



COMMUNICATIONS PROJECT

322 EMERSON HALL HARVARD UNIVERSITY

CAMBRIDGE, MASSACHUSETTS 02138

We need your help in an unusual scientific study carried out at Harvard University. We are studying the nature of social contact in American society. Could you, as an active American, contact another American citizen regardless of his walk of life? If the name of an American citizen were picked out of a hat, could you get to know that person using only your network of friends and acquaintances? Just how open is our "open society"? To answer these questions, which are very important to our research, we ask for your help.

You will notice that this letter has come to you from a friend. He has aided this study by sending this folder on to you. He hopes that you will aid the study by forwarding this folder to someone else. The name of the person who sent you this folder is listed on the Roster at the bottom of this sheet.

In the box to the right you will find the name and address of an American citizen who has agreed to serve as the "target person" in this study. The idea of the study is to transmit this folder to the target person using only a chain of friends and acquaintances.

TARGET PERSON

Dana G. Winsor
32 Harold Street
Sharon, Massachusetts

Occupation: Investment
Broker at McDonnell & Co.
211 Congress Street
Boston, Mass.

Married: to the former
Ethel Pike of Medford, Mass.
Attended: Northeastern Univ.
from 1955-61; served in
U.S. Air Force

HOW TO TAKE PART IN THIS STUDY

1

ADD YOUR NAME TO THE ROSTER AT THE BOTTOM OF THIS SHEET, so that the next person who receives this letter will know who it came from.

3

IF YOU KNOW THE TARGET PERSON ON A PERSONAL BASIS, MAIL THIS FOLDER DIRECTLY TO HIM (HER). Do this only if you have previously met the target person and know each other on a first name basis.

2

DETACH ONE POSTCARD. FILL IT OUT AND RETURN IT TO HARVARD UNIVERSITY. No stamp is needed. The postcard is very important. It allows us to keep track of the progress of the folder as it moves toward the target person.

4

IF YOU DO NOT KNOW THE TARGET PERSON ON A PERSONAL BASIS, DO NOT TRY TO CONTACT HIM DIRECTLY. INSTEAD, MAIL THIS FOLDER (POST CARDS AND ALL) TO A PERSONAL ACQUAINTANCE WHO IS MORE LIKELY THAN YOU TO KNOW THE TARGET PERSON. You may send the folder on to a friend, relative, or acquaintance, but it must be someone you know on a first name basis.

Remember, the aim is to move this folder toward the target person using only a chain of friends and acquaintances. On first thought you may feel you do not know anyone who is acquainted with the target person. This is natural, but at least you can start it moving in the right direction! Who among your acquaintances might conceivably move in the same social circles as the target person? The real challenge is to identify among your friends and acquaintances a person who can advance the folder toward the target person. It may take several steps beyond your friend to get to the target person, but what counts most is to start the folder on its way! The person who receives this folder will then repeat the process until the folder is received by the target person. May we ask you to begin!

Every person who participates in this study and returns the post card to us will receive a certificate of appreciation from the Communications Project. All participants are entitled to a report describing the results of the study.

Please transmit this folder within 24 hours. Your help is greatly appreciated.

Yours sincerely,

Stanley Milgram
Stanley Milgram, Ph. D.
Director, Communications Project

ROSTER

- 1 ALBERT GERBER
- 2 LOIS KLICKSTEIN
- 3 Ann Weinberg
- 4 Herbert Gross
- 5 DANA WINSOR
- 6
- 7
- 8
- 9
- 10
- 11
- 12

225 No 5

First Class
Permit
No. 39146
Cambridge
Mass.

Business Reply Mail

No Postage Stamp Necessary if Mailed in the United States

Postage will be paid by

Dr. Stanley Milgram
COMMUNICATIONS PROJECT

