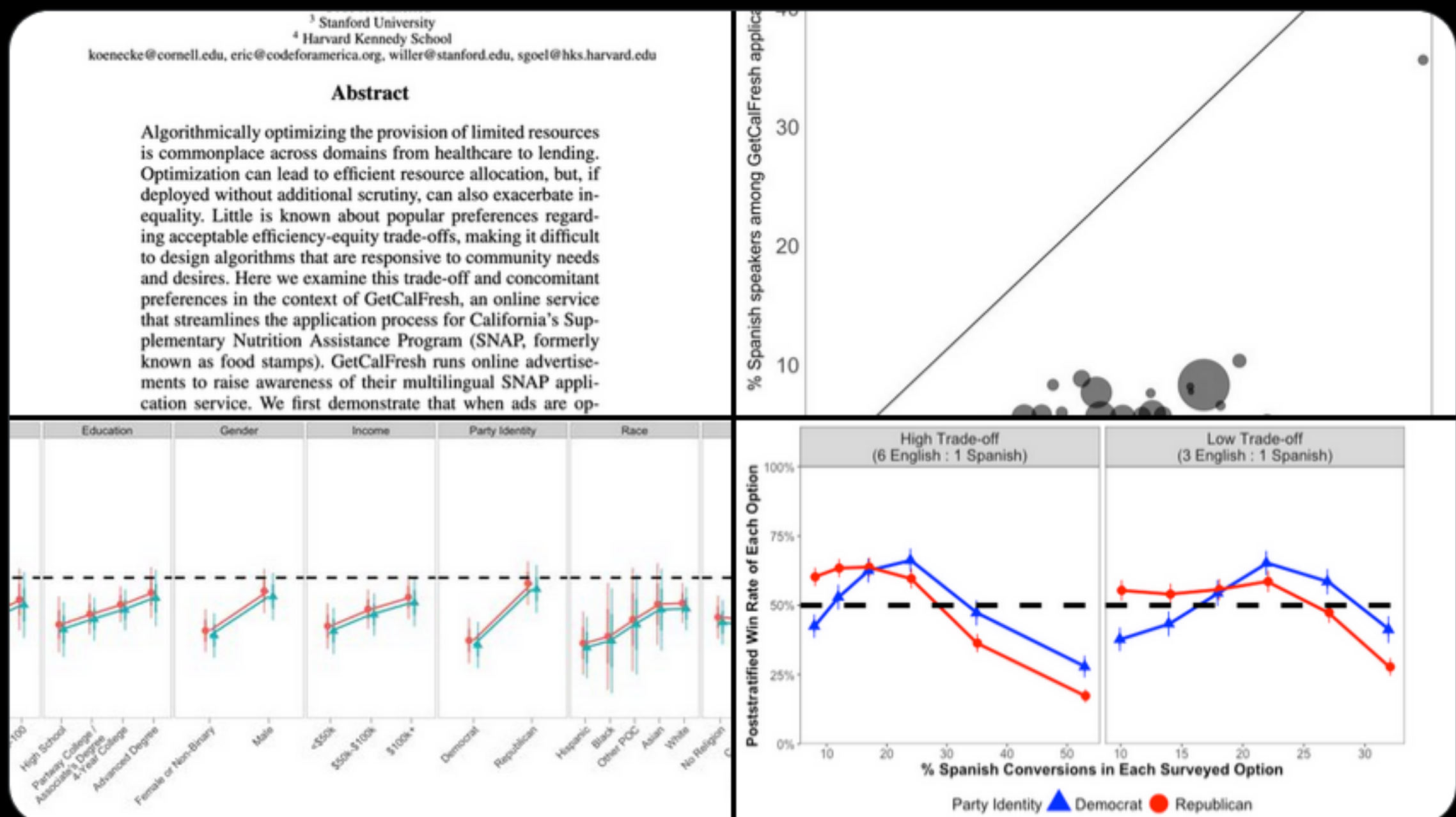




**Allison Koenecke** @allisonkoe

Had a blast presenting our new paper @icwsm with @ericgiannella @RobbWiller and @5harad on “Popular Support for Balancing Equity and Efficiency in Resource Allocation” in the context of online ads for SNAP (food stamp) applications! Link: [ojs.aaii.org/index.php/ICWS...](https://ojs.aaii.org/index.php/ICWS...) ; (1/9)



