

# ECON-C4100 - Capstone: Econometrics I

Lectures 10&11: Causal parameters part II - Instrumental variables  
regression

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# Learning outcomes

- At the end of these lectures, you understand
  - 1 what simultaneous causality means
  - 2 what is meant by an **endogeneity** problem
  - 3 why it causes bias in the parameters
  - 4 what an instrumental variable is and why it solves the endogeneity problem
  - 5 what characteristics are required of an instrumental variable
  - 6 what one should pay attention to when using an instrumental variable

# Learning outcomes

- At the end of these lectures, you understand
- 7 what a **reduced form** equation/parameter is
  - 8 what a **structural** equation/parameter is
  - 9 how to "manually" estimate a model with simultaneous causality
  - 10 what **2SLS** estimation means, how you do it and why it is used

# Overview

- Demand experiment, market data analysis.
- Simultaneous causality.
- IV regression and 2SLS.
- NOTE: Instrumental variables are used in a large variety of contexts.
- We are exploring it in a particular but historically and practically very important setting.
- In *Applied Microeconometrics I* and *II* you will learn more about IV, its use and the interpretation of results.

# Simultaneous causality

- Your task is to estimate the demand function for a homogeneous good sold at unit price.
- How would you do this in an experiment?

# Simultaneous causality

- Your task is to estimate the demand function for a homogeneous good sold at unit price.
- How would you do this in an experiment?
- By changing the price yourself ("at random") and observing how many units are sold at each price.

# Experiment

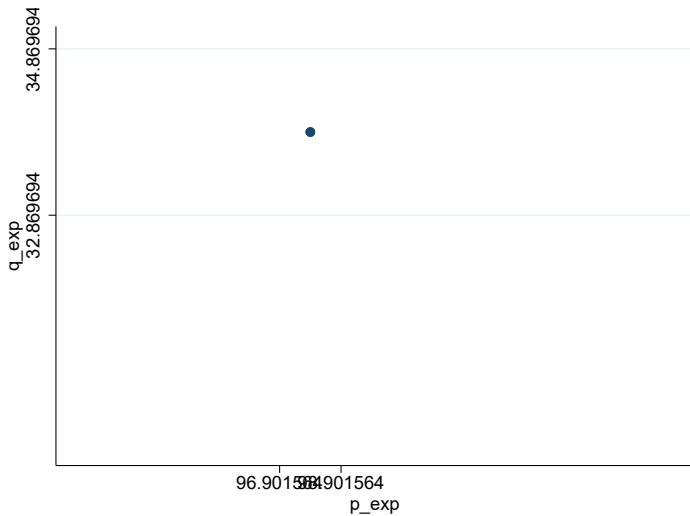
- What does “choosing prices” at random mean?
  - ① We offer different randomized prices to individual consumers.
  - ② We offer different randomized prices each to a group of consumers.
  - ③ Think either of geographically separate markets, or a given market over time.

# Experiment

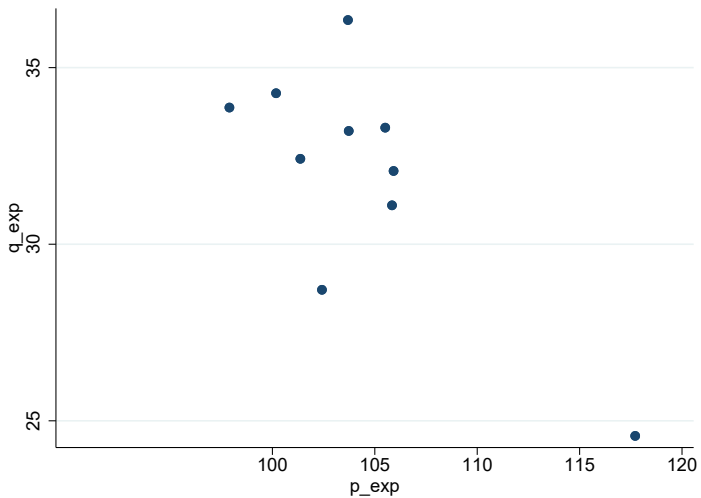
- We record quantity sold at different prices.
- We study the outcomes.
- For illustration, I have conducted such an experiment in my computer.
- We will get to the details of how I do it later, but now just imagine I have conducted the experiment in a real market.



