

Pilots and Testing ✨

BENEFITS

Flexibility If you need to make adjustments now without full-blown scientific inquiry, testing based on specific datasets might do the job with the flexibility you require. For example, in corporate environments, rapid assessment procedures (RAP) offer a way to assess data and be nimble without interrupting workflow.

Speed Companies that want to hear from their consumers (and perhaps build loyalty) can survey customers and tabulate results in a short time frame. (Likewise, within the time frame of a college class, a student can conduct an effective one-off pilot or test that compiles data quickly.)

LIMITATION

Not reproducible Maybe the a/b testing you did in marketing yielded an even bigger, bolder campaign. But it flopped. Why? “It wasn’t grounded in theory. It’s missing out on a robust body of knowledge of what came before. The results you expected weren’t there,” Kelly says.

In other words, you might have tested, gathered data, used the data, and it worked. You might have even called it “data-driven, evidence-based decision-making.” But it’s missing theory, which would tell you why things worked. ✨