

Milgram Reloaded

1 Introduction

The main **goal** of this experiment is to understand the effect of various communication channels on the navigation process. In other words, through this experiment, we aim to understand the effect users presence on multiple networks on the process of information dissemination/propagation.

2 How can you participate

Apart from preselected Targets there could be following set of participation.

1. **Originator (O):** These are the persons who initiate the message propagation for a particular target T.
2. **Intermediators:** These are the set of users who receive the message from Originators or through other users for the message propagation to reach out to a particular target T.

3 Methodology

Each originator O, is assigned a particular target person, T. The originator O, can forward the message to target directly if he/she knows T otherwise, O can take the help of his/her known acquaintances to forward the message. That is, O can send the message to his/her acquaintances and ask them to forward further to their acquaintances so that the message can eventually reach the target T. We have provided multiple language option. Also, please note following:

1. Each participant is free to choose any number of networks to contact his/her acquaintances or the target (in case you know the target).
2. Please refrain from contacting the target directly in case you do not know him/her personally. For example, by trying to find the contacts of the target using Google.
3. Page 2: Each user has to create a user id by filling a very basic form, where s/he has to provide her/his contact information (for example, phone number or email). The system generates a unique ID for each participant and is provided back to the user. The participant also has to fill the Unique ID of the sender from whom it has received the message.
4. As a motivation to participate, we introduce reward in the form of two prizes which are drawn at the end of the experiment. These two prizes will be awarded to two participants, selected randomly from all the participants who have participated in the experiment. These two participants will be awarded iPads¹. We explain in the section 3.4 and 3.5 about the rules and the process of drawing of the lucky draws for the prizes respectively.

[FIXME: Question1: May be I can comment this section?]

¹<http://www.apple.com/ipad/>

3.1 Data to be collected/asked

The aim of the data collection using the experiment is solely for the research purpose. We have no commercial purpose in gathering this data. We will be storing following data of the participants, who participate in the experiment. As part of the rules, to participate in the experiment, participants are obliged to give their contact information either in form of email id or phone number. The information being asked from the participants, is of two kind – mandatory and optional. Following is the mandatory information being asked from the participants.

1. User's ID: We will be storing for each user the user id. That is her/his contact information (his phone number or email id). There will be a text box in which the participant can enter the email id or phone number.
2. Sender's ID: The user id of the user from whom the user has received the information. The text box will be provided for the participant to enter the sender's ID.
3. Sender's Network(s): The network(s) through which the participant receives the information. A participant can select the networks out of the list of options being provided.

[FIXME: Question2:I can comment following things ?] We will ask following optional information from the users. A user is free to ignore following questions.

1. Year of Birth: Using a drop menu, a user can submit its date of birth. An option of Prefer not to disclose will also be provided.
2. Gender: A user will be given four options to select one out of it. Options will be i) Man, ii) Woman, iii) A blank text box (where user can enter for other options and iv) Prefer not to disclose.
3. User's Network: The network(s) on which the participant is planning to forward the message. The participant will be shown a couple of options, and he/she has to select the networks, it wants to forwards the message.

[FIXME: Question3: I can comment following section?]

3.2 What are we Going to Measure

It is important to note that, the aim of the experiment is not to perform individual analysis. However, rather quantitative analysis of the whole dataset. We are interested in following measurements.

1. What is the average path from the originator to the target.
2. How many networks are present in multilayer network. Nodes distribution across these multiple networks.
3. We are planning to run the experiment even after the prizes are announced. We would like to measure if there is any participation drop as soon the prizes are over?
4. Age distribution.
5. Gender distribution.
6. Geographic distribution.
7. General data analysis.

[FIXME: Question4: I can comment following section? This is somehow already covered in Privacy policy statement draft]

3.3 What data will be made public

Anonymity and confidentiality of the participants will be respected. The data will be shared with the research community, only after running the privacy preserving mechanism. To put it in simple words, the readers will just see the numeric values for each of the publicly made entities. Following is an example which shows how data will be exposed using a comma separated file.

1. 21,234,21,234,341
2. 21,234,21,234,356
3. 21,234,21,234,567
4. 567,203,59,334,780
5. ...

[**FIXME: Question5: I can comment following section?**] In each row the five entities separated by comma represent the User's ID, User's Network (on which it forwarded the message), User's IP address, Timestamp of interaction, Users to which information is forwarded (if any).

3.4 Rules for Lucky draw

The platform (web page) will be available for users (across the globe) to participate in the experiment. We will draw two prizes in total. Following are the Lucky Draw Rules:

1. The Estimated time period of the draw is 2 months* from the start of the experiment.
2. We will update the users in advance about the exact date of the lucky draw through their contact information (email id or phone no)
3. We will also update all the users if they have won the draw or not.
4. The name of the winners will be posted on the site to make it fair.
5. No immediate known of the people associated with this experiment can be considered for lucky draw.
6. The decision of the experiment organizers will be final. No claims or counter claims can be made through public courts.
7. By participating you agree to the above rules of the lucky draw.

*: This time period can be extended depending on the response to the experiment. We will keep posted about this to all the concerned people.

3.5 Methodology to draw winners in Lucky Draw

All the users who have participated in the experiment, will be assigned a unique numeric value. These numbers will be incremental in numbers. For the first draw, we will draw uniform at random a number. The number corresponds to the unique numeric id of the user being selected for the first prize. For the second prize, we select all the users excluding the winner of the first draw. We will again assign new incremental numeric values to this set of users. Again, a random number is selected from the set. The number corresponds to the second winner of the draw.