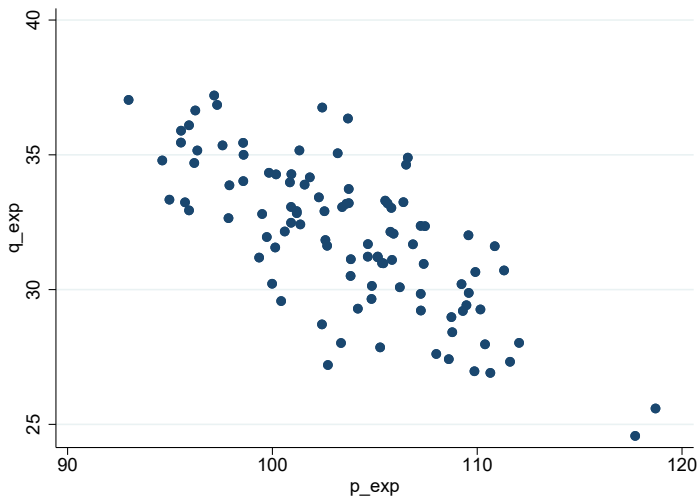
# Experiment



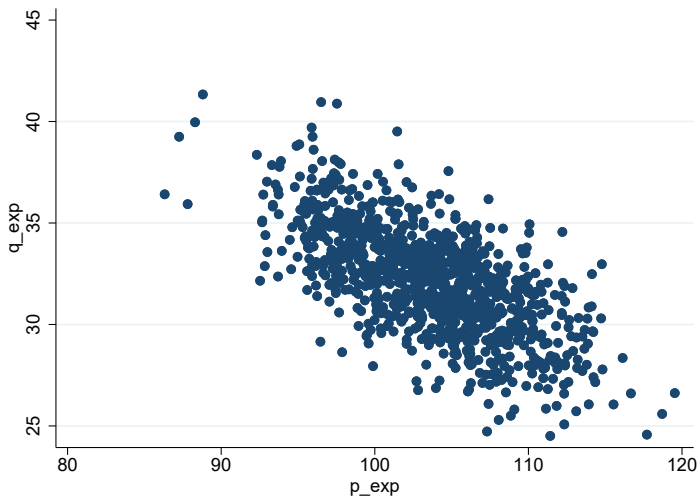
# Experiment



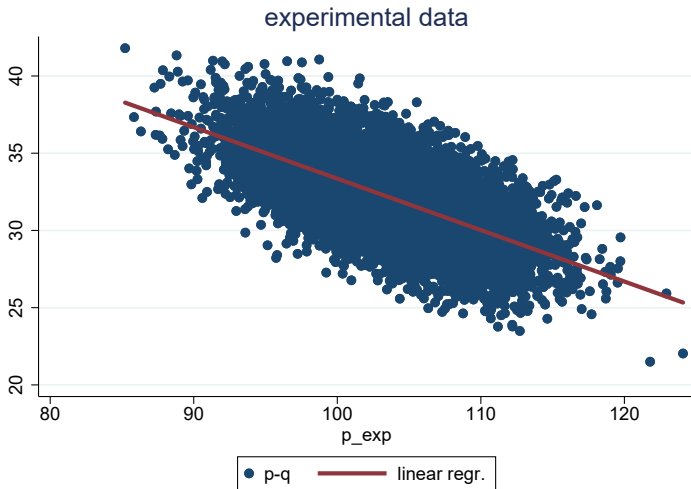
# Experiment



# Experiment



# Experiment



# Experiment

- Question: why does sold quantity vary between two experiments where the prices are identical?

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- Question: why does sold quantity vary between two experiments where the prices are identical?
- Answer: Demand is stochastic from the viewpoint of the econometrician.
- Let's study a simple set-up (the one I used in the experiment) in more detail.

## Linear demand

- Demand function

$$Q_i = a - bP_i + \epsilon_i$$

- $a$  = average intercept.
- $b$  = slope.
- $\epsilon_i$  = market specific deviation from the average intercept.
- $i$  = a particular market realisation.
- Question: Where does this demand function come from?
- Answer: From consumers making utility-maximizing choices.
- Exercise: What does the utility function look like that produces a linear demand function?



# Linear demand

- Inverse demand function

$$P_i = \frac{a}{b} - \frac{1}{b}Q_i + \frac{1}{b}\epsilon_i = \alpha + \beta Q_i + \tilde{\epsilon}_i$$

# Regression analysis

```
. regr q_exp p_exp
```

Source	SS	df	MS	Number of obs	=	10,000
Model	27500.3163	1	27500.3163	F(1, 9998)	=	6935.10
Residual	39645.8875	9,998	3.96538183	Prob > F	=	0.0000
Total	67146.2038	9,999	6.71529191	R-squared	=	0.4096
				Adj R-squared	=	0.4095
				Root MSE	=	1.9913

q_exp	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
p_exp	-.3329958	.0039986	-83.28	0.000	-.3408339	-.3251577
_cons	66.65341	.4145481	160.79	0.000	65.84081	67.466

