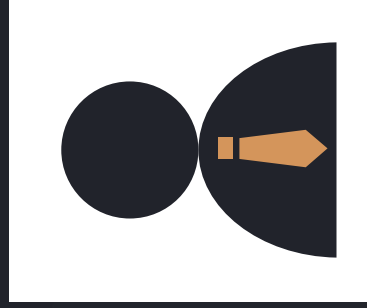
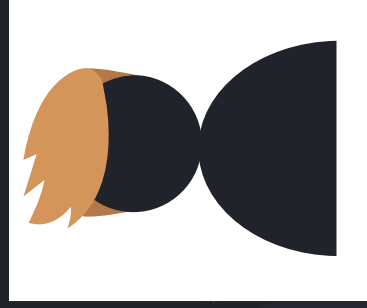


1. ALTRUISTS



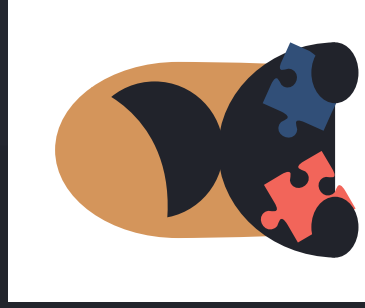
2. CAREERISTS



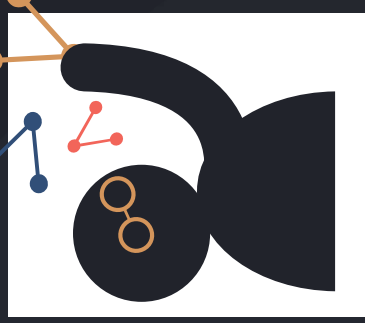
3. HIPSTERS



4. BOOMERANGS



5. CONNECTORS



6. SELECTIVES



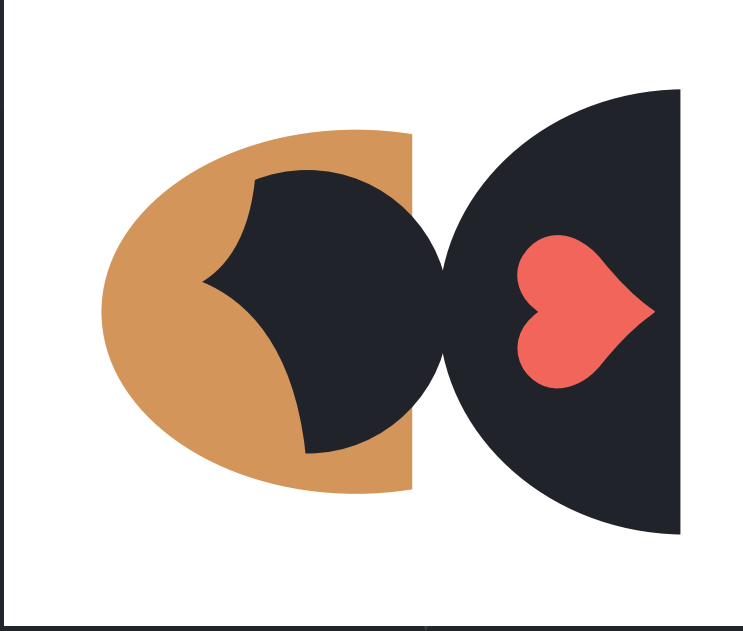
## 6 PERSONAS OF ONLINE SHARERS

### SEGMENTS ARE DEFINED BY:

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

# ALTRUISTS

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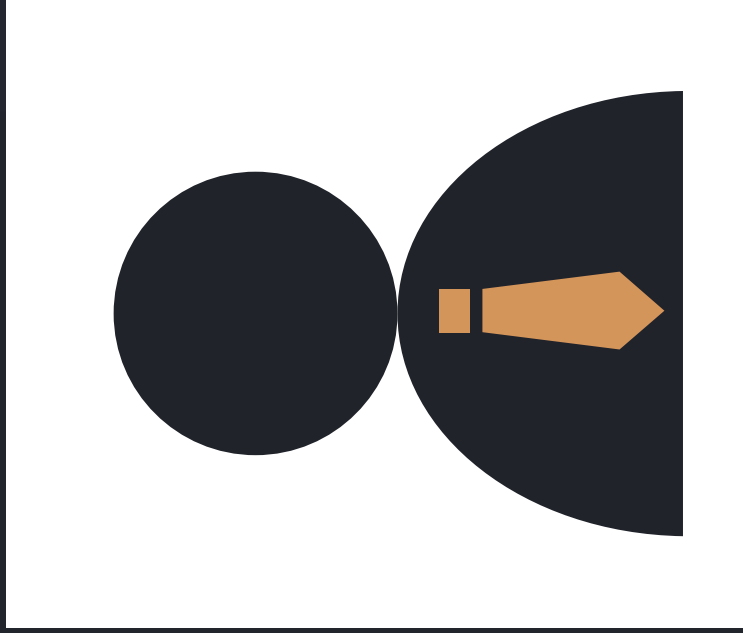


**// I sent a couple of articles on nutrition and wellness to a friend with health issues. She e-mailed me to thank me; she appreciated that I had been thinking about her //**

