

Cambridge University Press & Assessment 978-1-108-72426-5 — Trustworthy Online Controlled Experiments Ron Kohavi , Diane Tang , Ya Xu Index More Information

Index

A/A tests, 200 Campbell's law, 109 how to run, 205 capping, 197 uneven splits and, 204 carryover effects, 74 Above the fold time (AFT), 88 cart recommendations, 17 Acquisition, Activation, Retention, Referral, causal model, 96 causal relationship, 96 Revenue, 91 Agile software development, 13 causality, 8, 137 analysis Central Limit Theorem, 187 automated, 76 centralized experimentation platform, cohort, 241 181 edge-level, 234 churn rate, 8 logs-based, 129 click logging, 178 post-period, 242 click tracking, 52 triggered, 159 client crashes metric, 99 client-side instrumentation, 163 analysis results review meetings, 62 cohort analysis, 241 analysis unit, 168 confidence interval, 30, 37, 187, 193 annotating data, 178 confidence intervals, 43 atomicity, 70 constraints-based design, 76 automated analysis, 76 constructed propensity score, 143 Control, 6-7 backend algorithmic changes, 19 cooking data, 77 backend delay model, 87 correlation, 9 Bayes rule, 186 counterfactual logging, 73 Bayesian evalutation, 114 cultural norms, 61 Bayesian structural time series analysis, 140 Benjamini-Hochberg procedure, 191 data Bernoulli randomization, 231 annotating, 178 bias, 191, 240 data analysis pipeline, 151 biases, 201 data collection, 121 binarization, 197 data computation, 178 blocking, 197 data enrichment, 178 Bonferroni correction, 191 data pipeline impact, 47 bootstrap, 169 data sharing, 65 bootstrap method, 195 data visualization, 77 day-of-week effect, 33 bot filtering, 48



Cambridge University Press & Assessment 978-1-108-72426-5 — Trustworthy Online Controlled Experiments Ron Kohavi , Diane Tang , Ya Xu Index <u>More Information</u>

deceptive correlations, 145	bias, 191
delayed experience, 237	browser redirects, 45
delayed logging, 157	channels, 5
delta method, 169, 195	client-side, 153
density, 199	client-side implications, 156
dependent variable, 7	constraints-based design, 76
deploying experiments, 69	culture, and, 179
designated market area, 138	data collection, 121
difference in differences, 143	deception, 120
driver metrics, 91	deployment, 69
	design, 32
ecosystem impact, 231	design and analysis, 27
edge-level analysis, 234	design example, 33
educational processes, 61	design platform, 58
empirical evidence, 114	determining length, 33
equipoise, 118	duration, 190
ethics, 116	edge-level analysis, 234
anonymous, 123	evaluation, 128
corporate culture and, 122	failure, 226
equipoise, 118	generating ideas for, 129
identified data, 123	historical data retention, 231
risk, 118	holdback, 245
exclusion restriction, 142	human evaluation and, 130
experiments	IDs, 69
long-term, 61	impact, 174
experiment	infrastructure, 34
objective, 6	instrumentation, 34, 121, 162
OEC, 6	interference, 226
results, 181	interleaved, 141
experiment assignment, 71	isolating shared resources, 231
experiment hypothesis, 112	isolation, 231
experiment IDs, 67	iterations, 67
experiment lifecycle, 67	just-in-time processes, 61
experiment platform	length, 42
performance, 72	long-term effect, 236
experiment scorecard, 179, 216, See also:	nested design, 76
visualizations	observation, 127
experimentation maturity model, 180	offline simulation and, 188
experimentation maturity models	organizational goals and, 112
crawling, 59	paired, 198
flying, 59	performance testing, 17
running, 59	platform, 66
walking, 59	platform architechture, 68
experimentation platform	platform components, 67
centralizing, 181	platform for managing, 67
experiments	power, 34, 189
A/A, 200	power-of-suggestion, 120
analysis, 67	production code, 70
analytics, 177	randomization, 114
automated analysis, 76	raters, 130
hest practices 113	replication, 176



