NAG: Motivating Deployment of Networked Systems

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Deployment of Networked Systems

- Goal: How do you convince users to deploy applications?

- Prior work: Lottery System (Sigcomm 07)
  - Probabilistic incentive to motivate users
  - Main driving force is “greed”

- We feel:
  - More important factors than greed
Our approach

☐ Study all kinds of social networks
☐ Identify the most effective social network
  ■ MAFIA
☐ Use “fear” instead of “greed” to motivate end users.
NAG: kNives And Guns

Instead of using ...

We use

• 7 properties for workable system..
  • E.g. CCI, VPC, SSI, USB,
• NAG does not satisfy any of them
• But our system works 90% of the time
Evaluation Setup:

☐ Pick an appropriate location and time:
  - Downtown Los Angeles at 10:00 pm.

☐ Randomly sample 10 people on the street

☐ Point a fake gun and ask
  - “If it’s not too much trouble, would you please be as kind as deploying a new application on The Internet for us”
40%: “I will do whatever you want me to do”.
   - Leaves of our incentive tree
40%: Laid down their guns and said they can work for “The Internet” gang.
   - Solicitors of our incentive tree
10%: said they never heard of any dance club called “The Internet”
   - Noise: We eliminate them …. literally.
10%: countered with a real gun
   - our researcher lost all his money
   - Got a black eye and swollen lip.
Legality

☐ Are there any legal issues with our approach?
  ■ We found one Country where our approach would **not** be illegal.

☐ Our lawyers said
  ■ “NAG is perfectly legal and...if anybody thinks otherwise...”
  ■ Make sure they are buried at an untraceable location”