Experimental Design Resources

Good place playlist to start:
- https://youtube.com/playlist?list=PLLd9niZvmD-oxlMhkQNfllHrQ5gxLJ5CJ

The basics:
- https://www.youtube.com/watch?v=N7r_2_yKYns&list=PLLd9niZvmD-oxlMhkQNfllHrQ5gxLJ5CJ&index=3

Advanced Behaviour change for good YouTube channel:
- https://www.youtube.com/channel/UCwFA1iAo-h6jw6wdm3HTRkA/featured

Applications of Behavioural Data Science:
- https://www.youtube.com/watch?v=X8EGQkXUg78

Readings

- **A bit about Behavioural Data Science:**
  https://medium.com/behavior-design-hub/what-is-behavioral-data-science-and-how-to-get-into-it-e389ed20751f

- **Advanced Experimental Design:**
  Montgomery, D. C. (2017). Design and analysis of experiments.
  John wiley & sons. Quasi-Experimental Design:
  Cook, T. D. (2015). Quasi-experimental design. Wiley Encyclopedia
  of Management, 1-2.Effect Sizes:
  https://psycnet.apa.org/record/2015-32022-020

- **Behavioural Science in Business** (Includes useful information about running experiments in businesses and naturally, we are a bit biased)
  https://www.cowryconsulting.com/ripple-book

Podcasts: (Several specific episodes focused on human behaviour, experimentation, and behavioural data science)

- http://lineardigressions.com/

- https://dataskeptic.com/