Scambook
Helping Busy Students Get Laid Since 2005

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Dating doesn't exist at Stanford, or so claim many students.

un.official.guide on *Romance at Stanford*
Our Social Mission

Use the power of established online social networks and inexpensive location proximity to promote dating at Stanford.
Why Others Have Failed

Social Networking Services

- established memberships
- no location awareness
Why Others Have Failed

Manually Location-Aware Services

► poor adoption

► big barrier to use
Why Others Have Failed

Automatically Location-Aware Services
► poor adoption
► silly interaction models
Why Others Have Failed

Platform-Dependent Services

- no interoperability
Our Design

► Userbase: Friendster / FaceBook data

► Location: Place Lab

► Privacy: Social Control Privacy Model

► Messaging: SMS / MMS
Our Interaction Model

1. Scammer Selects Targets and chooses a level of privacy for each
Our Interaction Model

2. Scammer and Target Get in Range
Our Interaction Model

3. Target is Notified and Chooses a Response
Our Interaction Model

4. Hope for a Connection
Let’s Get It On

6 Users
- Stanford students
- 3 males / 3 females
- 5 grads / 1 undergrad

3 Phases
- Phase 1: recruiting and matching
- Phase 2: proximity simulation
- Phase 3: post interview
Sample Response (Scammer)

Scambook:

Someone you have selected through Scambook is nearby and wants to know who you are.

Replies:

YES: send your profile
NO: no action

Michael: Sure

Scambook: response not understood

YES: send your profile
NO: no action

Michael: Yes

Scambook:

Your profile has been sent to your target. Now she can decide whether she wants to send you her profile and meet!

Target has moved out of range
Findings

► Users who were asked to escalate contact several times (starting from a greater level of privacy) were more likely to escalate to a personal meeting.

► Scammers were more likely than targets to go all the way.

► Overall, users liked the concept and indicated interest in using the system.
The Future of Scamming...

- Partnership with an online social network
- Implementation using their resources
- Happy Stanford students
Appendix A: Flowchart
Appendix C: Matching Data

Sample Bachelors & Bachelorettes