Polarization and Social Change Lab and 8 others

2:50 PM · Jun 9, 2023 · **10.9K** Views

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**Allison Koenecke** @allisonkoe · Jun 9, 2023

Our collaborators @codeforamerica run a fantastic website for submitting SNAP applications in California – this service is even offered in multiple languages: [getcalfresh.org](https://getcalfresh.org). But, applications were being filled out in Spanish less frequently than expected. Why? (2/9)

1 246

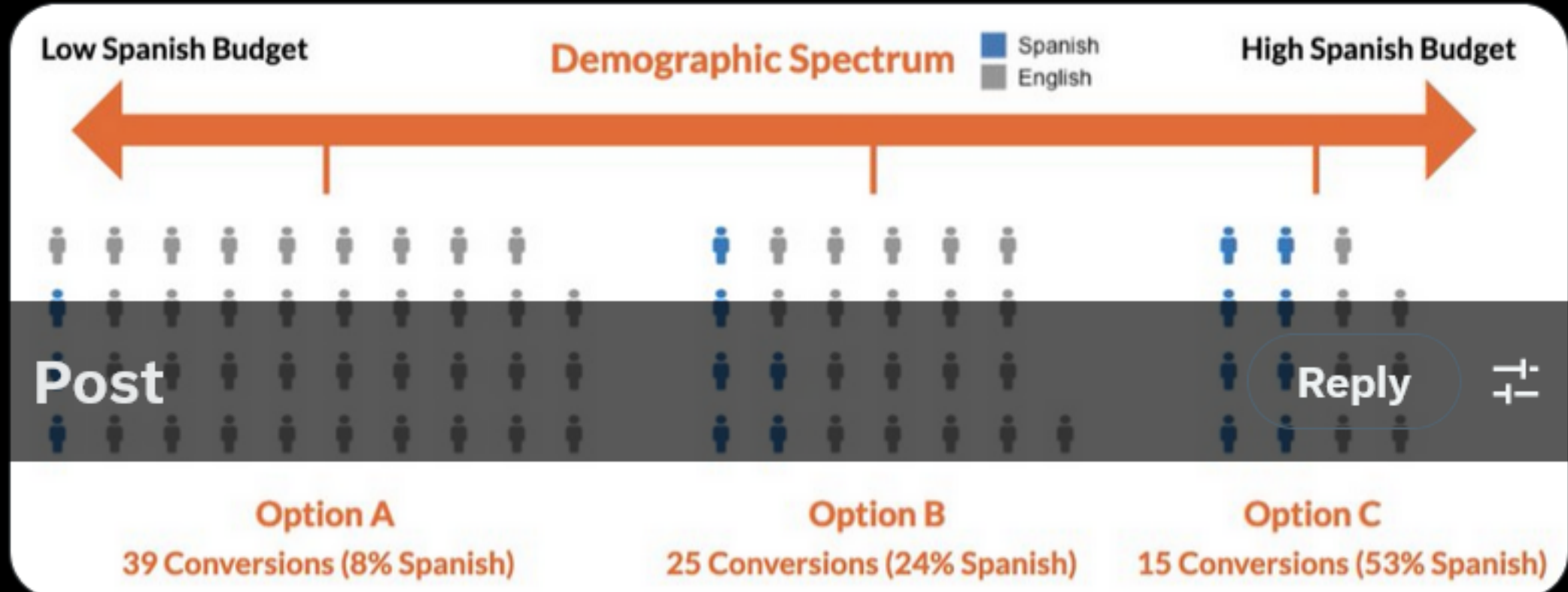
**Allison Koenecke** @allisonkoe · Jun 9, 2023

One reason: Google search ads were more expensive for targeting Spanish speakers (depending on bidding algo, 3-6x more costly than English ads). This relates to prior lit on some demographics being “crowded out” of the market (eg. @Anja\_Lambrecht @ce\_tucker @LatanyaSweeney) (3/9)

