

MDM4U – Final Project – Plan Phase

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Secondary Source

Side note:

A secondary source will have no variables.

Its purpose is background research.

- You want to find out what an expert has to say about your topic.
- It could also be used to define key terms.
- You could also use this information to provide more information to support your thesis (aka the They Say/I Say statement)

You are allowed to include graphs and charts from this source in your final project – however, they will not count towards your Data or Analysis Phase.

Source:

- Berger, Jonah. Contagious: Why Things Catch On. Simon & Schuster: Toronto, 2013.

How it relates to my topic:

- I am researching social media influencers for my project. Berger’s book is about how you “go viral” on the internet; key influencers should be applying his principles.

Information:

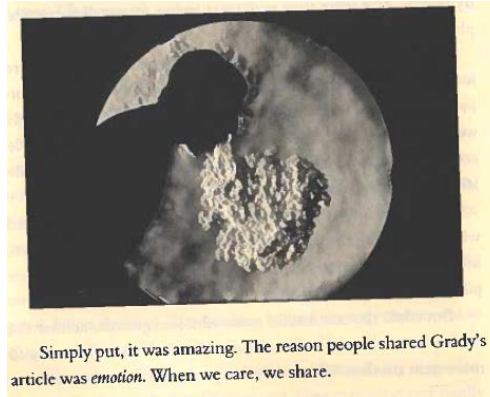
Berger argues that these six characteristics cause information to go viral:

Social Currency	We share things that make us look good
Triggers	Top of mind, tip of tongue
Emotion	When we care, we share
Public	Built to show, built to grow
Practical Value	News you can use
Stories	Information travels under the guise of idle chatter

In my project, I will add these characteristics to my most re-tweeted pictures. I will simply personally rank the pictures yes/no if they fulfil the criteria. Then I can use this in my Venn diagram to calculate the probability of being retweeted with this criteria and without.

This picture of a sneeze is my favourite example in the book. It clearly illustrates the power of emotion (in this case: “wow” and “yuck”).

Earlier that October, she had been scanning an issue of *The New England Journal of Medicine* when she came across a piece entitled “Coughing and Aerosols.” As soon as she saw it she knew the research would be the perfect basis for an article in the *Times*. Some of the piece was pretty technical, with discussions of infectious aerosols and velocity maps. But above all the jargon was a simple image, an image that made Grady decide to write her article.



These two examples about “Triggers” show some interesting analysis techniques that I intend to use with my google trends graphs. Berger’s use of axis is helpful to highlight the data he wants the user to see.

