

Experiment Design	Brands Mentioned	Brand Mentioned DateTime	Ad Served Brand	Ad Served DateTime	Ad Image	FB_ZERO packet size uploaded (bytes)	Last Updated Description	Last Updated DateTime
A	1,2,3,4,5	12/31/2017 11:34 AM				49745	No ads seen for brands	1/3/2018 12:39 PM
B	1,2,3,4,5	1/2/2018 11:00 PM				79449	No ads seen for brands	1/3/2018 12:39 PM
C	1,2,3,4,5	1/3/2018 12:46 PM				81328	No ads seen for brands	1/4/2018 9:25 PM
D	1,2,3,4,5	1/5/2018 12:30 PM				4693	No ads seen for brands	1/11/2018 2:45 PM
E	1,2,3,4,5	1/11/2018 2:45 PM				51432	No ads seen for brands	1/11/2018 3:05 PM

Brand ID	Brand Name
1	McDonald's
2	Coca-Cola
3	Taco Bell
4	Mountain Dew
5	Pepsi

Experiment Design	Explanation		
A	Complete Control. Phone is locked, in microwave. All apps are closed. Speaking script in another room, not within earshot of phone. Controls for confirmation / frequency bias.		*Facebook is opened at end of all experiments to upload data
B	Speaking script to phone while locked. All apps are closed. All microphone privileges for all apps are off.		*All experiments captured with WireShark
C	Speaking script to phone while open and on home screen. All apps are closed. All microphone privileges for all apps are off.		
D	Speaking script to phone while Facebook status window open. Facebook is only app open. All microphone privileges for all apps are off.		
E	Speaking script to phone while phone locked. Facebook is only app open. Microphone privilege for Instagram only is on.		
F	Speaking script to phone while phone is open and on home screen. Facebook is only app open. Microphone privilege for Facebook only is on.		
G	Speaking script to phone while Facebook status window open. Facebook is only app open. Microphone privilege for Facebook only is on.		
H	Speaking script to phone while phone locked. Facebook is only app open. Microphone privilege for Snapchat only is on.		
I	Speaking script to phone while phone locked. Facebook is only app open. Microphone privilege for SoundHound only is on.		
J	Speaking script to phone with Facebook status window open. Facebook is only app open. Microphone privilege for pre-experiment apps (Snapchat, SoundHound, Octave RTA, SPL Meter, ACLU Blue) on		

Brands in Script	Script Picture
1,2,3,4,5	https://imgur.com/a/COgUC

Brand	Image	Trigger Description	Ad Served DateTime	Estimated time between Trigger and Ad
tocoworks	https://i.imgur.com/FIR	Talking with friend a	1/2/2018 10:11 PM	10 minutes
Wheel Food	https://i.imgur.com/dpE	Talking with friends	1/2/2018 9:25 PM	1 hour
Signal Sounds	https://i.imgur.com/9Of	Talking with friend a	1/2/2018 8:12 AM	10 hours
Morning Routine	https://i.imgur.com/clq	Watching show on N	1/1/2018 5:22 PM	1 hour
cryptoaud.io	https://i.imgur.com/gnC	Talking with friend a	1/1/2018 11:16 AM	13 hours
The Economist	https://i.imgur.com/NvC	Talking with friend a	1/1/2018 12:58 AM	2 hours
The Fact	https://i.imgur.com/JJn	Talking with acquaint	12/31/2017 9:01 PM	30 minutes
Jack Daniel's	https://i.imgur.com/KK	Conversation with n	12/30/2017 2:30 PM	3 hours
Corona	https://i.imgur.com/62d	I noted how a beer f	12/30/2017 2:30 PM	18 hours
Barilla	https://i.imgur.com/rbM	Talking with a friend	12/29/2017 8:52 PM	30 minutes
Lead Montana	https://i.imgur.com/iQv	Talking with mom at	12/28/2017 8:57 PM	1 hour
VoxDis / RateMD	https://i.imgur.com/pYi	Talking with mom at	12/28/2017 11:07 AM	16 hours
Zelle	https://i.imgur.com/Q6c	Talking with friend a	12/26/2017 7:59 PM	5 hours
Next Vacay	https://i.imgur.com/OX	Talking with family a	12/24/2017 9:47 PM	20 minutes
Apple	https://i.imgur.com/0U	Shaving my beard (12/24/2017 1:14 PM	10 minutes
Google Home	https://i.imgur.com/0H	Searching for passp	10/22/2017 9:57 PM	10 minutes