percent of post-replication citations of non-replicable findings acknowledge the replication failure," the authors write.

Read the papers you cite beyond the title and abstract.

Check for retractions and replications.

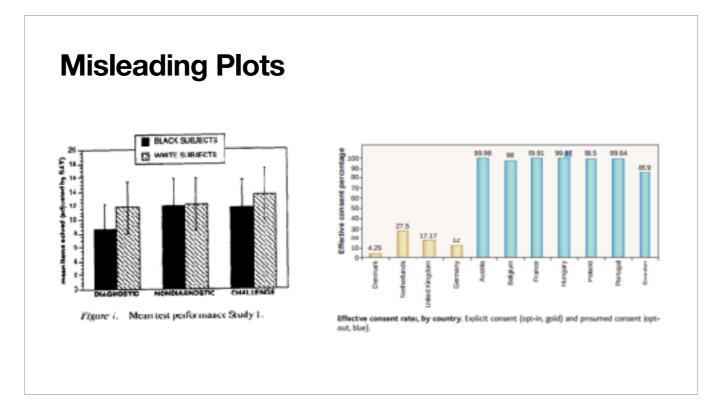


Ecosystem that rewards big, eye-catching claims

Abusing 'statistically significant' to mean 'significant'

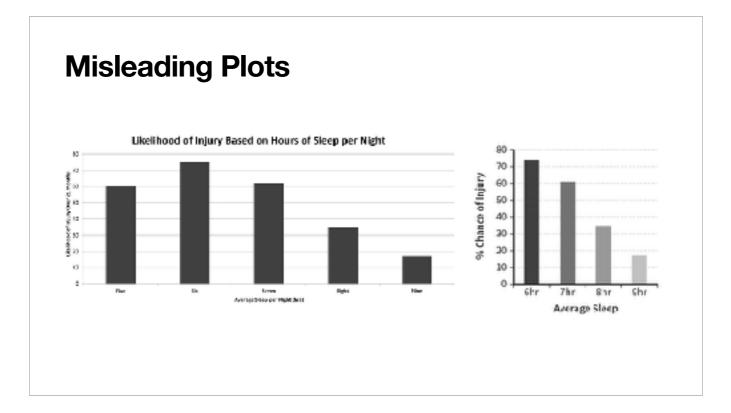
Categorical thinking instead of continuous thinking

Overselling effects, Overgeneralizing results, and Narrative Cherry-picking



relative effect sizes. relative statistics. Famously contentious/misleading stereotype threat original paper.

misleading underlying assumptions. 'Default choice' work when really the blue is 'presumed consent' (citizens are never asked, no default on a form, have to actively initiate opting out), somehow distorted to imply that people are overwhelmed by complex decisions and go with defaults on a form for organ transplant.



Micheal Walker's 'Why We Sleep'. Real data on the left, data reported in the book on the right to make his point. Clear misconduct for rhetorical end.

Mind the Axes. (Check what data is in the figure)

Check the Error Bars. (1.96 * Standard Error = 95% Confidence Interval)

Beware Relative Claims.

(a 50% increase in a 0.01% risk is a 0.015% risk)

double check what the error bars represent; think in confidence interval. If it's standard error make it 2x the side in your mind.

Failures of Replication

Not 100% positive an effect doesn't exist, can never truly be. Replication is a flawed term; it's categorical.

However, can be pretty sure about the likely effect size; effects may *exist*, but they're not *meaningful*. We'll cover all of this in the future.



James Vicary and Subliminal advertising. Subliminal things in general.



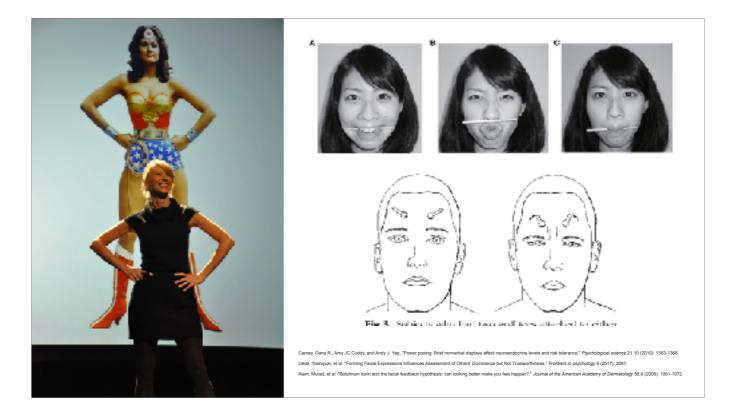
Original study in Science, warm beverages make you feel warm towards people.

