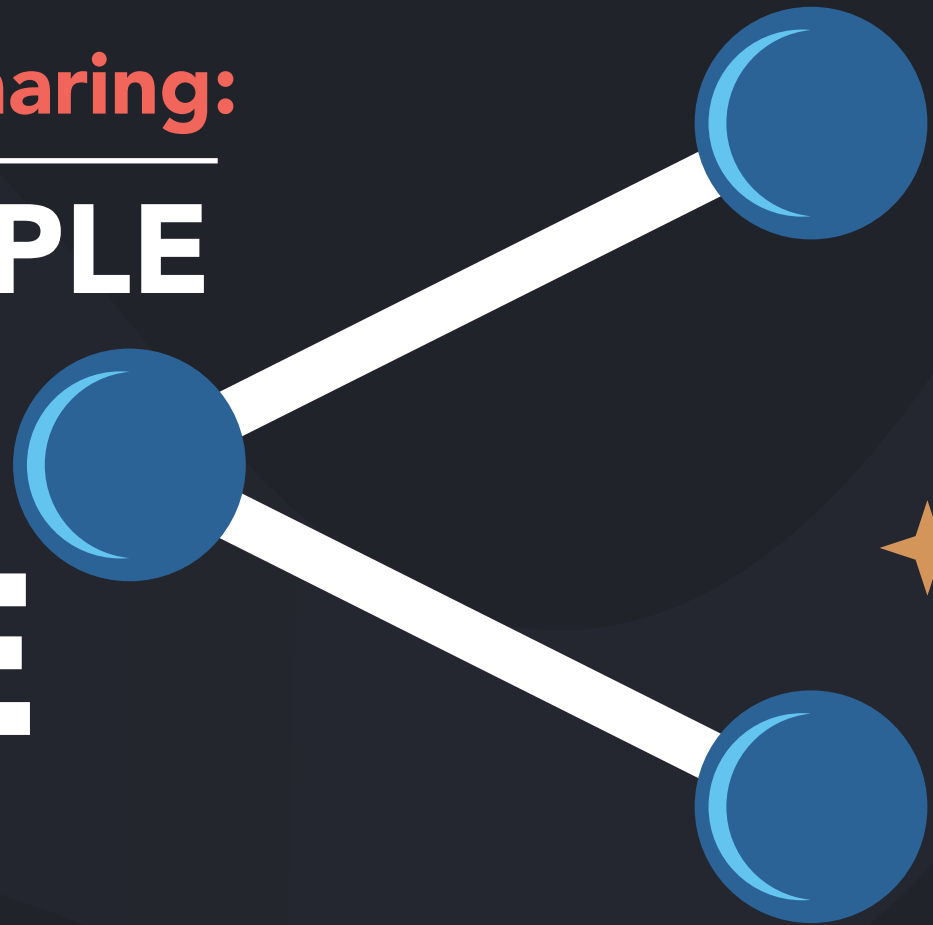


The Psychology of Sharing:

**WHY DO PEOPLE
SHARE
ONLINE**



CIG

The New York Times | [nytimes.com](https://www.nytimes.com)

CUSTOMER INSIGHT GROUP

REMIXED BY FOUNDATION MARKETING

The Psychology of Sharing: WHAT IS THIS STUDY ABOUT?

- A first-of-its-kind inquiry into the **motivations** behind why we share.
- Understanding the motivational **forces behind the act of sharing** will help marketers get their content shared.



WHY DO CONSUMERS SHARE CONTENT ONLINE?

WHAT
MOTIVATES
CONSUMERS
TO SHARE
CONTENT?

HOW CAN
UNDERSTANDING
WHY PEOPLE
SHARE HELP
ADVERTISERS?

ARE THERE
DISTINCT
PERSONALITIES
WITH DIFFERENT
MOTIVATIONS?