# Robustness analysis

```
. gen p_exp2 = p_exp^2
```

```
. regress q_exp p_exp*
```

Source	SS	df	MS	Number of obs	=	10,000
Model	27506.3195	2	13753.1598	F(2, 9997)	=	3468.48
Residual	39639.8843	9,997	3.96517798	Prob > F	=	0.0000
Total	67146.2038	9,999	6.71529191	R-squared	=	0.4096
				Adj R-squared	=	0.4095
				Root MSE	=	1.9913

q_exp	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
p_exp	-.4806486	.1200668	-4.00	0.000	-.7160038	-.2452935
p_exp2	.0007134	.0005798	1.23	0.219	-.0004231	.0018498
_cons	74.27605	6.208917	11.96	0.000	62.10532	86.44677

# Parameters for inverse demand function

```
. scalar alpha_exp      = - _b[_cons] / _b[p_exp]
. scalar beta_exp       = -1 / _b[p_exp]

. scalar list alpha_exp beta_exp
alpha_exp = 200.16291
beta_exp  = 3.003041
```

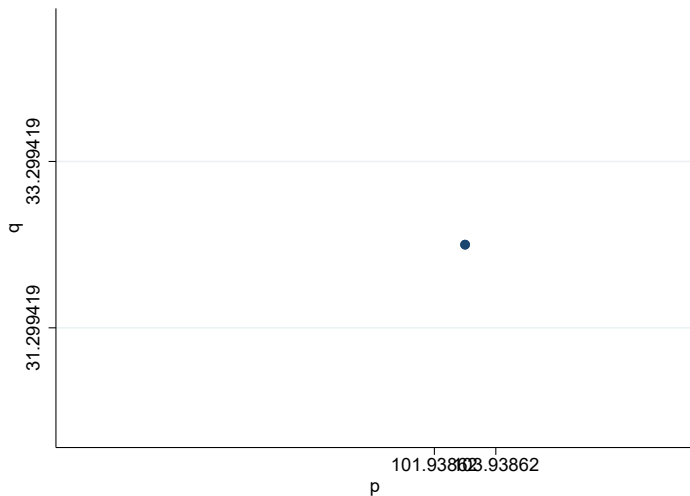
# Market outcomes

- Assume you are an outside observer of a market say a prospective buyer of a firm or the competition authority.  
→ you cannot run experiments.
- You would still want to know demand (to calculate e.g. price cost margins, consumer surplus).

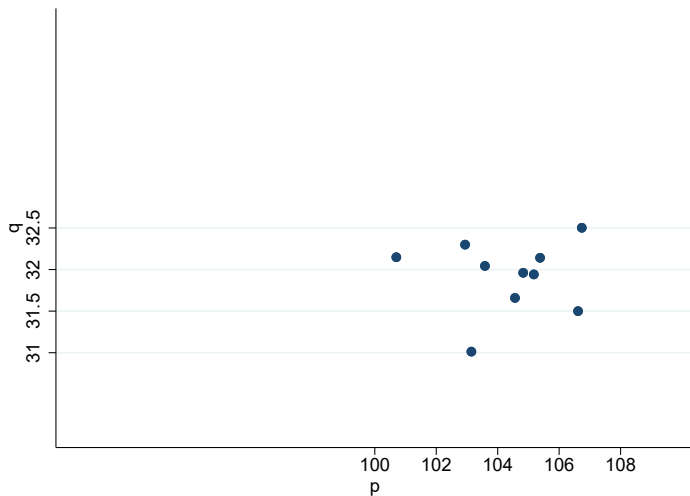
# Market outcomes

- We collect data from the market.
- We observe pairs  $(P_i, Q_i)$ ,  $i = \text{market}$ .
- Let's think how such pairs are determined, using a simple monopoly model.
- Let's allow a monopolist to choose prices instead in the same market.