1 1 181

**Allison Koenecke** @allisonkoe · Jun 9, 2023

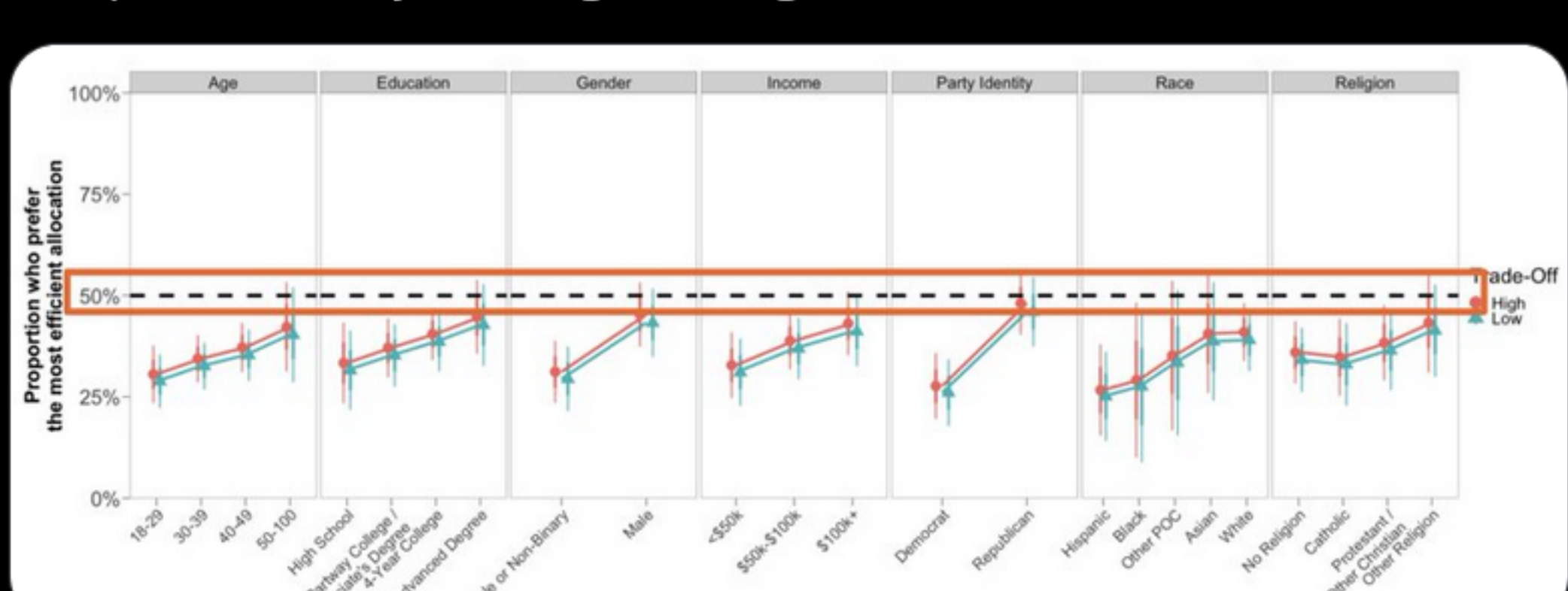
This begs the question: what is a fair budget allocation to Spanish vs. English ad campaigns? More \$ for Spanish ads higher % Spanish SNAP applications, but lower total applications (because Spanish ads are \$\$ \$)! (4/9)



1 203

**Allison Koenecke** @allisonkoe · Jun 9, 2023

We ran a large-scale survey on American partisans to elicit allocation preferences. Surprisingly, all demographic subgroups have majority preference for some amount of equity (i.e. more budget for Spanish ads) over pure efficiency (all budget for English ads). (5/9)



