Drivers of Interpersonal Communication, Word of Mouth, and Social Sharing

**Content**

1. **Self-Triggered**
   - Self-enhancing
   - Triggered
   - Emotion
   - Observable
   - Useful Info.

2. **Valance**
3. **Arousal**

**Context**

4. **Synchrony**
   - Online/Offline
   - Synchronous

5. **Directed/Undirected**
6. **Social Presence**

7. **Channel**
8. **Sender**

**Audience**

9. **Tie**
10. **Status**
11. **One-to-Many**

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)