



Sharing is what social media is all about, keeping us connected to people. Almost one in ten people have taken this to the extreme, claiming they share everything online. Are these the people who are responsible for stories and videos going viral and for keeping us in the know? Or, are they sharing too much information? Do their followers stay interested or are they filtering and tuning out the over-sharers? Whose social media postings are you most interested in reading ... from those who share everything or from the 92% who don't?

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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