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At least six different Universal Basic Income (UBI) experiments are underway or planned right now in the United States, Canada, the United Kingdom, Finland, and Kenya. Several more countries are considering conducting experiments. Yet, there seems to be more interest simply in having UBI experiments than in exactly what we want to learn from them. Although experiments can produce a lot of relevant data about UBI, they are crucially limited in their ability to enlighten our understanding of the big questions that bear on the discussion of whether to implement UBI as a national or regional policy. And, past experience shows that results of UBI experiments are particularly vulnerable misunderstanding, sensationalism, and spin. This book examines the difficulties of conducting a UBI experiment and reporting the results in ways that successfully improve public understanding of the probable effects of a national UBI. The book makes recommendations how researchers, reporters, citizens, and policymakers can avoid these problems and get the most out of UBI experiments.