# Market outcome data

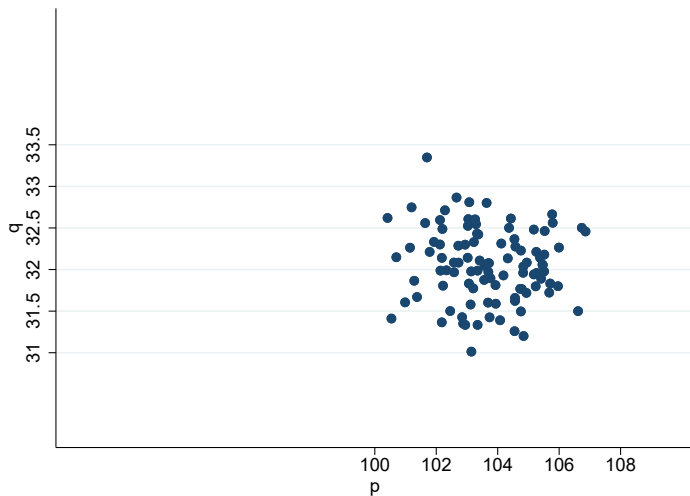


# Market outcome data

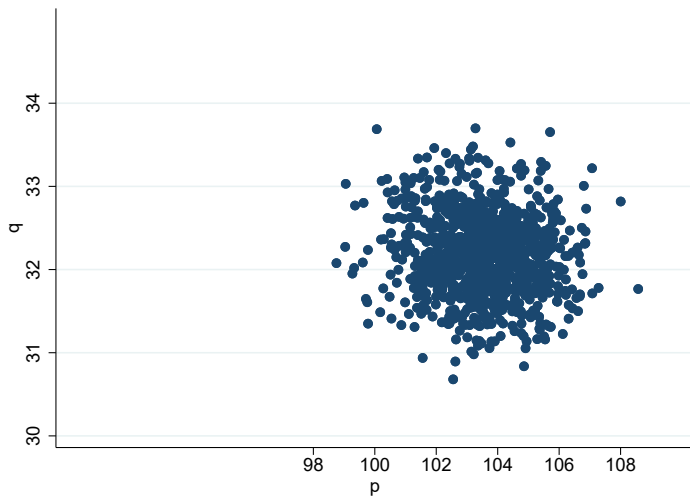




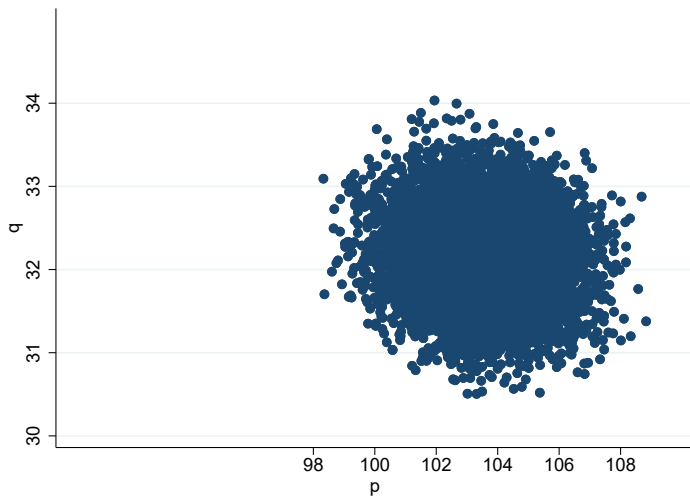
# Market outcome data



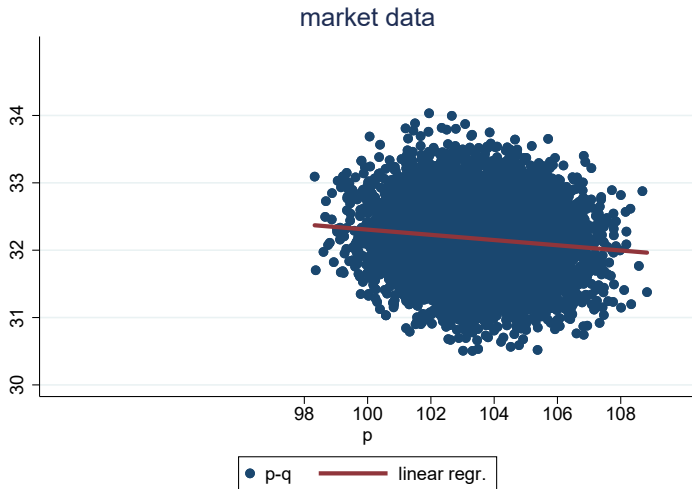
# Market outcome data



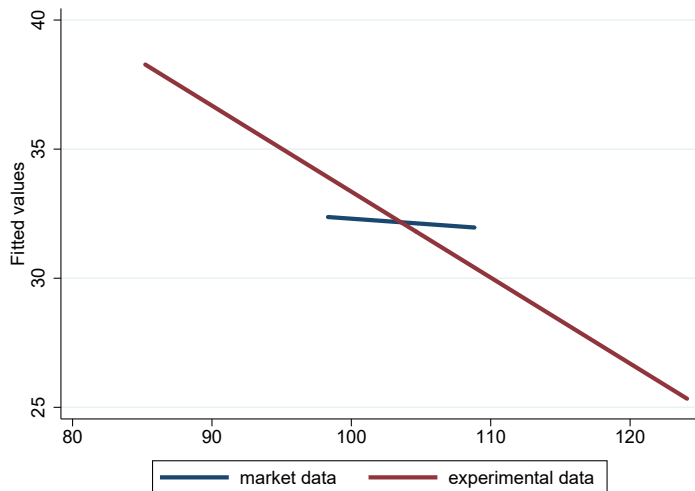
# Market outcome data



# Market outcome data



# Market outcome data



# Regression using market data

```
. regr q p
```

Source	SS	df	MS	Number of obs	=	10,000
Model	33.3509286	1	33.3509286	F(1, 9998)	=	135.06
Residual	2468.76463	9,998	.246925848	Prob > F	=	0.0000
				R-squared	=	0.0133
				Adj R-squared	=	0.0132
Total	2502.11556	9,999	.250236579	Root MSE	=	.49692

q	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
p	-.0386712	.0033275	-11.62	0.000	-.0451938	-.0321487
_cons	36.17252	.3444748	105.01	0.000	35.49728	36.84776