Cambridge University Press & Assessment 978-1-108-72426-5 — Trustworthy Online Controlled Experiments Ron Kohavi , Diane Tang , Ya Xu Index More Information

experiments (cont.)	ideas funnel, 127
replication experiment, 15	independence assumption
reusing, 231	violation, 203
reverse, 176, 245	independent identically distributed samples, 193
risk, 118	independently identically distributed, 195
sample size, 188, 197	information accessibility, 180
scaling, 73	infrastructure, 34, 66
segments, 52	innovation productivity, 114
sensitivity, 28	institutional memory, 63, 111, 181
server-side, 153	Instrumental Variable method, 231
short-term effect, 235	Instrumental Variables, 142
side-by-side, 131	instrumentation, 34, 59-60, 67, 72, 128, 151,
slow-down, 81, 86	162, 177
traffic allocation, 33, 192	client-side, 163
trustworthiness, 174	corporate culture and, 165
validation, 135	server-side, 164
vocabulary, 179	intellectual integrity, 63
when they are not possible, 137	interference, 174
external data services, 133	detecting, 234
external validity, 33, 135	direct connections, 227
esternar variately, ee, ree	indirect connections, 228
factor. See parameter	interleaved experiments, 141
false discovery rate, 42	internal validity, 43
first-order actions, 230	Interrupted Time Series, 139
Fisher's meta-analysis, 192	invariants, 35
focus groups, 132	isolation, 231
gameability, 100, 107	JavaScript errors, 99
geo-based randomization, 232	r
goal metrics, 91	key metrics, 14
goals, 91	,
alignment, 93	latency, 99, 135, 156
articulation, 93	layer ID, 75
Goodhart's law, 109	leadership buy-in, 59
granularity, 167	learning effect, 243
guardrail metrics, 35, 92, 159, 174, 219	least-squares regression model, 142
cookie write rate, 224	lifetime value, 95
latency, 81	log transformation, 197
organizational, 35, 98	logs, 164
quick queries, 225	common identifier, 164
trust-related, 35	logs, joining, 177
	logs-based analyses, 129
HEART framework, 91	long-term effects, 51
heterogeneous Treatment effects, 52	long-term holdbacks, 175
hierarchy of evidence, 9, 138	long-term holdouts, 175
holdbacks, 175	long-term impact, 173
holdouts, 175	long-term Treatment effect, 235
HTML response size per page metrics, 99	lossy implementations, 46, 224
human evaluation, 130	
hypothesis testing, 185, 189	maturity models, 58
Type I/II errors, 189	Maximum Power Ramp, 172



Cambridge University Press & Assessment 978-1-108-72426-5 — Trustworthy Online Controlled Experiments Ron Kohavi , Diane Tang , Ya Xu Index <u>More Information</u>

mean, 29	short-term revenue, 101
measuring impact, 61	sign post, 91
meta-analysis, 78, 112	statistical models and, 95
metrics, 14	success, 91
analysis unit, 169	surrogate, 91, 104
asset, 92	taxonomy, 90
binary, 197	true north, 91
business, 92	t-tests and, 187
categorizing, 181	user-level, 195
clicks-per-user, 47	validation, 96
client crashes, 99	variablity, 29
data quality, 92	minimum detectable effect, 190
debug, 62, 92	model training, 229
defining, 179	multiple comparisons problem, 42
developing goal and driver, 94	multiple hypothesis testing, 42
diagnosis, 92	Multivariate Tests (MVTs), 7
driver, 91	
early indicator, 175	nested design, 76
engagement, 92	network effects, 237
evaluation, 96	network egocentric randomization,
feature-level, 104	233
gameability, 107	network-cluster randomization, 233
goal, 62, 91	NHST. See Null hypothesis significant
guardrail, 35, 62, 81, 92, 159, 174, 219	testing
how they relate to each other, 114	normality assumption, 188
HTML response size per page, 99	novelty effect, 33, 49, 174
improvements, 60	detecting, 51
indirect, 91	Null hypothesis, 30, 106, 185, 192
invariants, 35	conditioning, 40
irrelevant metrics significance, 191	Null hypothesis significant testing, 40
JavaScript errors, 99	Null test. See A/A test
logs-based, 164	
longitudinal stability, 170	Objectives and Key Results, 90
negative, 95	observational study, 139
normalizing, 105	limitations of, 144
operational, 92	OEC. See overall evaluation criterion
organizational, 91	clicks-per-user, 47
organizational guardrail, 98	offline simulation, 188
pageviews-per-user, 99	One Metric that Matters, 104
page-load-time, 18	online conrtolled experiments
per-experiment, 179	website optimization example, 26
per-metric results, 181	backend algorithmic changes, 19
per-user, 179	benefits, 10
predictive, 91	key tenets, 11
quality, 62	operational concerns, 173
related, 182	organizational goals, 91
revenue-per-user, 99	organizational guardrail metrics, 98
sample ratio mismatch, 219	orthogonal randomization, 176
sensitivity, 103, 114	orthogonality guarantees, 71
sessions-per-user, 18	Outcome, Evaluation and Fitness function,
short-term, 239	outliers 196



