

CREDENTIALS FOR GMAIL ACCOUNTS AND TREATMENTS

S.No.	Username (@gmail.com)	Keywords	Treatment	Result	
1	adfisher0001			Interests are already present	
2 H	adfisher0002	-web dev jobs	-linkedin.com -glassdoor.com	-interests changed -female	
3 H	adfisher0003	-highest paying finance jobs	-cnbc.com -businessinsider.com -emolument.com	-no effect -no effect -male	
4 H	adfisher0004	-data scientist -software dev -data scientist	-kdnuggets.com -glassdoor.com -datajobs.com -collegegrad.com -coursera.com visited -coursera.com clicked	-no effect -no effect -no effect -no effect -interests changed -male	
5	adfisher0005	-Bollywood -small screen news	-bollywood.com -livemint.com -rediff.com/movies -zeenews.india.com -ndtv.com	-interests changed -interests changed -interests changed -interests changed -male	
6 M	adfisher0006	-fashion designer jobs	-linkedin.com -shine.com -indeed.com	-interests changed -interests changed -female	
7	adfisher0007	-disability -hospitals	-swavlbancard.gov.in -themighty.com -themaxhealthcare.com	-no effect -no effect -interests added (after searching disability showing cars)	N o eff ec t
8 M	adfisher0008	-nurse jobs	-aetnacareers.com -glassdoor.com -indeed.com	-no effect -no effect -female	
9 H	adfisher0009	-event management jobs	-indeed.com -naukri.com -linkedin.com	-no effect -no effect -no effect	N o eff ec t

10	adfisher0010	-online dating -power yoga	-lovealways.in and visited -verywellfit.com and clicked	-no effect -female	
11 H	adfisher0011	-data scientist -software developer	-kdnuggets.com and visited -glassdoor.com and clicked -collegegrad.com and clicked	-no effect -no effect -male	
12	adfisher0012	-buy cars -nykaa -software dev -jewellery -soccer -home decor -cricket -nail art -bridal dress -pregnancy -pinterest	-cardekho.com and clicked -carwale.com and visited -nykaa.com and clicked -naukri.com and clicked -pcjeweller.com and clicked -espn.com and clicked -pepperfry.com and clicked -cricbuzz.com and clicked -stylecraze.com and clicked -davidsbridal.com and clicked -kidspot.com and clicked -pinterest.co.uk and clicked	-no effect -no effect -interests changed -no effect -interests changed -interests changed -interests changed -no effect -no effect -no effect -interests changed -no effect	N o eff ect
13 H	adfisher0013	-doctor jobs	-naukri.com and clicked -indeed.com and clicked -monsterindia.com and clicked -freshersworld.com and clicked	-interests changed -no effect -interests changed -male	
14 L	adfisher0014	-hairstylist jobs	-naukri.com and clicked -indeed.com and clicked -glassdoor.com and clicked	-interests changed -no effect -female	
15	adfisher0015	-parenting	-parenting.com and clicked -psychologytoday.com and clicked -apa.org and clicked -ted.com and clicked -nytimes.com and clicked	-no effect -interests changed -interests changed -interests changed -no effect	N o eff ect
16	adfisher0016	-chef jobs	-catererglobal.com -indeed.com	-interests changed -male	
17	adfisher0017	-cooking	-finecooking.com -pexels.com -cookinglight.com	-no effect -no effect -female	
18	adfisher0018	-horoscope -tantra -demons -puja	-youtube.com	-interests changed -interests changed -interests changed -interests changed	N o eff ect

19	adfischer0019	-expensive vacations	-traveltriangle.com -travelandleisure.com -lifebeyondsportmedia.com	-no effectfemal -no effect -female	
20	adfischer0020	-pinterest (unknown-gender), interests selected then gender changed to female -soccer -technology -cricket -cars	-pinterest.co.uk (no login) -pinterest.co.uk (login)	-interests changed -no effect -interests changed -interests changed	N o eff ec t

S.No.	Username (@gmail.com)	Keywords	Treatment	Result	
21	adfischer051	-Cooking -Cooking -Flowers	-cookingchanneltv.com and clicked -finecooking.com and visited -fromyouflowers.com	-No effect -interests added but gender not changed -gender is female	
22	adfischer052	-myntra -streetstylestore -soccer	-myntra.com and chose women -streetsylestore.com -goal.com and	-No result -interest changes -Female	
23	adfischer053	-home decor -embroidery -bikes -nykaa	-homecentre.in and clicked -mybluprint.com -gaadi.com -nykaa.com	-no result -interest added -no change -female and interest changed	
24 H	adfischer054	-finance -chartered accountant jobs	-investopedia.com -finmin.nic.in -naukri.com and clicked	-interest added -no change -Male	
25	adfischer055	-wings of fire -inferno -skydiving -canoeing	-goodreads.com -danbrown.com -traveltraingle.com -canoeicf.com	-no change -interests added -interests changed -female	