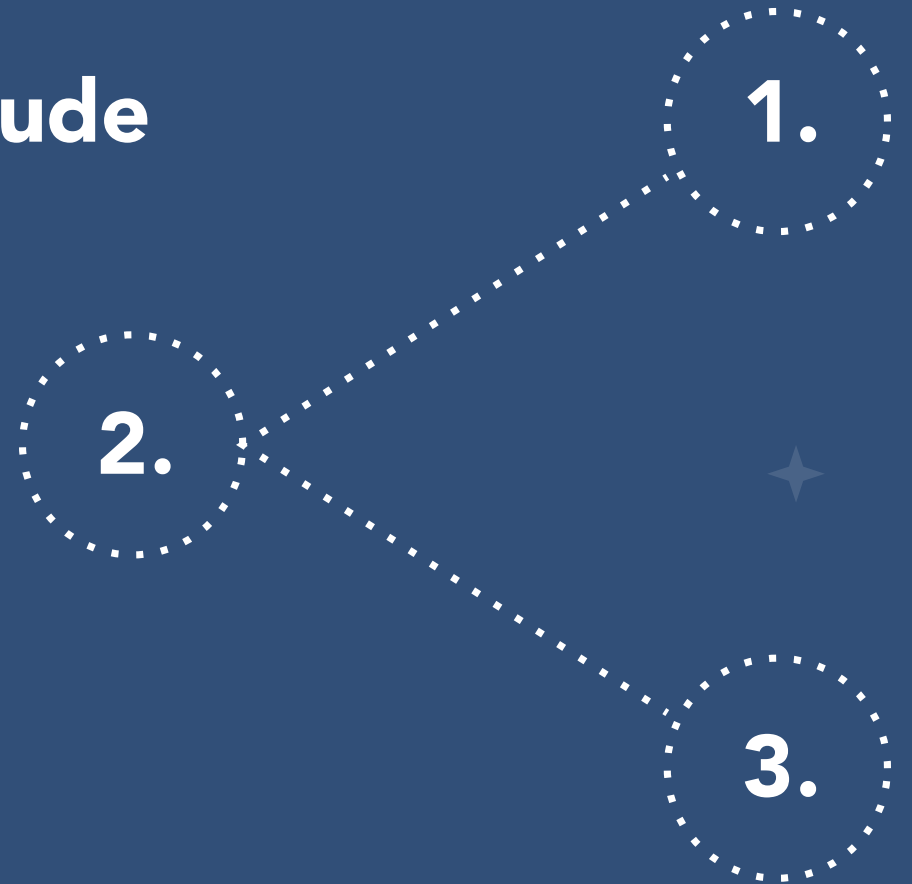


OVERVIEW

- 1. Methodology**
- 2. Motivations for Sharing**
- 3. Online Sharing Personas**
- 4. Key Guidelines for getting Shared**
- 5. Consumer Categories**

METHODOLOGY

NYT worked with Latitude Research to conduct a **three phase study** to understand why people share content online.



PHASE

1.

Ethnographies

- **In-person interviews in New York, Chicago and San Francisco**

PHASE 2.

Immersion/Deprivation

- One-week sharing panel

PHASE

3.

Quantitative Survey

- **Survey of 2,500 medium/heavy online sharers**
- **Conducted segmentation to identify main types of sharers**

