

What Does Success Look Like?

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Discovery experiences

- You visit a museum and there is a booth where you can just tell a bit about your ancestors. The computer program uses this information to connect you to the Family Tree and then tells you who in the museum you are related to.
- It also does the same for friends and neighbors of your grandparents.



Discovery experiences

- You start at a new job or move to a new town and discover that you have some cousins nearby that you didn't know about that. You set up a family gathering together.
- The city council decides to make this service park of the welcome package for your town to help feel a sense of belonging.



Discovery experiences

- You are at a sporting event and ask the person next to you to see if you are related.
- There is a QR code in the baseball program that lets you check if you have any Red Sox players in your family tree.
- You are at a college football game and discover which of your ancestors attended either school.



Tom Hanks is Mister Rogers' 6th cousin, genealogists find

The actor is playing the legendary Fred Rogers in the upcoming movie "A Beautiful Day in the Neighborhood."

















— According to Ancestry.com, Tom Hanks and Fred Rogers are distant cousins. Getty Images/Tristar Pictures

<https://lynch.surge.sh/>

Find the relationship between two people

Calculate Relationship

-  [Fred McFeely Rogers](#) (0)
-  [Nancy McFeely](#) (MOTHER)
-  [Fred Brooks McFeely](#) (FATHER)
-  [Anna M. Lindsay](#) (MOTHER)
-  [Susanna Fish](#) (MOTHER)
-  [Susanna Mefford](#) (MOTHER)
-  [William Mefford](#) (FATHER)
-  [Johannes Meffert](#) (FATHER)
-  [Jacob Mefford](#) (SON)
-  [John Mefford](#) (SON)
-  [Jacob M. Mefford](#) (SON)
-  [Mary Catherine Mefford](#) (DAUGHTER)
-  [Ernest Buel Hanks](#) (SON)
-  [Amos Mefford Hanks](#) (SON)



lecturer	Blind Foundation	152	94	1	52	500	yes
secretary		236	79	1	52	260	yes
helper	estate	866	VV	1	52	1020	No
cook	house	520	56	1	52	1100	No
superintendent	estate	072	VV	1	52	1000	yes

familysearch.org/tree/person/details/MZ46-1SF

How to get to a world full of discovery + connection?

- Coverage
 - Everyone has a profile
- Connection
 - Connected to their relatives
- Content
 - With great content



Broadening the fields that can help

- I will make the case for involving economists in family history.
- This is just a case study of one group that we historically overlooked (and is a group that I know about).

Why Tech Companies Hire So Many Economists

by Susan Athey and Michael Luca

February 12, 2019



Harvard Business Review Article:

- Susan Athey was the chief economist at Microsoft.
- Michael Luca is a professor at Harvard Business School
- hbr.org/2019/02/why-tech-companies-hire-so-many-economists
- They also had an [article](#) in the Journal of Economic Perspectives.

Table 1

Examples of Tech Companies That Have Hired PhD Economists

Alibaba	Forkcast	LinkedIn	Redfin
AirBnB	Glassdoor	Lyft	Ripple
Amazon	Google	Microsoft	Rover
AppNexus	Granular	Netflix	Trulia
CoreLogic	Groupon	Nuna	Uber
Coursera	Houzz	Oath	Upwork
Dstillery	Huawei	OpenAI	Vericred
Didichuxing	IBM	Pandora	Visa
Digonex	Indeed	Pinterest	Walmart
eBay	ING	PoliticalSheepdog.com	Wealthfront
ECONorthwest	Intel	Prattle	Yahoo!
Expedia	Kensho	Quantco	Yelp
Facebook	Lending Club	Quora	Zillow

The Value of Economists (and academics)

- Unemotional definition of an objective function
 - What are the available inputs + what are the outputs
- Assessing Empirical Relationships
 - Experimental methods including natural experiments
 - Causal inference
 - Trade offs between different outcome metrics
 - Intended and unintended consequences of decisions

quarter, or whether a specific advertising campaign was productive). Academics are insulated from these pressures, and so can explore longer-term strategic issues such as whether a company is even tracking the right metrics or whether it makes sense to shift product composition.

Economics + Family History

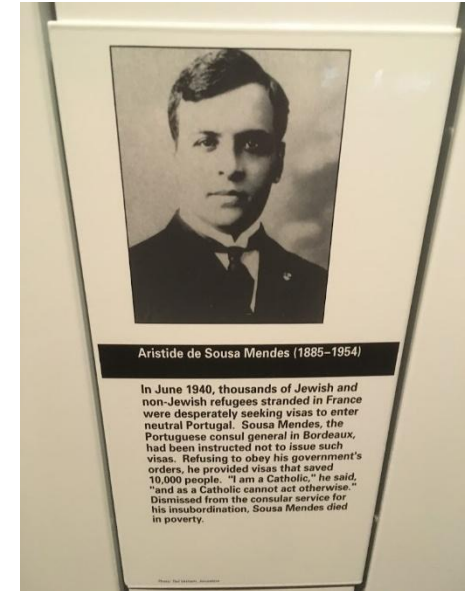
- A chief economist at a genealogy company could:
 - Help identify the key metrics of success (measurable)
 - Evaluate a causal relationship between inputs, policies, and decisions on those key metrics
 - Identify the natural trade-offs between different options
- Key benefits:
 - Allow a broader set of approaches to be considered since all are held to the same standard
 - Identify and support factors that play a key role have the biggest impact

BYU Record Linking Lab 2023 Goals

1. Help add 50 million people to the Family Tree.
2. Create a computer generated tree that includes 150 million people.
3. Convert 1 million yellow temples into green temples.
4. Provide meaningful work to 2,000 BYU Pathway students.
5. Auto index 1 billion images + create world's largest training set for hand-writing recognition.
6. Expand the Database of Human Lifespan to include 200 million people.
7. Submit 12 papers with student coauthors.

Things I'm excited to learn about my family

- Medical information about my extended family tree (e.g. cause of death, health records from WPA).
- What colleges and majors did they pursue? Help encourage my kids to explore different options.
- What are some of the notable achievements in my extended family (e.g. roller derby champ, patents, works of art). Use to do preference discovery as a family.
- Where am I in this story?



How to succeed together?

- The primary goal that we have is to gather together the human family into an interconnected network (family and friend networks).
- This is not a zero-sum game. As we create better experiences, we draw more people to do family history.
- A shared tree that everyone can add to could be the rising tide that lifts all boats, especially as each of us gathers new rich content and creates new discovery experiences.