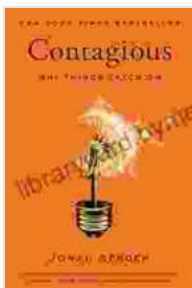


Contagious: Why Things Catch On



Contagious: Why Things Catch On by Jonah Berger

★★★★☆ 4.7 out of 5

Language : English
File size : 1809 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 257 pages

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By Jonah Berger

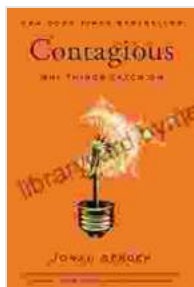
In his book *Contagious: Why Things Catch On*, Jonah Berger explores the science of why some ideas, products, and behaviors become popular while others do not. Berger argues that there are six key factors that determine whether or not something will become contagious:

1. **Social currency:** People are more likely to share things that make them look good to others.
2. **Triggers:** Things that are top-of-mind are more likely to be shared.
3. **Emotion:** People are more likely to share things that evoke strong emotions.
4. **Public visibility:** Things that are visible to others are more likely to be shared.
5. **Practical value:** People are more likely to share things that are useful or helpful.
6. **Stories:** People are more likely to share things that are told in a compelling story format.

Berger provides numerous examples of how these six factors have been used to create contagious campaigns for products, ideas, and behaviors. For example, the ALS Ice Bucket Challenge went viral in 2014 because it was social currency (it made people look good to participate), it was triggered by the hot summer weather, it evoked strong emotions (fear of ALS), it was publicly visible (people could see others participating on social media), it had practical value (it raised money for ALS research), and it was told in a compelling story format (people could share their own videos of themselves taking the challenge).

Contagious is a fascinating and insightful book that provides valuable lessons for anyone who wants to create contagious campaigns. Berger's research is based on solid scientific evidence, and he provides numerous examples of how his principles have been used to create successful campaigns.

If you're interested in learning more about the science of why things catch on, I highly recommend reading Contagious. It's a book that will change the way you think about marketing and communication.



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