# Parameter comparison for demand and inverse demand functions

```
. scalar alpha_ols          = -_b[_cons] / _b[p]
. scalar beta_ols           = -1 / _b[p]
. scalar a_ols              = _b[_cons]
. scalar b_ols              = -_b[p]
. scalar list a_exp b_exp a_ols b_ols
  a_exp = 66.653405
  b_exp = .33299579
  a_ols = 36.172515
  b_ols = .03867121
. scalar list alpha_exp beta_exp alpha_ols beta_ols
alpha_exp = 200.16291
beta_exp = 3.003041
alpha_ols = 935.38611
beta_ols = 25.859029
```

# Challenge with market data

- Price quantity pairs are a leading example of simultaneous causality.
- This generalizes to more complicated markets with:
  - ① differentiated goods
  - ② multiproduct firms
  - ③ endogenous entry and exit
  - ④ dynamic considerations (e.g. collusion, durable goods, ...)
  - ⑤ advertising
  - ⑥ ...



## Challenge with market data

- Need to address simultaneous causality.
- → need to understand and exploit determinants of price and quantity.
- How did the experiment solve the problem?
- By having the researcher shift (=change) prices instead of the firm.

# Linear monopoly

- Demand function

$$Q_i = a - bP_i + \epsilon_i$$

- $a$  = average intercept.
- $b$  = slope.
- $\epsilon_i$  = market specific deviation from the average intercept.
- NOTE: We assume the firm observes **all** these parameters.
- Question: What if the firm did not observe our "unobservable", i.e.,  $\epsilon_i$ ?

# Linear monopoly

- Inverse demand function

$$P_i = \frac{a}{b} - \frac{1}{b}Q_i + \frac{1}{b}\epsilon_i = \alpha + \beta Q_i + \tilde{\epsilon}_i$$

## How to get the supply function?

- Inverse demand function.
- Need to specify costs of production: constant marginal cost

$$c_i = c_0 + c_1 z_i + \eta_i$$

- Note: Here one should have an understanding of the production technology.

## How to get the supply function?

$$c_i = c_0 + c_1 z_i + \eta_i$$

- $c_0$  = average of marginal cost when  $z_i = 0$ .
- $z_i$  = a component of marginal cost that varies across markets (cost of raw materials / unit of output, cost of labor / unit of output, .., with  $c_1$  being the number of units of the input needed to produce one unit of output).
- $\eta_i$  = "shock" to average marginal cost / deviation from the avg. This is observed by the firm but not by the econometrician.
- If the firm did not observe  $\eta_i$ , how could it take it into account in its decision?

## How to get the supply function?

The monopolist's problem:

$$\max_{P_i} \pi_i = (P_i - c_i) \times Q_i$$

Equilibrium price:

$$\begin{aligned} P_i &= \frac{a}{2b} + \frac{1}{2}c_i + \frac{1}{2b}\epsilon_i \\ &= \frac{a}{2b} + \frac{1}{2}(c_0 + c_1z_i + \eta_i) + \frac{1}{2b}\epsilon_i \end{aligned}$$

# How to get the supply function?

Equilibrium quantity

$$Q_i = \frac{a}{2} - \frac{b}{2}(c_0 + c_1 z_i + \eta_i) + \frac{1}{2} \epsilon_i$$

## How to get the supply function?

Equilibrium price and equilibrium quantity are functions of:



# How to get the supply function?

Equilibrium price and equilibrium quantity are functions of:

- 1 (fixed) demand parameters  $a$  and  $b$

# How to get the supply function?

Equilibrium price and equilibrium quantity are functions of:

- ① (fixed) demand parameters  $a$  and  $b$
- ② (fixed) supply side parameters  $c_0$  and  $c_1$

# How to get the supply function?

Equilibrium price and equilibrium quantity are functions of:

- 1 (fixed) demand parameters  $a$  and  $b$
- 2 (fixed) supply side parameters  $c_0$  and  $c_1$
- 3 variable cost determinant  $z_i$

# How to get the supply function?

Equilibrium price and equilibrium quantity are functions of:

- 1 (fixed) demand parameters  $a$  and  $b$
- 2 (fixed) supply side parameters  $c_0$  and  $c_1$
- 3 variable cost determinant  $z_i$
- 4 cost shock  $\eta_i$

# How to get the supply function?

Equilibrium price and equilibrium quantity are functions of:

- 1 (fixed) demand parameters  $a$  and  $b$
- 2 (fixed) supply side parameters  $c_0$  and  $c_1$
- 3 variable cost determinant  $z_i$
- 4 cost shock  $\eta_i$
- 5 demand shock  $\epsilon_i$

# Market data challenge

- Both eq. price and eq. quantity are functions of:

① demand shock  $\epsilon_i$

② supply (cost) shock  $\eta_i$

→ simultaneous causality.