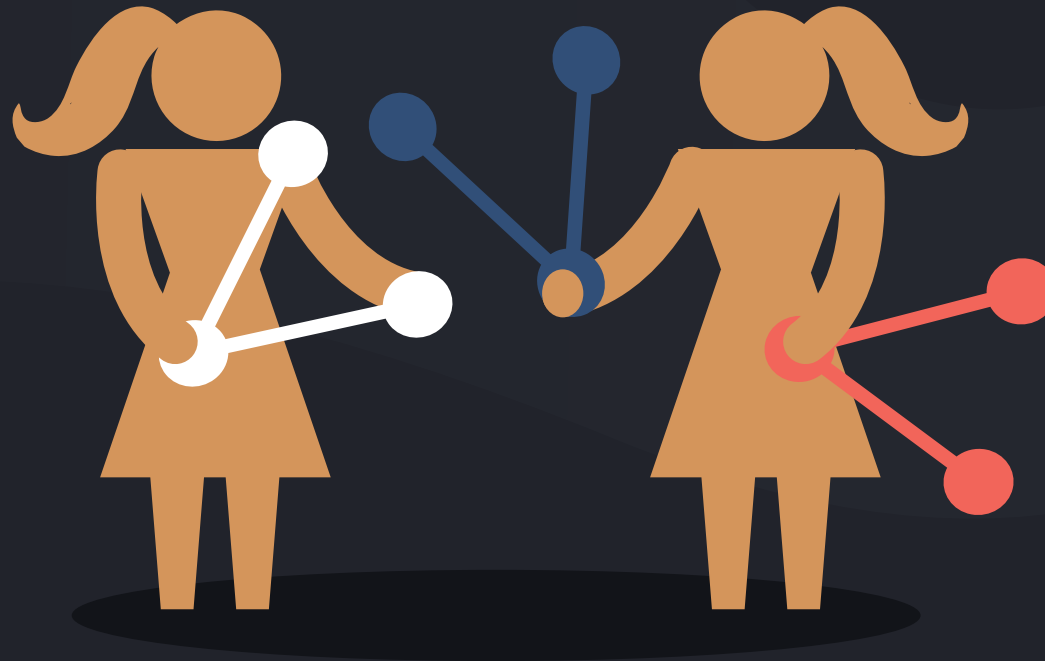


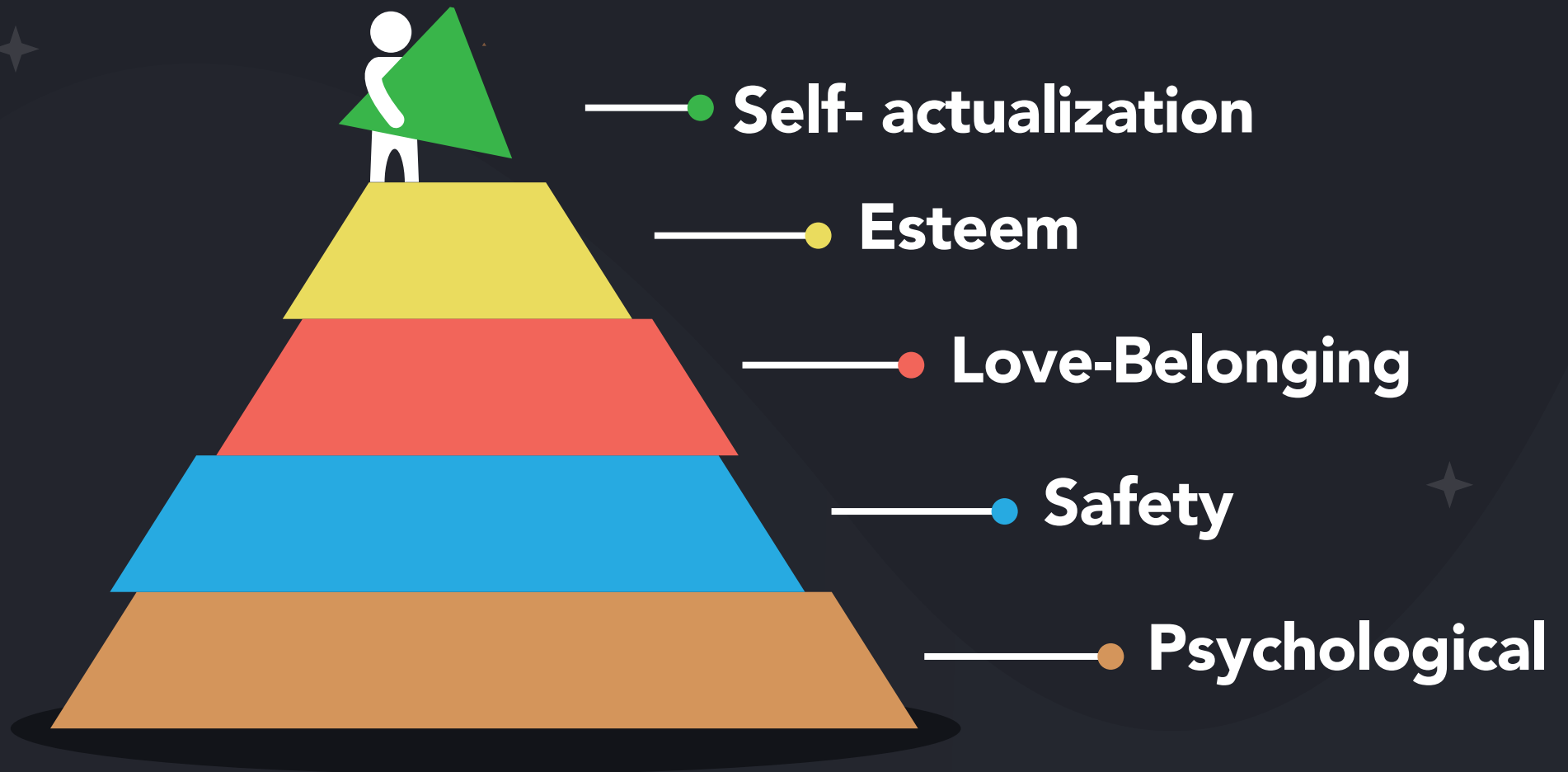


**SHARING
CONTENT
IS NOT
NEW**

// In the past, people shared at lunch
with their girlfriends when they
saw someone with something cool.
We still share things when it's relevant
... we just share more and online. //

– Ethnography participant, female

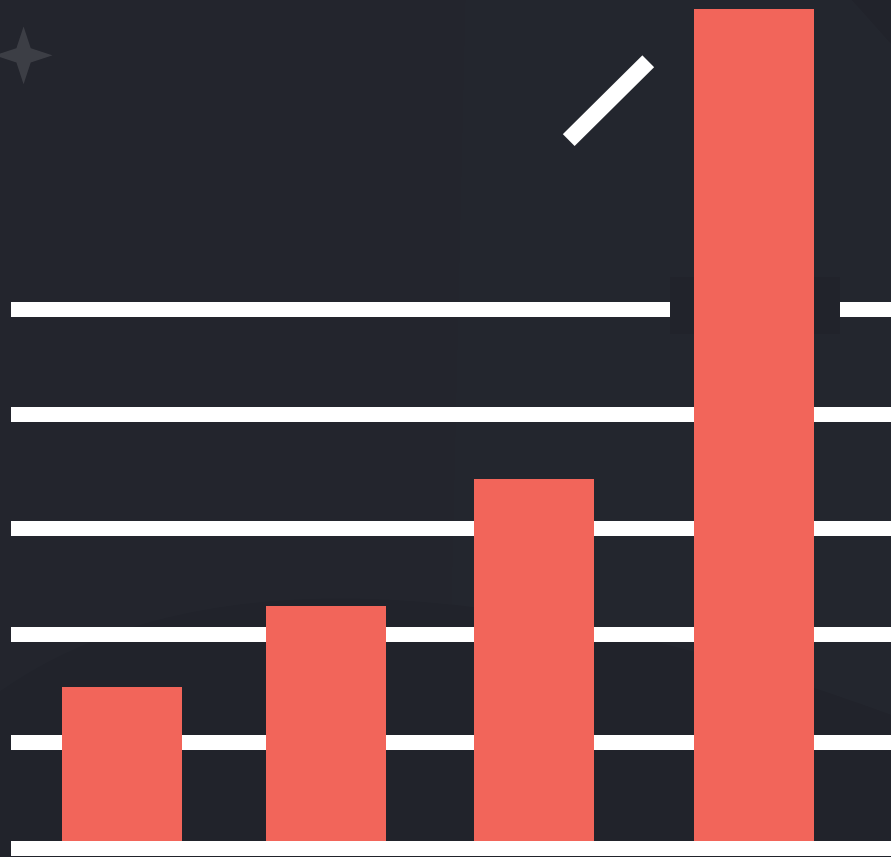




**SHARING IS NOT NEW
IT'S HUMAN NATURE**

WHAT'S CHANGED?