75% of the participants who evaluated a cold pack selected a reward for themselves, whereas 46% of the participants who evaluated a warm pack did the same (analyzed N = 50)

Replications:

S1. N=~300 based off power analysis, pre-registered. S2. N=~300, no effect. Since 2020, original cited 208 times vs 42 and 35.

Priming in general is dubious – idea that associative links subconsciously drive behavior.



Power pose (good posture makes you more confident) – original first author has come out saying she doesn't believe in it, despite Amy Cuddy still promoting it. Facial feedback – testing whether smile muscle engagement makes you feel happy or not.

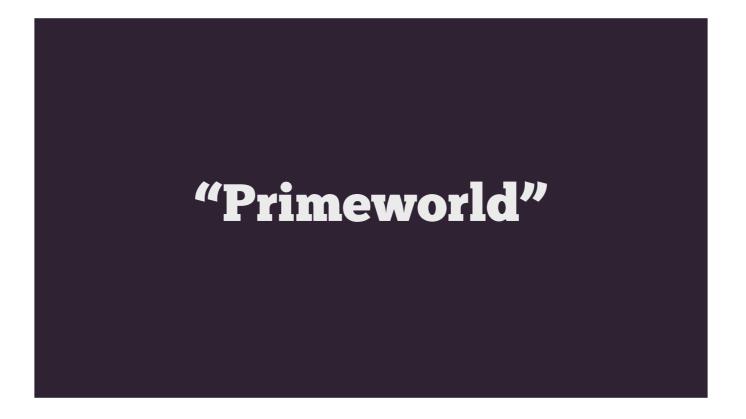
Here we're talking about isolated physiological drivers of mood. Telling someone to smile, or reminding yourself to fix your posture, act confidently, and engaging in a ritual that will you believe will make you feel confident, all have an effect – the thing that doesn't have strong support is that there is something intrinsic to the actual physiological change (engaging the muscles) that drives the change in mood.

Larsen, Randy J., Margaret Kasimatis, and Kurt Frey. "Facilitating the furrowed brow: An unobtrusive test of the facial feedback hypothesis applied to unpleasant affect." Cognition and Emotion 6.5 (1992): 321-338.



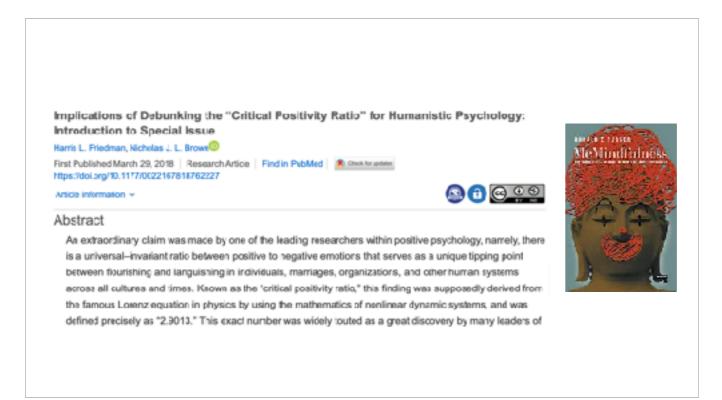
largest RCT of 'nudges' and behavioral economics from US government intervention. 1.4% points; experts thought it'd be 8.1%.

1.4% is meaningful at the scale of countries, and could be worth the effort. 1.4% is unlikely to show up in your n=20 study, and is unlikely to be 'meaningful' at the individual level for intervention design.