1 203

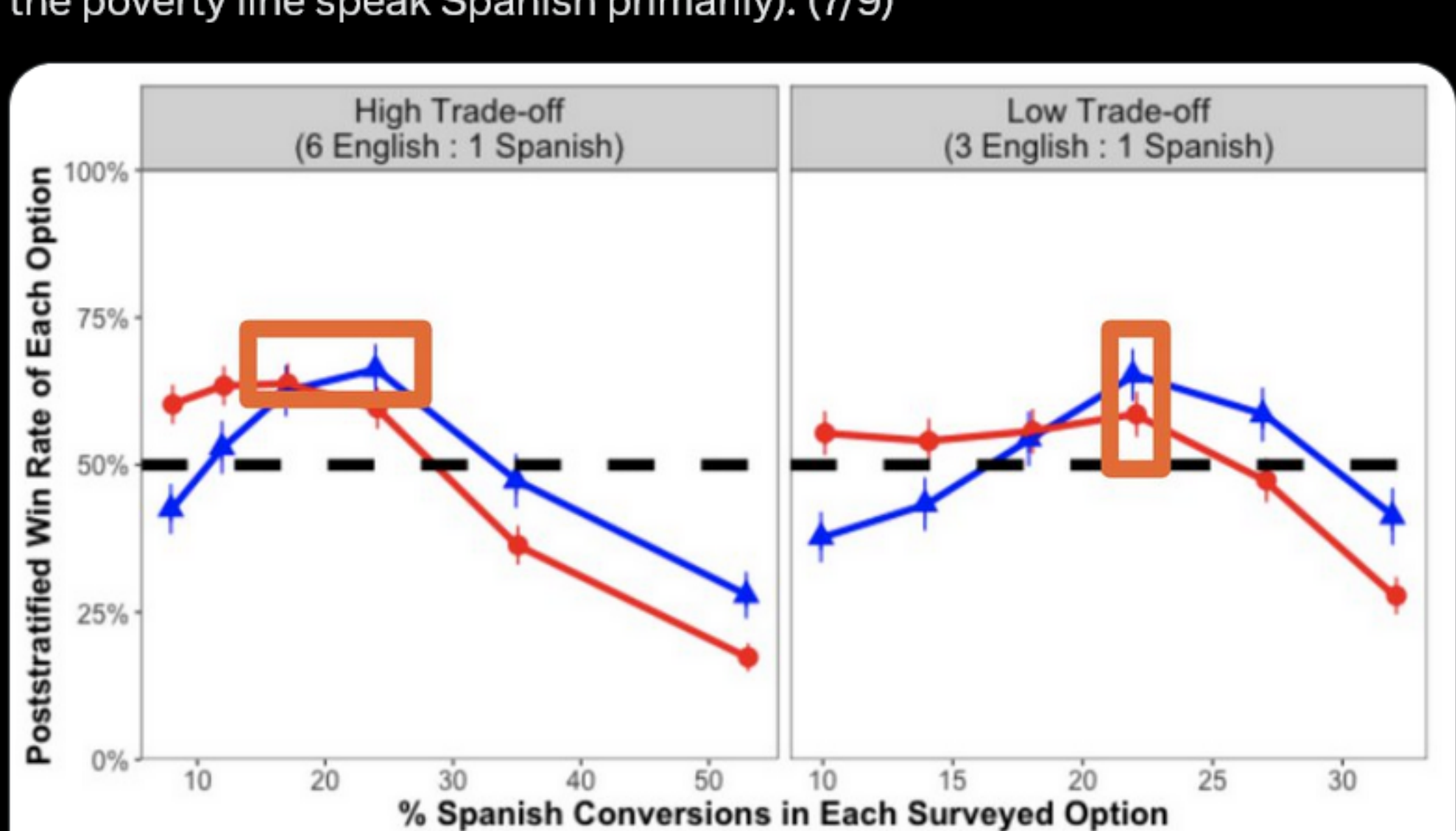
**Allison Koenecke** @allisonkoe · Jun 9, 2023

The largest demographic difference in preference is between Democrats and Republicans (the latter being the subgroup closest to a majority preference for pure efficiency). But, given the lack of strong preference for the purely efficient choice, what do they prefer? (6/9)

1 141

**Allison Koenecke** @allisonkoe · Jun 9, 2023

It turns out that the most-preferred allocations for both Democrats and Republicans are those closest to the fairness definition of “demographic parity” at x=23% (our benchmark in San Diego is ~23% individuals under the poverty line speak Spanish primarily). (7/9)



1 1 260

**Allison Koenecke** @allisonkoe · Jun 9, 2023

This research led to policy change @codeforamerica (towards demo parity)! See more in the paper on: what if English ads cost more; preference question phrasing; ethics of who to elicit preferences from; implications re: affirmative action broadly... [ojs.aaii.org/index.php/ICWS...](https://ojs.aaii.org/index.php/ICWS...) (8/9)

1 2 389

**Allison Koenecke** @allisonkoe · Jun 9, 2023

Many thanks to our research inspirations, including: @pamela\_herd @donmoyn @EdmondAwad @azimshariff @JFBonneton @iyadrahwan @HuntAllcott @John\_N\_Friedman @Susan\_Athey @halvarian and many more! (9/9)

3 350