We now live in the Information Age



We share **MORE** content
From **MORE** sources
With **MORE** people
MORE often
MORE quickly





// I have a hard time imagining how much more to-the-minute information can become. With twitter, instant FB updates, e-mail updates, what would have been considered fast even five years ago is obsolete. //

– Deprivation participant, female



FROM BROADCASTERS TO SHARECASTERS



RECEIVING • COMBINING • REDISTRIBUTING
MASHING UP • CREATING AND RECREATING

Sharing acts as "INFORMATION MANAGEMENT"

// Sharing information helps me do my job.
I remember products and information sources
better when I share them and am more likely
to use them. //

– Deprivation participant, male

73%

SAY THEY PROCESS INFORMATION
MORE DEEPLY, THOROUGHLY AND
THOUGHTFULLY WHEN THEY SHARE IT

85%

SAY READING OTHER PEOPLE'S RESPONSES
HELPS THEM UNDERSTAND AND PROCESS
INFORMATION AND EVENTS





MOTIVATIONS FOR SHARING



Source: The New York Times Customer Insight Group | **Remixed:** Foundation Marketing



★ TO BRING VALUABLE AND ENTERTAINING CONTENT TO OTHERS

“ [I share] to enrich the lives of those around me. ”

– Immersion participant, female

★
49%

SAY SHARING ALLOWS THEM TO INFORM OTHERS OF PRODUCTS THEY CARE ABOUT AND POTENTIALLY CHANGE OPINIONS OR ENCOURAGE ACTION

★
94%

CAREFULLY CONSIDER HOW THE INFORMATION THEY SHARE WILL BE USEFUL TO THE RECIPIENT



★ TO DEFINE OURSELVES TO OTHERS

“ I try to share only information that will reinforce the image I’d like to present: thoughtful, reasoned, kind, interested and passionate about certain things ”

– Deprivation participant, male

68%

SHARE TO GIVE PEOPLE A BETTER SENSE OF WHO THEY ARE AND WHAT THEY CARE ABOUT



TO GROW AND NOURISH OUR RELATIONSHIPS

“ I miss the companionship and conversations on Facebook. I feel like I’m probably missing out on some things without the connection. ”

– Deprivation participant, male

78%

SHARE INFORMATION ONLINE BECAUSE IT LETS THEM STAY CONNECTED TO PEOPLE THEY MAY NOT OTHERWISE STAY IN TOUCH WITH

73%

SHARE INFORMATION BECAUSE IT HELPS THEM CONNECT WITH OTHERS WHO SHARE THEIR INTERESTS



SELF-FULFILLMENT

“ I enjoy getting comments that I sent great information and that my friends will forward it to their friends because it’s so helpful. It makes me feel valuable ”

– Ethnography participant, female

69%

SHARE INFORMATION BECAUSE IT ALLOWS THEM TO FEEL MORE INVOLVED IN THE WORLD



TO GET THE WORD OUT ABOUT CAUSES OR BRANDS

“I forwarded an article about Proposition B to Everyone in my union. I wanted them to learn about the issue and rally against it.”

