



**Says**  
What have we heard them say?  
What can we imagine them saying?



**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

VIRTUAL  
COMMUNITIES

JOB SKILLES

CREATION

SHARING

ENABLEMENT

ONLINE LEARNING

SAYS

THINGS



MICRO BLOGS

INSTANT MESSAGING

INCLUDING BLOGS

NEWS STORIES

MARKETING  
EFFORTS

PSYCHOLOGY  
OF SOCIAL MEDIA



**Does**  
What behavior have we observed?  
What can we imagine them doing?



**Feels**  
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?