→ price is an endogenous variable ( $\epsilon_i$  and  $\eta_i$  are the "omitted" variables that affect both price and quantity).

# Market data solution

- We want to learn the demand curve.
- Could we mimic the experimental approach with market data?
- Needed: Something that shifts firm's (supply) decision at "random".
- Random = without being affected by demand shock  $\epsilon_i$ .

## Experiment #2

- Imagine the firm still sets the price,
- but we choose (=randomize)  $z_i = z_i^{exp}$ .
- Recall that  $c_i = c_0 + c_1 z_i^{exp} + \eta_i$ .  
→ we "shift" firm's marginal cost.



## Experiment #2

- Now the firm sets each time the price

$$P_i = \frac{a}{2b} + \frac{1}{2}(c_0 + c_1 z_i^{\text{exp}} + \eta_i) + \frac{1}{2b} \epsilon_i$$

→ equivalent to running an experiment.

- Change in price due to (known) change in  $z_i^{\text{exp}}$ .

## Experiment #2

- Imagine we raise  $z_i^{exp}$  by 1 unit.
- By how much does
  - ① marginal cost  $c_i = c_0 + c_1 z_i + \eta_i$  change? Answer:  $c_1$ .
  - ② price change? Answer:  $\frac{1}{2}c_1$  (by the equilibrium price equation).
  - ③ demand change? Answer:  $-b\frac{1}{2}c_1$  (by the equilibrium quantity equation).

## Experiment #2

- How could we get the slope of the demand function from these changes?
- Yes, by dividing the change in quantity by the change in demand:

$$-\frac{b\frac{1}{2}c_1}{\frac{1}{2}c_1} = -b$$

## Experiment #2

- How could we get those numbers?

1. Regress  $P_i$  on  $z_i^{exp}$  to get  $\frac{1}{2}c_1$ .

$$\begin{aligned}P_i &= \frac{a}{2b} + \frac{1}{2}(c_0 + c_1 z_i^{exp} + \eta_i) + \frac{1}{2b}\epsilon_i \\&= \left(\frac{a}{2b} + \frac{1}{2}c_0\right) + \frac{1}{2}c_1 z_i^{exp} + \left(\frac{1}{2}\eta_i + \frac{1}{2b}\epsilon_i\right) \\&= \gamma_0 + \gamma_1 z_i + e_i \\ \gamma_1 &= \frac{1}{2}c_1, \gamma_0 = \left(\frac{a}{2b} + \frac{1}{2}c_0\right)\end{aligned}$$

## Experiment #2

2. Regress  $Q_i$  on  $z_i^{exp}$  to get  $-b\frac{1}{2}c_1$ .

$$Q_i = \mu_0 + \mu_1 z_i + w_i$$

$$\mu_1 = -b\frac{1}{2}c_1$$

- One can link the  $Q_i$  equation to the equilibrium  $Q_i$ -expression just like was done for  $P_i$  on the previous slide.
- The  $P_i$  and  $Q_i$  regression equations on this and previous slide are called reduced form equations.

## Experiment #2

- The regression equations we estimated, i.e.,

$$P_i = \gamma_0 + \gamma_1 z_i + e_i$$

$$Q_i = \mu_0 + \mu_1 z_i + w_i$$

- are called **reduced form** equations.

## What are reduced form equations?

- Proper definition: A **reduced form equation** is an equation whose parameters are functions of the **structural** parameters.
- In our model, structural parameters are  $a$ ,  $b$ ,  $c_0$  and  $c_1$ .
  - ① They are building blocks of the theory model
  - ② They are determined outside our model
  - ③ They are not functions of any other parameters (or variables) of the model
- The parameters ( $\gamma_0$ ,  $\gamma_1$ ,  $\mu_0$ ,  $\mu_1$ ) of the two regressions ( $P_i$  on  $z_i$  and  $Q_i$  on  $z_i$ ) we ran are functions of the structural parameters (= those in the theoretical model, i.e.,  $a$ ,  $b$ ,  $c_0$ ,  $c_1$ ).

# What are reduced form equations?

- Commonly used meaning: A **reduced form equation** is an equation that is not derived from a theoretical model.
- Examples: The regressions in the papers we have studied, i.e.,
  - Bronnenberg et al., 2015.
  - Kleven et al., 2011.