– Ethnography participant, male

84%

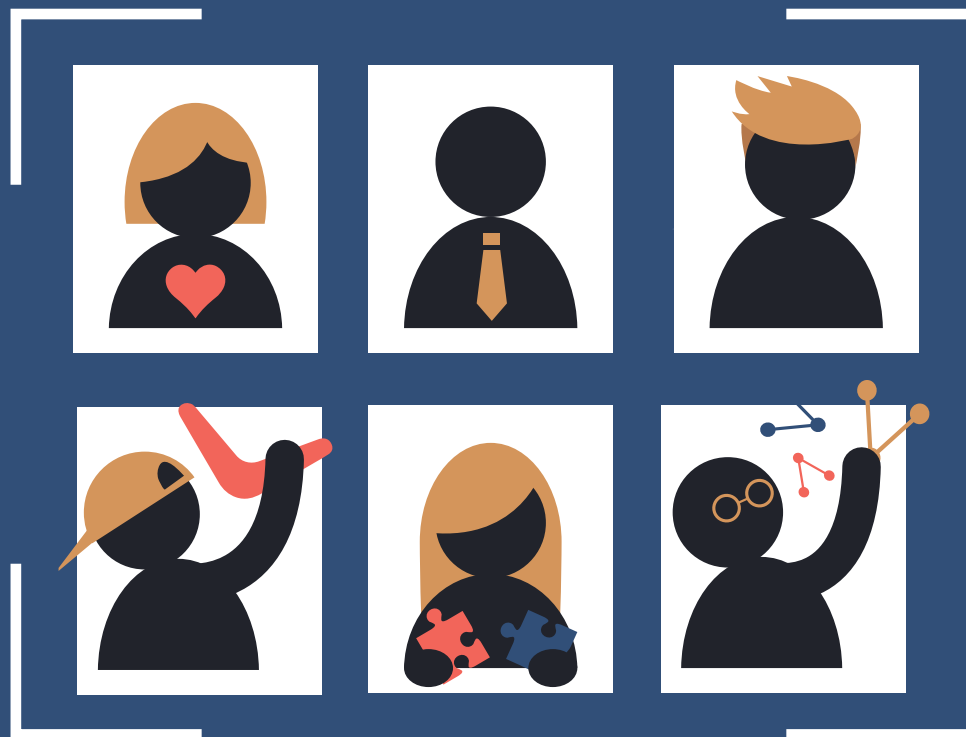
**SHARE BECAUSE IT IS A WAY TO SUPPORT CAUSES OR ISSUES
THEY CARE ABOUT**

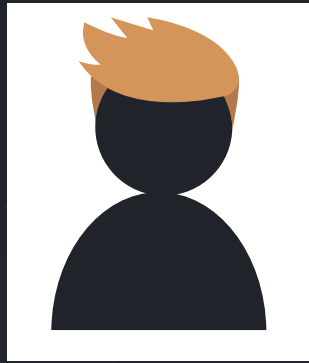
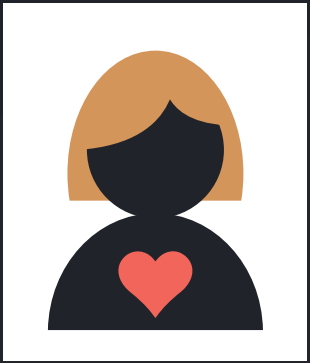


SHARING IS ALL ABOUT RELATIONSHIPS

- TO BRING VALUABLE AND ENTERTAINING CONTENT TO OTHERS
- TO DEFINE OURSELVES TO OTHERS
- TO GROW AND NOURISH OUR RELATIONSHIPS
- SELF-FULFILLMENT
- TO GET THE WORD OUT ABOUT CAUSES OR BRANDS

6 PERSONAS OF SHARERS





1. ALTRUISTS

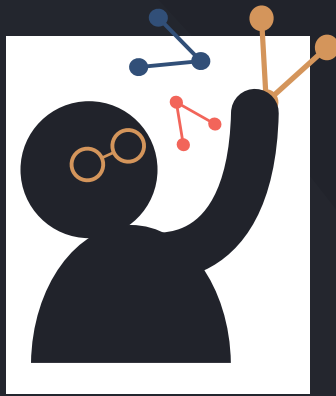
2. CAREERISTS

3. HIPSTERS

4. BOOMERANGS

5. CONNECTORS

6. SELECTIVES

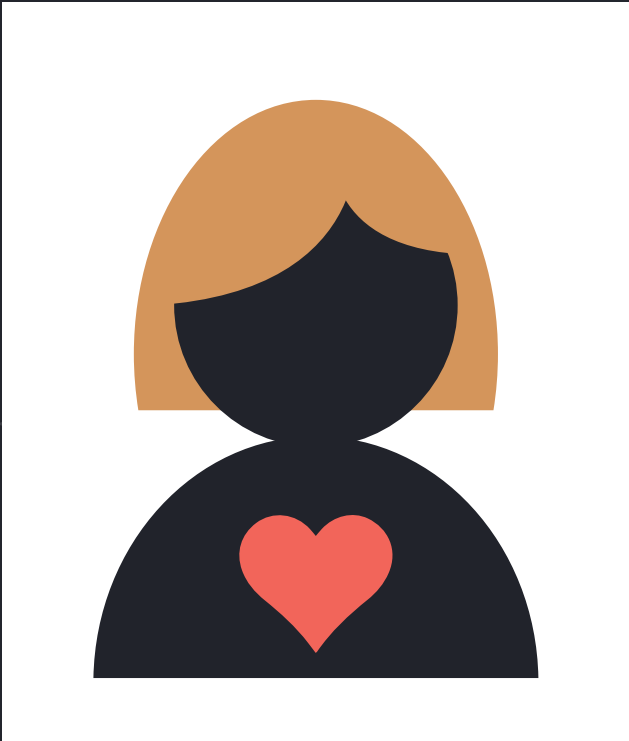


6 PERSONAS OF ONLINE SHARERS

SEGMENTS ARE DEFINED BY:

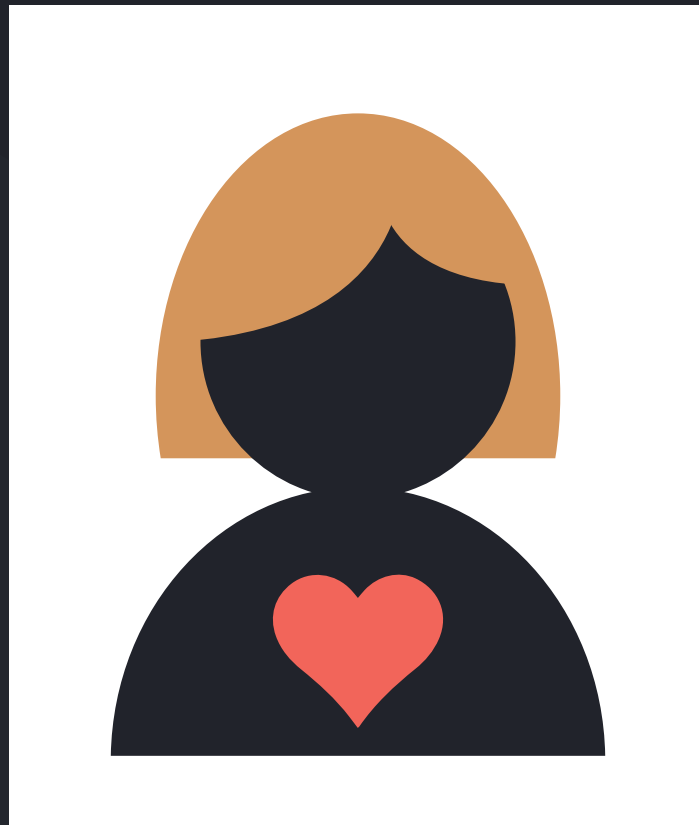
- Emotional motivations
- Desired presentation of self
- Role of sharing in life
- Value of being first to share

