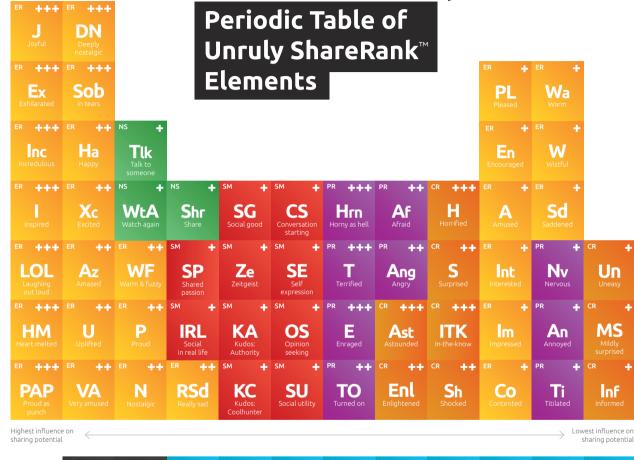
UNRULY

The Periodic Table of Unruly ShareRank Elements is a table which shows the elements which influence the shareability of a video. The elements have been identified using sharing data relating to 430 billion video views and the Unruly ShareRank algorithm, trained using more than 100.000 viewer reactions to videos. It visualises global patterns in factors that influence video shareability, though these patterns are modified by the cultural context of different territories. Unruly ShareRank™ uses modified predictive algorithms for different territories to account for these cultural nuances.

The elements are arranged in groups in order of their influence on shareability, with the most influential placed on the left. The group of video elements with no independent influence on sharing is shown below the main body of the table. Elements in blocks are colour-coded and have similar properties (see key to the right).



Con Cn Sto We Af Na **FPC** Nat Di Pr Contempt No independent influence on sharing potential Sm **FSc** Dis Mu Вг Cel Вь CU **AtP** Am

Blocks

The emotional part of our brain (the limbic system) is primarily responsible for the ways in which we form memories and experience emotions. Emotional response intensity strongly influences video shareability. Videos where surveyed viewers, state a next step intention to either share, watch or talk about them get shared more than videos which do not. Videos that give viewers a social rationale to share them with their networks are more shareable than videos that do not: these motivations are highly personal and hence different social motivations will resonate with different viewers. Motivation The primal part of our brain (the brainstem) controls our vital functions and our 4 instinctive reactions (flight, fight & sex) Primal responses have less impact on shareability than emotional responses. The rational part of our brain (the neocortex) controls cognitive functions such as planning, organization and problem solving, as well as rational reactions. Cognitive responses have less impact on shareability than primal responses. Creative devices (creative attributes of the impact shareability - it's the way they work together to inspire feelings/social motivations that matters. Negative responses, regardless of Negative the strength of the emotion, have no intrinsic influence on shareability. Elements Block