## Experiment #2

- When would this work?
  - ①  $z_i^{exp}$  **has to have** an impact on the decision of the firm, i.e., have an effect on  $c_i$ .  
→  $c_1$  cannot be (insignificantly different from) zero.
  - ②  $z_i^{exp}$  **may not have** an effect on  $Q_i$  directly, but only via  $c_i$ .

# Let's regress $P$ on $z$ .

```
. regr p z
```

Source	SS	df	MS	Number of obs	=	10,000
Model	9783.4964	1	9783.4964	F(1, 9998)	=	7814.03
Residual	12517.9151	9,998	1.25204192	Prob > F	=	0.0000
				R-squared	=	0.4387
				Adj R-squared	=	0.4386
Total	22301.4115	9,999	2.23036418	Root MSE	=	1.1189

p	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
z	.4986242	.0056407	88.40	0.000	.4875673	.5096812
_cons	101.0138	.0304066	3322.11	0.000	100.9542	101.0734

```
. scalar red_1 = _b[z]
```

# Let's regress $Q$ on $z$ .

```
. regr q z
```

Source	SS	df	MS	Number of obs	=	10,000
Model	1121.21997	1	1121.21997	F(1, 9998)	=	8117.89
Residual	1380.89558	9,998	.138117182	Prob > F	=	0.0000
				R-squared	=	0.4481
				Adj R-squared	=	0.4481
Total	2502.11556	9,999	.250236579	Root MSE	=	.37164

q	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
z	-.1687997	.0018735	-90.10	0.000	-.1724721	-.1651273
_cons	33.01561	.0100991	3269.17	0.000	32.99581	33.0354

```
. scalar red_2 = _b[z]
```

Let's calculate  $b$ .

```
. scalar b_red    = red_2 / red_1  
. scalar list b_red  
   b_red = -.33853094
```

## Instrumental variable

- **Instrumental variable** = a variable that **causes variation** in price (explanatory variable  $X$ ) but **does not affect** demand (dependent variable  $Y$ ) directly.
- If the variable cost component  $z_i$  varies "at random", i.e., without affecting demand directly,  
  
→ market data allows us to use the "experimental approach" indirectly.

## Approach #2

- Could we proceed differently?
  - ① Regress  $P_i$  on  $z_i$ . Calculate predicted price  $\hat{P}_i = \hat{\gamma}_0 + \hat{\gamma}_1 z_i$ .
  - ② Regress  $Q_i$  on  $\hat{P}_i$  to get  $b$  (and  $a$ ).
- Equation  $Q_i = a - bP_i + \epsilon_i$  is a **structural** equation. Why?

## Approach #2

- Could we proceed differently?
  - ① Regress  $P_i$  on  $z_i$ . Calculate predicted price  $\hat{P}_i = \hat{\gamma}_0 + \hat{\gamma}_1 z_i$ .
  - ② Regress  $Q_i$  on  $\hat{P}_i$  to get  $b$  (and  $a$ ).
- Equation  $Q_i = a - bP_i + \epsilon_i$  is a **structural** equation. Why?
- Because it is a function of structural parameters only (+  $P_i$  which is determined within the model).

## Approach #2

- The parameters of a structural equation are part of the **model primitives**, i.e.,
  - they are not determined within the model
  - they are not functions of other parameters of the model
- **Reduced form parameters** are functions of structural parameters.



# Regress $P$ on $z$ , create predicted values

```
. regr p z
```

Source	SS	df	MS	Number of obs	=	10,000
Model	9783.4964	1	9783.4964	F(1, 9998)	=	7814.03
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p	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
z	.4986242	.0056407	88.40	0.000	.4875673 .5096812
_cons	101.0138	.0304066	3322.11	0.000	100.9542 101.0734

```
. predict p_hat
```

```
(option xb assumed; fitted values)
```

# Regress $Q$ on $\hat{P}$

```
. regress q p_hat
```

Source	SS	df	MS	Number of obs	=	10,000
Model	1121.21997	1	1121.21997	F(1, 9998)	=	8117.89
Residual	1380.89558	9,998	.138117182	Prob > F	=	0.0000
				R-squared	=	0.4481
				Adj R-squared	=	0.4481
Total	2502.11556	9,999	.250236579	Root MSE	=	.37164

q	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
p_hat	-.3385309	.0037573	-90.10	0.000	-.345896 - .3311659
_cons	67.21192	.3889483	172.80	0.000	66.4495 67.97433

## Why / how do these approaches work?

- 1 Regress  $P_i$  on  $z_i$  to get  $\frac{1}{2}c_1 = \frac{\text{cov}(P_i, z_i)}{\text{var}(z_i)}$ .
  - 2 Regress  $Q_i$  on  $z_i$  to get  $-b\frac{1}{2}c_1 = \frac{\text{cov}(Q_i, z_i)}{\text{var}(z_i)}$ .
- $$\rightarrow -b = \frac{\text{cov}(Q_i, z_i)}{\text{cov}(P_i, z_i)}.$$

