






## Top Stories

 Write a response

### Lip Sync battle on Jimmy

🕒 Today 6.30pm



### Best of the Emmy Red Carpet

🕒 Today 4.30pm



Who wore it better?










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# Sharing at the speed of gossip

With a business goal around creating best in class interactions for a celebrity news feed I set out to nail salons and grocery store checkout lines to see how people behave IRL.

After seeing how fleeting the social interactions were as readers browsed images page after page I focused on a quick share interaction that didn't take users away from their news feed.

