



While most people, 80%, feel that they are more outgoing in the presence of people than they are in the shadows of their computers, two out of 10 feel they are more outgoing when they socialize online. With so many opportunities to “like,” “tweet” and “comment” and with so many places to blog, show the world your vacation photos and write about your pet peeves, it is not surprising to see a growing number of people feel they are more outgoing online than in person. And, the internet exposes us to so many more people with whom to communicate, that it does not take a leap of faith to see why some people feel that they are more outgoing online. Marketers, have you found the best interest groups to expose your ads to?

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Sociallogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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