

# Reading Questions

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Viral Marketing  
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## 1 Discuss

Comment on this paper. See the course guidelines for submitting comments for some suggested questions.

## 2

Under what circumstances might you want to employ a non-geometric reward system for a multi-level marketing system? If you never would, why not?

## 3

Give an example of a scenario (in the context of multi-level marketing systems) in which you would be concerned about Sybil attacks, as well as a scenario in which you wouldn't be.

## 4

If you had a choice of a split-proof mechanism vs. a local-split-proof mechanism, which would you implement? Are you convinced that either of these mechanisms is better than the geometric?