Designing a New Game Show

• *Where in the world is...?*
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• We want people to win (sometimes)...

Should we provide the contestants with a clue, or ask questions directly?

Example: Which capital city (and its surrounding metro area) has the largest population in the world?

Clue: This city also has the largest concentration of people who eat sushi.
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We need to know:

– How accurate will the responses be if we give a clue?
– How accurate will the responses be if we don’t? (Will the show bomb because no one knows the answers?)

What is the intervention?
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How can we examine whether our intervention (a clue) will improve the response rate, and by how much?

We hire a consultant!
Volunteers?

Who travels a lot, or likes geography?