ALTRUISTS



// I sent a couple of articles on nutrition and wellness to a friend with health issues. She e-mailed me to thank me; she appreciated that I had been thinking about her //

– Ethnography participant, female



ALTRUISTS

HELPFUL • RELIABLE • E-MAIL • THOUGHTFUL • CONNECTED



Source: The New York Times Customer Insight Group | Remixed: Foundation Marketing

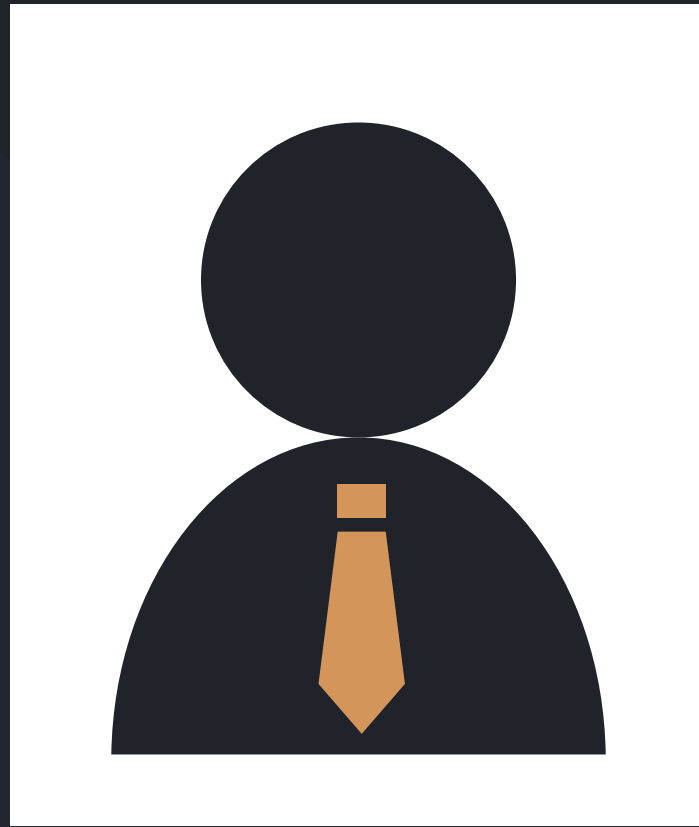


CAREERISTS



“ I share [things related to] business interests and exchange ideas on how to improve our company's offerings to our customers. ”

– Immersion participant, male



CAREERISTS

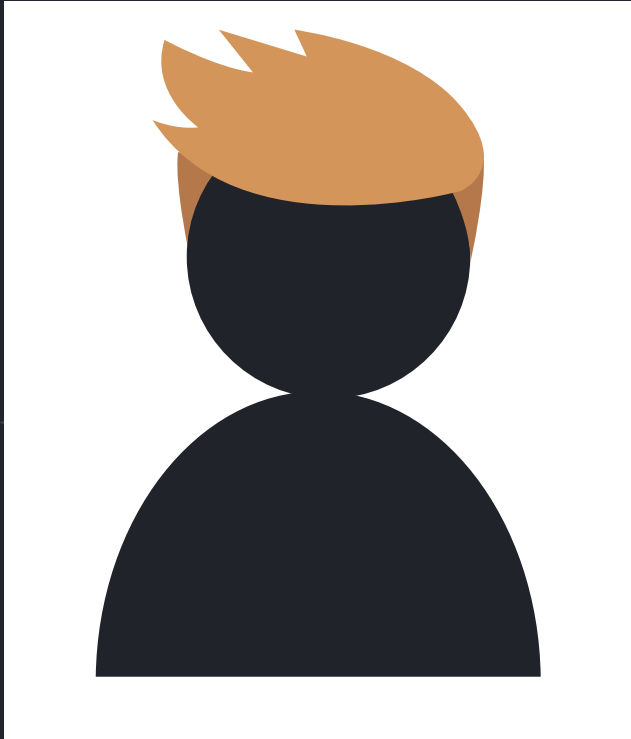
LINKEDIN • VALUABLE • INTELLIGENT • NETWORK



Source: The New York Times Customer Insight Group | Remixed: Foundation Marketing

