



## What triggers Socialize?

Socialize is bi-directional, having characteristics of both the Sift and Consumption behaviors.

- **Like Sift modes:** Receiving links from friends, family or co-workers via emails, group chats or direct messages
- **Like Consumption modes:** Sharing links with friends, family or co-workers via emails, group chats or direct messages

## Socialize behaviors

- **Like Sift modes:** Committing to consume a news story that otherwise would not be interesting solely because of a relationship to or connection with the sender.
- **Like Consumption modes:** Sharing news with personal connections to improve social standing, establish personal expertise or to signal good taste. And, interpreting the import of a news story differently because of conversation with personal or professional connections