



Universität Potsdam

PRACTICAL GUIDANCE FOR SURVEY AND FIELD EXPERIMENTS

Joint Lecture Series by **Jens Hainmueller**

About the Lecture Series

Survey experiments – randomized interventions embedded in surveys – offer a flexible and cost-effective way to test mechanisms, measure attitudes, and pilot interventions. They are increasingly used as stand-alone designs or in combination with field experiments to strengthen causal inference. Field experiments complement this approach by uncovering causal effects in real-world settings, often with high external validity. This workshop provides hands-on guidance for designing and implementing both survey and field experiments, with a focus on practical strategies and methodological best practices. Topics include power analysis, blocking, estimating treatment effects, and ensuring transparency and replicability. Participants will gain the tools and confidence to run high-quality experiments that produce credible, policy-relevant insights.

The Lecturer

Jens Hainmueller is the Kimberly Glenn Professor of Political Science and Director of Graduate Studies in Stanford's Department of Political Science. He co-directs the Stanford Immigration Policy Lab and is a Faculty Affiliate at the Stanford Center for Causal Science, the Institute for Human-Centered Artificial Intelligence, and the Europe Center. Hainmueller's research spans statistical methods, causal inference, immigration, and political economy.

Contact Information

University of Potsdam | August-Bebel-Str. 89 | 14482 Potsdam
workshop-empwifo@uni-potsdam.de

The Berlin School of Economics (BSoE), the DFG Research Unit Labor Market Transformation, the Center for Economic Policy Analysis (CEPA), the Potsdam Center for Quantitative Research (PCQR), the German Institute for Economic Research and the Faculty of Economics and Social Sciences are proud to present:

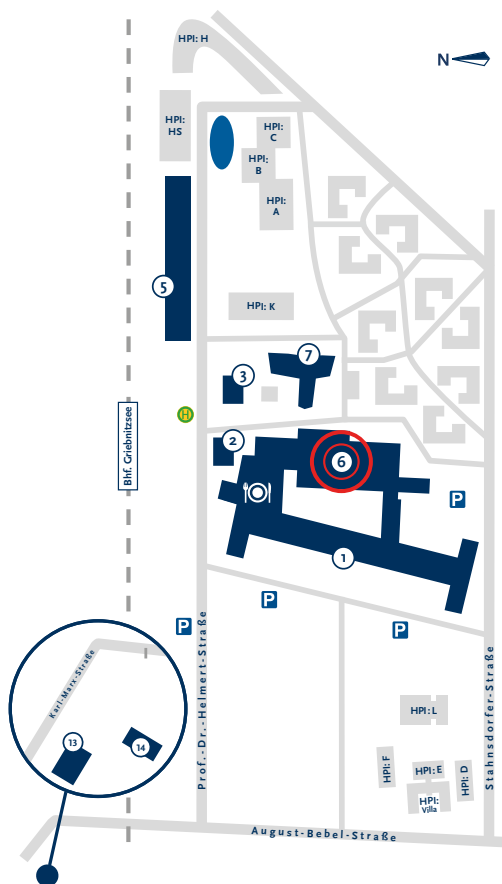
Joint Lecture Series by Jens Hainmueller

Program

| Wednesday September 24 | |
|--------------------------|--|
| 13:00 – 13:30 | Registration |
| 13:30 – 15:00 | Lecture Part 1 Field Experiments – Foundations and Design |
| 15:00 – 15:30 | Break |
| 15:30 – 17:00 | Lecture Part 2 Field Experiments – Analysis and Implementation |
| 17:00 – 17:30 | Break |
| 17:30 – 18:30 | Keynote Presentation – Amanda Agan Labour Markets and Crime (as part of the 9th Potsdam PhD Workshop in Empirical Economics) |
| Thursday September 25 | |
| 9:00 – 10:30 | Lecture Part 3 Conjoint Experiments – Design and Implementation |
| 10:30 – 11:00 | Break |
| 11:00 – 12:30 | Lecture Part 4 Conjoint Experiments – Analysis and Applications |

Location

Campus Griebnitzsee | House 6 | Room 3.o6.Ho2



Directions from Station Griebnitzsee to Lecture Hall

Go downstairs and turn right. At the end of the under-pass go upstairs and turn left. Cross the street “Prof.-Dr.-Helmert-Straße” and keep on walking to building 6 – “Hörsaalgebäude” which will appear on your right hand side. Enter through the main entrance and turn right in the entrance hall. Room Ho2 will be the first door on your right.