Cambridge University Press & Assessment 978-1-108-72426-5 — Trustworthy Online Controlled Experiments Ron Kohavi , Diane Tang , Ya Xu Index <u>More Information</u>

overall evaluation critereon, 180	phase 2
for e-mail, 106	MPR, 174
for search engines, 108	phase 3
revenue-per-user, 109	post-MPR, 175
teams and, 112	phase 4
triggering and, 212	long-term effects, 175
overall evaluation criterion, 5, 27, 102	randomization, 8
definition, 6	randomization unit, 65, 151, 195
purchase indicator, 32	definition, 7
,	functional, 170
page-load-time (PLT), 88	granularity, 167
Page phase time, 88	reading list, 24
pageviews per-user metrics, 99	Regression Discontinuity Design,
paired experiments, 198	141
parameter	regression model, 142
definition, 7	related metrics, 182
parameters, 67	replication, 176
system, 70	replication experiment, 15
•	
peeking, 42	Response variable, 7
perceived performance, 88	revenue-per-user metric, 99
percent delta, 194	reverse experiment, 245
performance, 135, 156, 179	reverse experiments, 176
impact on key metrics, 18, 82	rings of test populations, 174
performance testing, 17	risk mitigation, 173
per-metric results, 181	Rubin causal model, 226
permutation test, 188	
personal recommendations, 17	sample ratio mismatch, 45, 215,
PIRATE framework, 91	219
platform architecture, 68	sample size, 188
platform components, 67	sampling, 55
platform tools for managing experiments,	scaling, 73
67	manual methods, 74
population segments, 52	numberline method, 74
post-period analysis, 242	single-layer, 73
power, 189	single-layer method drawback, 74
primacy and novelty effects, 33	scorecard, 7
primacy effect, 33, 49, 174	scorecard visualizations, 180
detecting, 51	search engine results page, 113
propensity score matching, 143	segments, 52, 178, 180
p-value, 30, 106, 178, 186, 193, 220	poorly behaving, 180
misinterpretation, 40	selection bias, 158
p-value threshold, 181	sensitivity, 103, 114, 196
p-value thresholds, 77	sequential tests, 42
p value alloonoido, //	server-side instrumentation, 164
query share, 108	sessionized data, 129
	shared goals, 60
ramping, 55, 66, 113, 151, 171, 234,	shared godis, 66 shared resources, 44
245	short-term revenue metric, 101
Maximum Power Ramp, 172	short-term Treatment effect, 235
phase 1	side-by-side experiments, 131
pre-MPR, 174	significance boundary, 32
pre-1vii IX, 1/4	significance boundary, 32



Cambridge University Press & Assessment 978-1-108-72426-5 — Trustworthy Online Controlled Experiments Ron Kohavi , Diane Tang , Ya Xu Index More Information

Index 271

Simple Ratio Mismatch Treatment, 6 debugging, 222 Treatment effect, 41, 175, 214, 236 simple ratio mismatch, 180 learning, 243 Simpson's paradox, 54 system-learned, 243 single-layer scaling, 73 time-staggered, 244 skewness coefficient, 187 user-learned, 243 slow-down experiments, 81, 86 Treatment effect dilution, 240 speed, 179 triggering, 40, 47, 72, 159, 180, 209 Speed Index, 88 attributes, 222 speed, quality, and risk, 172 t-statistic, 186 spurious correlations, 146 Twyman's law, 39 SRM. See sample ratio mismatch type I error rates, 41 Stable Unit Treatment Value Assumption, 43, Type I errors, 201 168, 226 Type I/II errors, 189 standard error, 29 statistical power, 30, 185, 190, 198 uber holdouts, 176 statistics, 178 user experience research, 95, 131 confidence interval, 187 User Ready Time, 88 practical significance, 189 user-learned effect, 243 two-sample t-tests, 185 surrogate metrics, 104 validation, 135 surveys, 132 value of ideas, 11 variable. See also parameter SUTVA. See Stable Unit Treatment Value Assumption variables system parameters, 70 Instrumental, 142 system-learned effect, 243 variance, 193 variance estimation, 236 Taylor-series linear approximation, variant definition, 7 technical debt, 72 mapping, 7 thick client, 153 variants, 6, 67 thick clients, 151 allocation, 27 thin client, 153 assignment, 69 time to first result, 88 balanced, 198 time-based effects, 140 visualization tool, 181 time-based randomization, 232 visualizations, 180 time-staggered Treatment, 244 scorecard, 180 time-to-successful-click, 89 timing effects, 47 web beacons, 163 traffic allocation, 174 website performance, 84