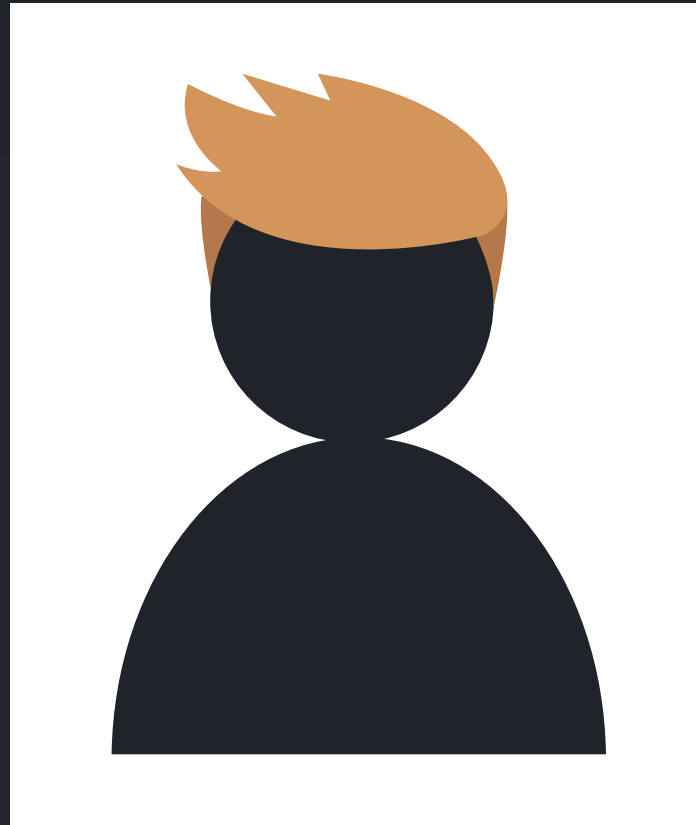


HIPSTERS



// Sharing is actually
part of who I am. //

– Deprivation participant, male



HIPSTERS

**LESS LIKELY TO E-MAIL • CUTTING EDGE • CREATIVE
IDENTITY • YOUNG • POPULAR**



Source: The New York Times Customer Insight Group | Remixed: Foundation Marketing



BOOMERANGS



// When I post controversial things, it makes me look engaged and provocative, and I want to be perceived that way. If I don't get a response then I know I've missed my mark. //

– Ethnography participant, male



BOOMERANGS

REACTION • VALIDATION
EMPOWERED • TWITTER • FACEBOOK



Source: The New York Times Customer Insight Group | Remixed: Foundation Marketing

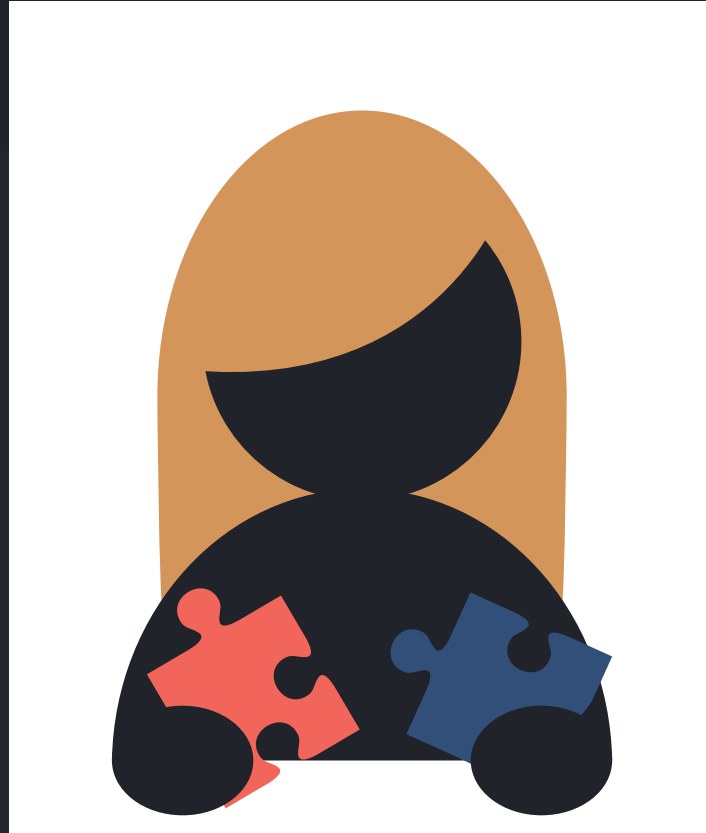


CONNECTORS



// I got a deal to the bar at the Gansevoort Hotel e-mailed to me. I forwarded it to a bunch of friends and we turned it into a girls night out.. //