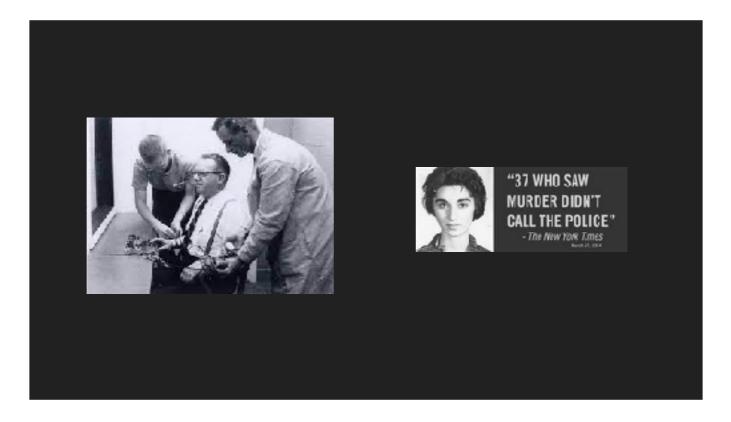
'primeworld' coined by Jesse Singal. Good description.

Contextualized in the history of psychology – Mischel (marshmallow test) wrote 1968's *Personality and Assessment* claimed that behavior is too cross-situationally inconsistent to be classified with personality traits. Hugely influential. Social psychology and situationism became dominant; trait theory and personality psychology became rare disciplines. Not an accurate worldview.



'positivity ratio' by Barbara Fredrickson, corrected by Nick Brown. Idea that 2.9013 positive to negative feels is a tipping point for all people (as derived from fluid dynamics equations), above which you positive-feedback and flourish, and below which you negative-feedback and languish.

The anti-hedonic set point. Taught for ~8 years as good empirical work. Very wrong. Lots of 'McMindfulness' positive psychology out there at the moment.



Even canonical studies from psychology have been re-examined and reinterpreted. Milgram experiments were accurate but his 'agentic state' hypothesis he promoted is pretty clearly inaccurate (that people readily cede their agency and moral accounting to authority); Kitty Genovese case which kicked off 'the bystander effect' was a fraud. Lot's wrong with the stories that have shaped our understanding of human psychology.



Daryl Bem again. Bem is great—he's been very transparent with his data and open about his work. He is a true believer in psychic phenomena.

Paper still not retracted, despite public efforts as recently as this year. In fact, 2015 paper Bem provided a meta-analysis using the latest Bayesian techniques to prove that premonitions are, in fact, still real.

Methodical problems continue... or, perhaps, we're all a little psychic. ;)

Most social psychology research doesn't replicate; revise your priors down and be skeptical.

Trust your intuition and ability to judge the quality of research.

Look at effect sizes (absolute and normalized), not just p-values.

Don't say 'statistically significant' or ** your research.

Report actual p-values, not 'p<alpha'.

Interpret p-values based on your priors; don't confuse PPV (what's the likelihood the effect is real?) with p (how likely to see this data with no effect?)

Assume reported effect sizes are 1/2 to 1/100 what is reported; beware the winner's curse.

Beware of in-vogue research topics; they're more likely to suffer from publication bias and file drawer effects.

Check meta-analyses of journals and authors to inform your priors about publication bias and p-hacking.

Publish all your findings.

Don't HARK (come up with hypotheses after the experiment is over) unless explicitly being exploratory. Be explicit about what is a priori hypothesis and what is exploratory.

Don't run multiple small variations of your analyses (beware weird mediating variables).

Don't check your results multiple times after subsets of participants (beware unusual Ns, unusual combinations of subsets of data)

Don't test many hypotheses that could confirm your narrative, and only report the 'winners' (beware narrative/motivated research).

Perform an a priori power analysis.

Pre-register your studies.

Have an explicit, a priori hypothesis and data analysis method; if you don't, be sure to be very explicit that your study is exploratory. You will need to perform a confirmatory study afterwards.

Beware 'N=20' research; guess the power of the study yourself before looking at results and don't trust underpowered studies.

Read the studies you cite.

Check for retractions; check blogs and meta-analyses on your topic of interest.

Look for misleading statistics in the papers; mind the axes, check the error bars, beware relative claims.