— Ethnography participant, female

# CAREERISTS

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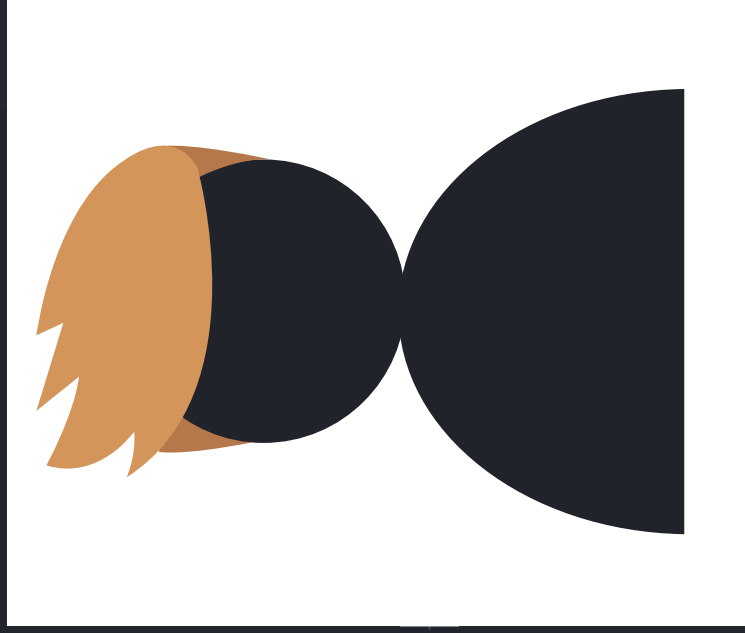


**“ I share [things related to] business interests and exchange ideas on how to improve our company’s offerings to our customers.”**

– Immersion participant, male

# HIPSTERS

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**"Sharing is actually  
part of who I am."**

– Deprivation participant, male

# BOOMERANGS

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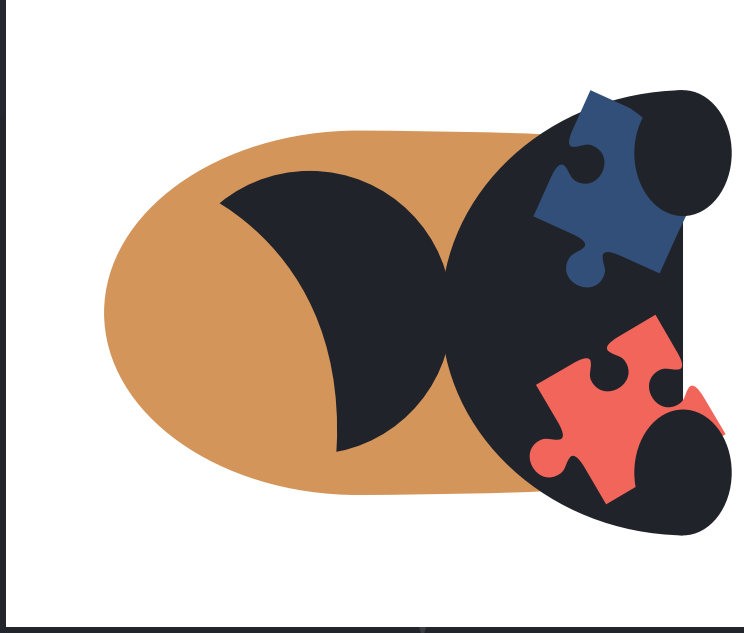


// When I post controversial things, it makes me look engaged and provocative, and I want to be perceived that way. If I don't get a response then I know I've missed my mark. //

– Ethnography participant, male

# CONNECTORS

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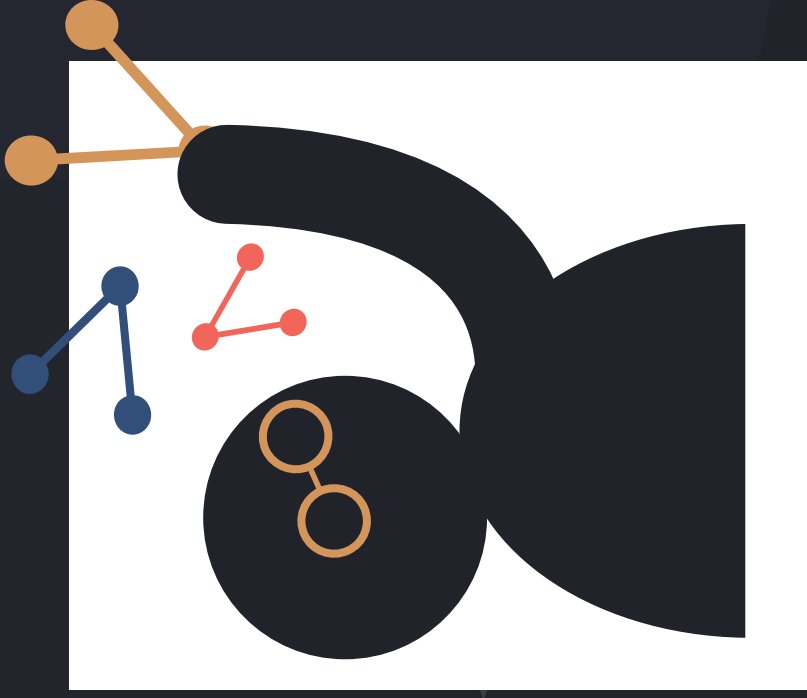


// I got a deal to the bar at the Gansevoort Hotel e-mailed to me. I forwarded it to a bunch of friends and we turned it into a girls night out..//

– Ethnography participant, female

# SELECTIVES

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**"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