– Ethnography participant, female



CONNECTORS

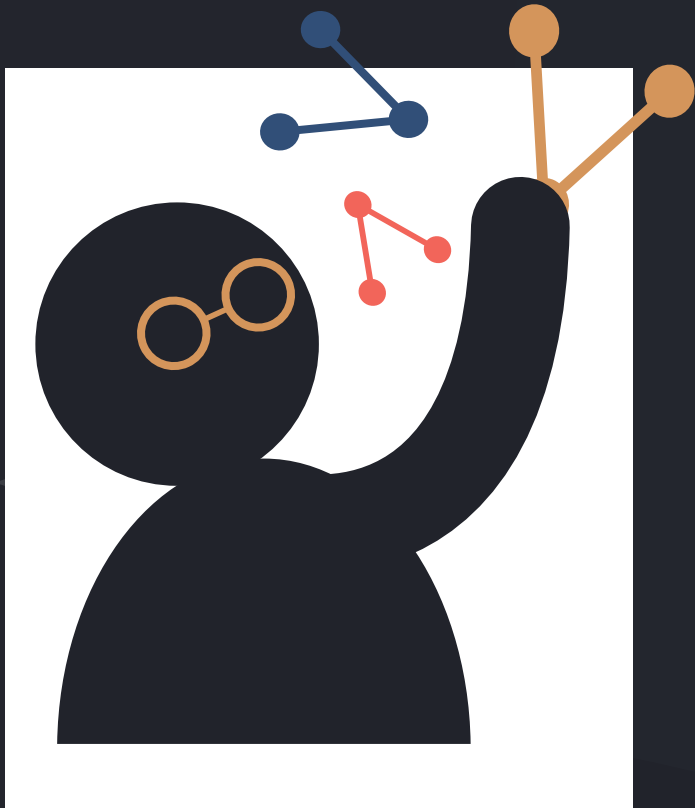
CREATIVE • RELAXED • THOUGHTFUL
MAKING PLANS • E-MAIL • FACEBOOK



Source: The New York Times Customer Insight Group | Remixed: Foundation Marketing

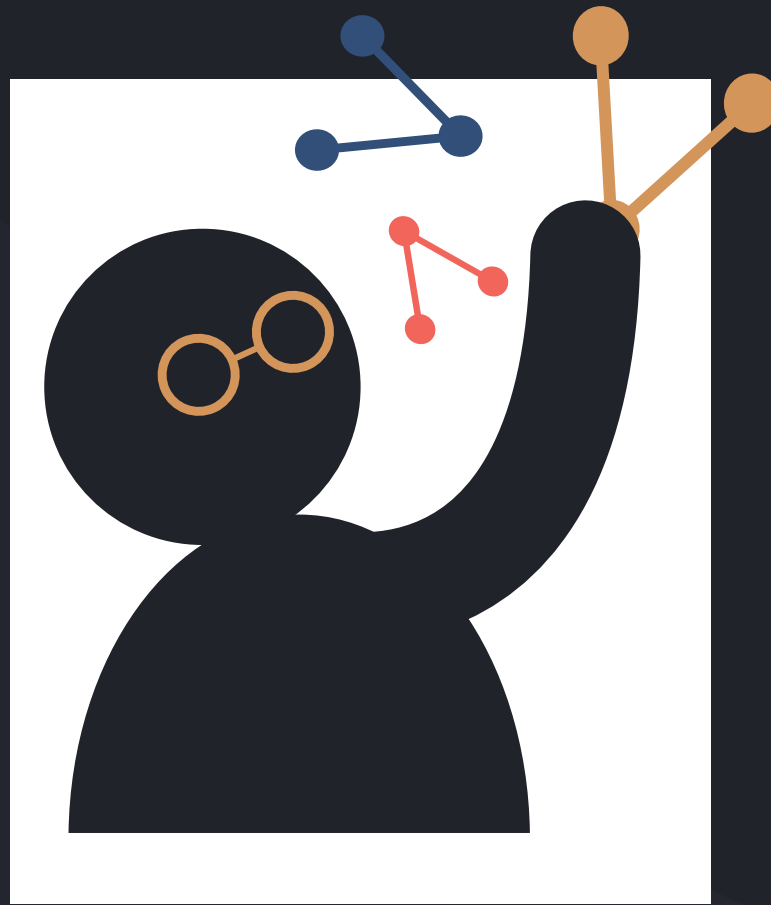


SELECTIVES



“ I only share things with someone specific if I think they will enjoy it. If they aren’t relevant to the material, there is no point in sharing it with them ”

– Immersion participant, male



SELECTIVES

RESOURCEFUL • CAREFUL • THOUGHTFUL
INFORMATIVE • E-MAIL



Source: The New York Times Customer Insight Group | Remixed: Foundation Marketing





KEY GUIDELINES FOR SHARING CONTENT





1.

Appeal to consumers' motivation
to **connect with each other** - not
just with your brand





2.

Trust is the cost of entry for getting shared





3.

Keep it simple... and it will
get shared... and it won't
get muddled





4.

Appeal to their **sense of humor**





5.

Embrace a **sense of urgency**





6.

Getting your content shared
is **just the beginning**



**GET SHARED → GET SHARED AGAIN → LISTEN
→ GET CREDIT FOR RESPONDING → RESPOND**





7.

E-mail is still #1



CATEGORY ★ SEGMENTATION



..... Travel



..... Retail & Fashion



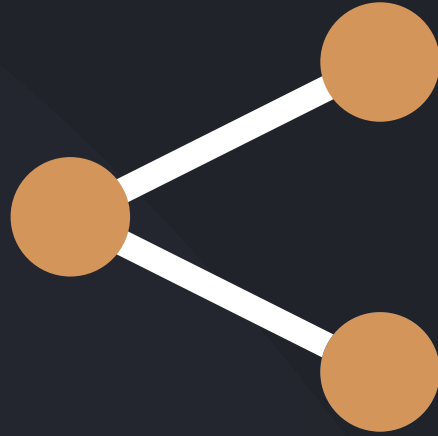
..... Entertainment



..... Technology



..... Finance



Interested in creating content that shapes culture, drives shares and generates results? Get in touch with the team at Foundation or learn more about content marketing at FoundationInc.co

