



Beyond *the* Numbers

Federal Reserve Bank of St. Louis

November 6-8, 2023



FEDERAL RESERVE BANK *of* ST. LOUIS

CENTRAL TO AMERICA'S ECONOMY®

Agenda

Monday, November 6, 2023

1:00 – 4:00 p.m. **Pre-Conference: Digital Badge-a-thon**
Diego Mendez-Carbajo, Federal Reserve Bank of St. Louis
Scott St. Louis, Federal Reserve Bank of St. Louis
(*Missouri Room*)

5:00 – 6:30 p.m. **Opening Reception: Welcome**
Adrienne Brennecke, Federal Reserve Bank of St. Louis
(*Economy Museum*)

Tuesday, November 7, 2023

8:15 – 9:00 a.m. **Continental Breakfast**
(*River Room*)

9:00 – 9:45 a.m. **Keynote Address: Governor Christopher J. Waller, Board of Governors of the Federal Reserve System**
(*Gateway Auditorium*)

9:45 – 10:00 a.m. **Break**

10:00 – 10:30 a.m. **Session 1A**
Breakout Sessions 1 **Increasing Data Literacy Instruction through Improved Outreach: A Case Study from Cornell University Library**
Whitney Kramer, Cornell University
Moderator: Lynnee Argabright, University of North Carolina Wilmington
(*Gateway Auditorium*)

Session 1B
People Data: Marketing Segment Principles as an Explanatory Framework for Demographic Data
Teddy Stocking, University of Nevada, Reno
Moderator: Edward Lim, University of Connecticut
(*Tennessee Room*)

10:30 – 10:45 a.m. **Break**

10:45 – 11:15 a.m. **Session 2A**
Breakout Sessions 2 **Building a Desirable Repository: Meeting the Call of Researchers, Funders, FAIRness, and the OSTP**
Sarah Swanz, Washington University in St. Louis
Moderator: Morgan Ritchie-Baum, Wake Forest University
(*Gateway Auditorium*)

Session 2B
How Government Fiscal Relief Affected Employment in the United States During the 2020 Recession
Anna Xiong, Rice University
Nik Sun, Rice University
Moderator: Nicolas Castellanos, Rice University
(*Tennessee Room*)

11:15 a.m. – 12:30 p.m. **Lunch** (*River Room*)

Tuesday, November 7, 2023, cont.

12:30 – 1:00 p.m.

Lightning Talks

Trust Me, It's TikTok: Economic and Financial Literacy on Short-Form Content Platforms

Georgette Nicolosi, Missouri University of Science & Technology

Prompting Economics: How to Reconcile 'Traditional' Information Services with AI-Triggered Information Practices

Timo Borst, ZBW Leibniz Information Center for Economics

Moderator: Scott St. Louis, Federal Reserve Bank of St. Louis

(Gateway Auditorium)

1:00 – 1:30 p.m.

Breakout Sessions 3

Session 3A

Deconstructing the GDP: Streams of Data

Gwyneth Crowley, Yale University

Moderator: Nicolas Castellanos, Rice University

(Tennessee Room)

Session 3B

Evaluating Generative Artificial Intelligence, AI in Everyday Business Research Assistance

Michael Deike, University of Notre Dame

Moderator: Edward Lim, University of Connecticut

(Gateway Auditorium)

1:30 – 1:45 p.m.

Break

1:45 – 2:15 p.m.

Breakout Sessions 4

Session 4A

Propose, Plan, Execute, and Deliver: Developing a National Forum and Digital Deliverables Around Data Quality Evaluation

Grace Liu, West Chester University

Rashelle Nagar, Stanford University

Bobray Bordelon, Princeton University

Jordan Sarti, University of Illinois at

Urbana-Champaign

Uyen Nguyen, University of Illinois at

Urbana-Champaign

Moderator: Lynnee Argabright, University of North

Carolina Wilmington

(Gateway Auditorium)

Session 4B

ESG Beyond Words: Leveraging Text Classification to Measure Corporate Commitment

Carol Schuetz, Baylor University

Millicent Weber, Baylor University

Joshua Been, Baylor University

Moderator: Cynthia Thomes, University of Maryland

Global Campus

(Tennessee Room)

2:15 – 3:00 p.m.

Visit with Exhibitors *(Gateway Conference Center)*

3:00 – 3:45 p.m.

Plenary Session

FRED and Economic Education Resources from the St. Louis Fed

Diego Mendez-Carbajo, Federal Reserve Bank of St. Louis

Scott Wolla, Federal Reserve Bank of St. Louis

Moderator: Scott St. Louis

(Gateway Auditorium)

6:30 – 7:30 p.m.

Hosted Dine Arounds at Various Local Restaurants

City Foundry

Katie's Pizza and Pasta, Ballpark Village

Salt and Smoke, Ballpark Village

The Train Shed at Union Station

(continued on back)

Wednesday, November 8, 2023

8:15 – 9:00 a.m.	Continental Breakfast (<i>River Room</i>)	
9:00 – 9:45 a.m.	Keynote Address: Arthur Johannes Giesberts, World Bank (<i>Gateway Auditorium</i>)	
9:45 a.m. – 10:00 a.m.	Break	
10:00 a.m. – 11:30 a.m.	Session 5A Breakout Sessions 5 Knowing NAPCS, the North American PRODUCT Classification System: Its Origin, Structure, Uses, and Limitations Jennifer Boettcher, Georgetown University Moderator: Nicolas Castellanos, Rice University (<i>Gateway Auditorium</i>)	Session 5B Data Citations and Reproducibility in the Undergraduate Curriculum Diego Mendez-Carbajo, Federal Reserve Bank of St. Louis Moderator: Morgan Ritchie-Baum, Wake Forest University (<i>Tennessee Room</i>)
10:30 – 10:45 a.m.	Break	
10:45 – 11:15 a.m.	Understanding the Fed: Public Documents and the Federal Reserve System Genevieve Podleski, Federal Reserve Bank of St. Louis Pamela Campbell, Federal Reserve Bank of St. Louis Moderator: Mary Austin, Federal Reserve Bank of St. Louis (<i>Gateway Auditorium</i>)	
11:15 – 11:45 a.m.	Lightning Talks Testing the Efficacy of ChatGPT and Generative AI Tools in the Discovery of Quality Trade Sources: A Comparative Study Tim Tully, San Diego State University Asking Data Analysis Questions with PandasAI Levi Dolan, Indiana University Moderator: Scott St. Louis, Federal Reserve Bank of St. Louis (<i>Gateway Auditorium</i>) Closing Remarks Scott St. Louis, Federal Reserve Bank of St. Louis (<i>Gateway Auditorium</i>)	
11:45 a.m. – 12:45 p.m.	Lunch (<i>River Room</i>)	

Exhibitors

Throughout the conference, please visit the data providers' exhibit tables.

- Bureau of Economic Analysis
- Bureau of Labor Statistics
- Federal Reserve Bank of St. Louis
- International Monetary Fund (unstaffed)
- Policy Commons / Coherent Digital (unstaffed)
- University of Wisconsin System Business Dynamics Research Consortium