## Regress $Q$ on $\hat{P}$

$$b = \frac{\text{cov}(Q_i, \hat{P}_i)}{\text{var}(\hat{P}_i)} = \frac{\text{cov}(Q_i, \hat{\gamma}_0 + \hat{\gamma}_1 z_i)}{\text{var}(\hat{\gamma}_0 + \hat{\gamma}_1 z_i)}$$

$$\rightarrow b = \frac{\hat{\gamma}_1 \text{cov}(Q_i, z_i)}{\hat{\gamma}_1^2 \text{var}(z_i)} = \frac{1}{\hat{\gamma}_1} \frac{\text{cov}(Q_i, z_i)}{\text{var}(z_i)}$$

$$\text{because } \hat{\gamma}_1 = \frac{\text{cov}(P_i, z_i)}{\text{var}(z_i)} \rightarrow$$

$$b = \frac{\text{var}(z_i)}{\text{cov}(P_i, z_i)} \frac{\text{cov}(Q_i, z_i)}{\text{var}(z_i)} = \frac{\text{cov}(Q_i, z_i)}{\text{cov}(P_i, z_i)}$$

## 2SLS / instrumental variables regression

- In practice, want to use the so called Two Stage Least Squares (2SLS) or instrumental variables regression command. In Stata, `ivregress` or from SSC `ivreg2`.
- Manual and `ivregress` command(s) produce same point estimates, but the latter corrects the standard errors.
- This is important, as the manual approach yields too small standard errors: It ignores the uncertainty in the parameters  $\hat{\gamma}_0$  and  $\hat{\gamma}_1$  used to calculate  $\hat{P}_i$ .

## 2SLS estimation of demand

```
. ivregress 2sls q (p = z)
```

```
Instrumental variables (2SLS) regression      Number of obs   =    10,000
                                             Wald chi2(1)    =    2506.07
                                             Prob > chi2     =    0.0000
                                             R-squared       =    .
                                             Root MSE       =    .66888
```

	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	
q						
p	-.3385309	.0067624	-50.06	0.000	-.351785	-.3252769
_cons	67.21192	.7000301	96.01	0.000	65.83988	68.58395

```
Instrumented:  p
Instruments:   z
```

# Requirements for an instrument

- Think of our normal regression  $Y = \beta_0 + \beta_1 X + u$ .
  - ① **Instrument relevance:** The instrument  $Z$  has to affect the (endogenous) explanatory variable  $X$  of the equation of interest ("2nd stage equation") in the equation

$$X = \alpha_0 + \alpha_1 Z + v.$$

- ② **Instrument exogeneity:** The instrument  $Z$  may not be correlated with the error term of the equation of interest, i.e.,

$$\text{cov}(Z, u) = 0.$$

## Instrument relevance / Weak instrument

- Relevance = instrument  $Z$  needs to be "correlated enough" with the endogenous explanatory variable  $X$ .
- What happens when  $cov(Z, X) \rightarrow 0$ ?
- $\beta_1$  becomes undefined!



## Instrument relevance / Weak instrument

→ you want to check that your instrument is relevant.

= you don't have a **weak instrument**.

- Rule of thumb: F-statistic of  $Z$  when you regress  $X$  on  $Z$  (and possible further controls)  $> 10$ .
- Note: With 1 instrument, F-test is the square of the t-test.
- Notice that the test for weak instruments is stricter than our usual 5% confidence level (t-stat 2).

# 2SLS estimation

```
. estat firststage
```

First-stage regression summary statistics

Variable	R-sq.	Adjusted R-sq.	Partial R-sq.	F(1,9998)	Prob > F
p	0.4387	0.4386	0.4387	7814.03	0.0000

Minimum eigenvalue statistic = 7814.03

Critical Values # of endogenous regressors: 1  
Ho: Instruments are weak # of excluded instruments: 1

	5%	10%	20%	30%
2SLS relative bias			(not available)	
2SLS Size of nominal 5% Wald test	16.38	8.96	6.66	5.53
LIML Size of nominal 5% Wald test	16.38	8.96	6.66	5.53

## Instrument relevance / Weak instrument

- There are more sophisticated tests.
- There are ways of allowing for weak instruments.
- We leave all that for later courses.
- Good instruments are hard to find...

## Instrument correlated with error

= "**exogeneity**" assumption or **exclusion restriction**:

$$\mathbb{E}[u|\mathbf{X}] = 0$$

If this condition does not hold  $\rightarrow$  biased estimate of  $\beta_1$ .

- Similar to omitted variable bias.

# Instrument correlated with error

- What can be done?
  - ① Strong story for why no correlation between instrument and error.
  - ② With multiple instruments, may do tests.
  - ③ There are ways of allowing for (some) correlation to check robustness of your results (for later).