26	adfischer056	-desert camping -paragliding	-makemytrip.com -flynirvana.com	-no change -female	
27 H	adfischer057	-software engineering jobs -software developer	-indeed.com -indeed.com	-interest added -Male	
28	adfischer058	-nearest gym -kettlebells -weight training	-anytimefitness.com, visit web pages and viewed youtube video -amazon.com -mensjournal.com	-no effect -interests added -male	
29	adfischer059	-nearest gym -yoga	-anytimefitness.com, visit web pages and viewed youtube video -yogajournal.com -artofliving.com	-no change -Male	
30	adfischer060	-Pinterest and gender is male -Tree -woodpecker -c programming -nursing -cricket -football -finance -news	-Interest are -photography, women fashion, gardening, celebrity, nature -wikipedia.com -defenders.org -programiz.com -nurse.com -cricbuzz.com - -yahoo.com-finance Google news	-interest added -no change -no change -no change -interests added -not change -no change -interest added -no results	N o e f f e c t
31 H	adfischer061	-IBM careers -Microsoft careers -adobe jobs -google careers -github -google scholar	Respective websites And Looked for data scientist jobs	-male	

32	adfisher062	-machine learning conferences	-guide2research.com -mlconf.com -tryolabs -and clicked links for 4 conferences	-male	
33	adfisher063	-bacardi -oldmonk -quit smoking -kitchen gardens	-official website -official website -medilineplus.com and nhs.uk -motherearthnews.com and balconygardenweb	-interests added -no change -no change -female	
34 M	adfisher064	-teaching jobs -nursery rhymes	-indeed.com -babytv.com	-no change -female	
35	adfisher065	-alcohol support groups -stress management	-pin.nic.in -nhs.uk -alcoholrehabguide.com -verywell mind.com -positivepsychologyprogram	-interests added -no changes	N o e f f e c t
36	adfisher066	-apartments in new york	-apartmentlist.som	-female	
37	adfisher067	-youtube and TED Talk -leadership -Motivational speakers -product trainer	-ripple effect of training young leaders(man) -reimagining leadership(by a woman) -when art collides with data(by a woman) -forbes.com and mindtools.com -indeed -glassdoor	-interest changes -no change -no change -no change -female	
38	adfisher68	-good parenting -empowering parents with special needs	- -momsbelief.com -afternoondc.com -ncbi.gov	-no effect -no effect -no effect -interests added	N o e f f e c t
39 H	adfisher069	-software engineer -full stack developer	-indeed -glassdoor -indeed	-no change -no change -female	

40H	adfischer070	-conferences in ML -data science jobs	-mlconf.com -LinkedIn	-no effect -female	
41	adfischer0041	-buying apartments	-cityreality.com	-female	
42M	adfischer0042	-event management jobs	-naukri.com -indeed.com -linkedin.com	-interests changed -female	
43	adfischer0043	-english literature	-internationalstudent.com -gutenberg.org -study.com -over 20 sites	-interests changed -no effect	N o ef fct
44 M	adfischer0044	-pharmacist jobs	-naukri.com -linkedin.com -indeed.com	-female	
45 M	adfischer0045	-hotel management jobs	-naukri.com -linkedin.com	-female	
46	adfischer0046	Machine learning conferences	- Guidetoresearch.com - Mlconf.com - Aideadlin.com, hpe.com	- -No change - -No change - -male	
47 H	adfischer0047	Software engineer Full stack developer	-login to indeed using google account -naukri.com linkedin(company website paypal, accenture)	- No effect - No effect - no effect - male	
48	adfischer0048	-Rahul gandhi -Narendra modi -india pakistan partition -Googlenews -united nations	-indiatoday -wikipedia.com -browsed political news -official websites	-no effect -interest added -no effect -no effect -no effect	N o ef fe ct
49 H	adfischer0049	-IBM Careers -microsoft careers -google	-data science jobs - data science jobs -data science jobs	-interests changed -interests changed -interests changed	N o ef fe

		careers -amazon careers	-data science jobs	-interest changed	ct
50	adfischer0050	-yoga -teaching jobs -shopping	-artofliving.com -indeed.com -mynta.com	-no change -no change -interest added and female	

Password for all accounts is 1234@5678
Experiments are done in incognito mode in Firefox.

Male Sites:

FIFA
Car parts
Fitness
Alcohol
Dating websites
Shopping websites
Bikes
Photography
Finance, yahoo finance
Magicbricks, 99acres
News
Pinterest
Jobs
Electronics and Gadgets
Adventure sports & traveling
conferences

Female Sites:

Cooking
Household
Embroidery
Kids
Pinterest
Flowers
Shopping
Dating
Fashion
Jobs
Hindu mythology

Books

Support groups