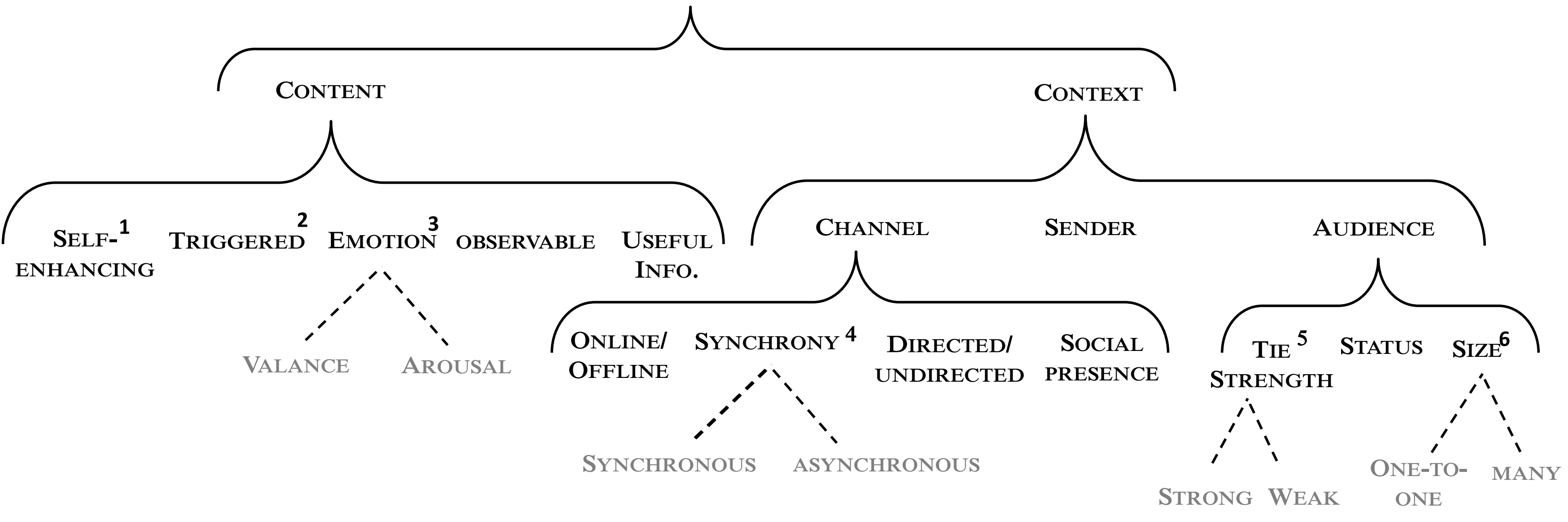


A — B	POSITIVE ASSOC	«A» - B	MODERATED BY INDIV DIFF	$\{A \ B\}$	FUNDAMENTAL ELEMENTS
A + B	NEGATIVE ASSOC	1, 2, 3, ...	NOTES	A $\begin{cases} X \\ Y \end{cases}$	VARIETIES OF ELEMENTS
A $\approx$ B	EMPIRICAL EQUIV				

## DRIVERS OF INTERPERSONAL COMMUNICATION, WORD OF MOUTH, AND SOCIAL SHARING



1. INTERESTING, SURPRISING THINGS MORE LIKELY TO BE SHARED (BERGER & MILKMAN, 2012)
2. ACCESSIBILITY DRIVES SHARING (BERGER & SCHWARTZ 2011)
- 3: (RIME 2009), POSITIVE SHARED MORE THAN NEGATIVE (BERGER & MILKMAN, 2012) BUT AROUSAL ALSO MATTERS (BERGER 2011)
- 4: SYNCHRONY LEADS PEOPLE TO SHARE WHAT IS TOP-OF-MIND (BERGER & IYENGAR, 2013)
5. SHARE VALUABLE INFORMATION WITH STRONG TIES (FRENZEN & NAKAMOTO, 1993)
6. ONE-TO-ONE ENCOURAGES SHARING OTHER FOCUSED THINGS (BARASCH & BERGER, 2014)