

As a part of this experiment, there were 12 different treatment groups: emails with different greetings (2 types), bodies (2 types), and types of threads selected (3 different methods for thread selection) were sent (for a total of $2 \times 2 \times 3 = 12$ different treatment groups overall). Below is a description of how the greetings, bodies, and thread selections different for these different email types:

Greeting types

- prepare_greeting_html – plain greeting without the explicit mention of other learners
- prepare_social_greeting_html – greeting that names other forum participants and links to their profiles

Body types

- prepare_body_html – email body that only provide the thread names linked to the actual threads in the course
- prepare_body_preview_html – email body that provides, in addition to the hyperlinked title of the thread, the

Thread selection types (only those threads that were updated at least 9 days before the emails were sent were considered)

- get_threads_randomly_selected – random selection of threads across the entire discussion forum
- get_threads_highest_reputation_participants - threads that have been contributed to by learners with the highest forum reputation totals
- get_threads_most_popular – threads that had the most number of posts

During week 3, an additional thread selection type was introduced – randomly selected threads without including those posted in the “Introductions” sub-forum. Below are some examples of how emails with different greeting/body types look.

prepare_greeting_html, prepare_body_html

Dear Nabeel,

Here are some active discussion threads for you to check out:

- [Modern business world mindset](#)
- [Business innovation for farmers](#)
- [Hi from Bolivia!](#)
- [Greetings from Lisbon, Portugal!](#)
- [Using DT in solving mgmt challenges](#)

We hope you're enjoying the course! Sincerely,

The Oxford Internet Institute Research Team

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prepare_social_greeting_html, prepare_body_preview_html

Dear Nabeel,

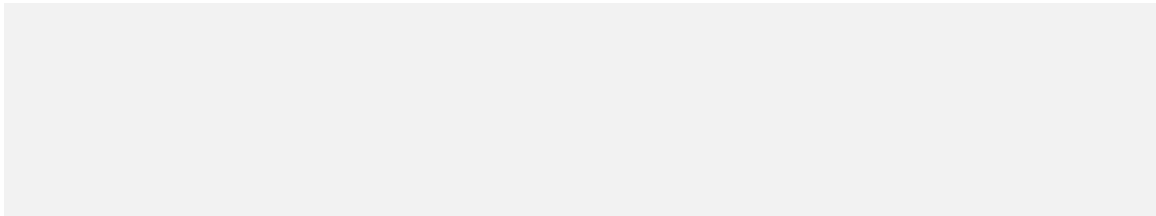
Here are some active discussion threads that your peers [Abhinav Singh](#), [Delia Aurora Bernal C](#) others have participated in. We thought you might be interesting in checking them out, too:

- [How to apply Design Thinking to solving homeless problem in Johannesburg and Bedfordvie](#) *Design Thinking would be perfectly suited to minimising this problem.1. This problem is very understa...*
- [Hello from Mexico](#) - *Hello, my name is Delia, Im from Mexico; I am living in Germany.I have development and Marketing research, I think...*
- [Week 1: What problems and challenges are best suited for a Design Thinking approach](#) - *In problem but they are struggling to communicate with their boss or high position people. That*
- [Hello From Uganda](#) - *HI ALL MY NAME IS ABHINAV SINGH & I AM AN INDIAN BASED IN COURSE BUT AM HOPING THAT THIS COURSE GIVES ME POSITI...*
- [Redesigning the use of Water](#) - *Hello there,I am from So Paulo and we have a serious probl of South America (almost 20 millions souls ...),...*

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prepare_social_greeting_html, prepare_body_html

Dear Nabeel,

Here are some active discussion threads that your peers [Vicol George Cristian](#), [Anand Damani](#), [Kira Cassels](#), and several others have participated in. We thought you might be interesting in checking them out, too:

- [Introductions, Networking and LinkedIn](#)
- [introduce yourself](#)
- [Hello from Brasil](#)
- [What our stakeholders truly want and need](#)
- [Week 1 Question/Assignment](#)

We hope you're enjoying the course! Sincerely,

The Oxford Internet Institute Research Team

prepare_greeting_html, prepare_body_preview_html

Dear Nabeel,

Here are some active discussion threads for you to check out:

- [Introductions, Networking and LinkedIn](#) - *Hi everyone, I'm Ismail from Istanbul-Turkey. I help startups. Please do not hesitate to connect with me vi...*
- [introduce yourself](#) - *Hi guys, My name is Bruna, I'm from Brazil and I'm a Coordinate in Comr to be part of this course and it is ...*
- [Hello from Brasil](#) - *Wow! This is an epic post! So many brazilian fellas! :) I'm Ana and I am cu Designer. In the company I'm working, we ...*
- [What our stakeholders truly want and need](#) - *Great visual representations of what we should key.....getting into the customer's shoes. Listening is also important....*
- [Week 1 Question/Assignment](#) - *I was so happy to see that there a study about it. I learn bett often I write about what I'm thinking and...*

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