



# Zarrella's Hierarchy of Contagiousness: The Science, Design, and Engineering of Contagious Ideas

*Dan Zarrella*

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Want to learn how to maximize social media? When to do it, what words to use, who to tweet at? Look no further than *Zarrella's Hierarchy of Contagiousness: The Science, Design and Engineering of Contagious Ideas*. Social media master Dan Zarrella has amassed years of experience helping people negotiate the often mystical place of social media marketing. Now, he has condensed those well-tried ideas into this concise and conversational book. *Zarrella's Hierarchy of Contagiousness* demystifies and deconstructs how social media works, who it benefits and why we all depend upon it to help our good ideas spread.

## Zarrella's Hierarchy of Contagiousness: The Science, Design, and Engineering of Contagious Ideas Details

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## **From Reader Review Zarrella's Hierarchy of Contagiousness: The Science, Design, and Engineering of Contagious Ideas for online ebook**

### **Tathagat Varma says**

It is nice small little book to help deconstruct social media and social marketing directly from the first principle of human evolution.

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### **Janette Fuller says**

Dan Zarrella is a social media scientist. He has spent many years collecting real data from a variety of social media platforms. Mr. Zarrella dispels many myths about the proper ways to use social media marketing to grow your business. He describes three criteria that must be met before someone will spread an idea in any format;

The person must be exposed to your content. This means that numbers count when it comes to followers on Twitter, fans on Facebook and subscribers to your email list.

The person must become aware of your specific piece of content (the idea you want to spread). This means that the person must read your tweet, update or email message. The author shares his findings about the best times to post your ideas and the best/worst words to use.

The person must be motivated by something in order to want to share the idea with his contacts. Mr. Zarrella states that "rare information is power" and you must give your reader a reason to pass along your idea to his friends. The author presents his investigations into what motivates people to spread ideas.

This book will encourage you to take a new look at the way you are using social media platforms to market your business. Mr. Zarrella believes it is time to take social media marketing to the next level and discover what is really working.

Most people will be able to read this book in about an hour. I suggest that you read it all the way through, and then go back and slowly read, highlight and take notes on the the key passages in this book. There is a wealth of information presented here. This little book is a real gem!

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### **Esther Jno-Charles says**

Zarrella's Hierarchy of Contagiousness: The Science, Design, and Engineering of Contagious Ideas by Dan Zarrella is a very helpful book! I highly recommend it!

The book uses research data to "deconstruct how social media works, who it benefits, and why we all depend upon these networks to help our good ideas spread."

It provides excellent yet simple relevant information to expand your knowledge of social media from a scientific perspective. For instance, I learned about a list of the most and least popular words for tweeting

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based on the author's research analysis. That gave me new ideas and an increased confidence that will certainly improve my social media interaction.

It is a great instructional book for people like me still trying to master social media. In fact, that was why I read the book. It came as an unsolicited offer through my email, and I caught the title. I read it immediately because I was already searching for information to help me improve my social media influence and business brand.

The information therein can also help media experts because you can always do better still. There is always room to grow and expand.

I am glad the free offer came unasked! What a gift!

Get the book now! It is free through August 27th on amazon.com.

Thank you!

Esther Jno-Charles

Author: The Talking Palm

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## Sheila says

If you're like me, you've probably written at least one book, or created at least one product that you'd really like to sell. And you've probably heard that the place to do that selling is the internet. You may have heard lots of internet truisms too—join in the conversation, leave comments, make lots of friends, be yourself, etc. But which of these will really produce results?

Dan Zarrella, of the Domino Project, has actually done some experiments—the sort that I'd like to do if I only had the time, plus plenty more I haven't even thought of. Which time of day should you make your post so more people will view it? How important are "views," or would people linking to your post be more useful? If you send a message to all four hundred of your imaginary friends, will they really pass it on?

Some of the suggestions wandering the internet do turn out to be true; others only partially so. This book certainly gives you the knowledge to recognize what questions to ask if you really want your great new idea to be contagious (or even viral). By the end of reading it I know more, but I still don't believe I'll ever find the time to do my own experiments and find what works for the books I'm trying to sell. I don't want to leave it all to luck, but I also don't have the money to invest in having someone else put the right ideas into practice for me. Still, this book's a good start, and as long as it's cheap it's highly recommended.

Disclosure: A friend recommended this to me, knowing I'd like my books to become more contagious and more frequently sold.

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## Ahmad says

**The book tells you what to do, not how to in detail.**

To can get started with the information in this book. But then you need to do your own research after that. The author says in the end that she did not get correct information from previous marketing gurus and felt cheated. Well, the author does not give you step by step guide either.

## Dr. Pete Meyers says

I really enjoy Dan's research on social media and his approach, but like so many of the Domino Project books so far, I just felt this was a long blog post. Granted, I got a free copy, so I can't complain - it's just that I couldn't help feel something was missing at the end. In this particular case, the something missing was actionable advice. There were a few tidbits at the end, but overall I've seen most or all of this data in Dan's presentations, and didn't really get anything more out of it. I really would've liked to have heard Dan's take on next steps and how to put this data to work.

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## Scott says

A great attempt at trying to understand the science behind what makes social media viral. This book contrasts the difference between science vs magic when it comes to predicting the effect of social media.

Heavily favoring the scientific approach, I think the author is right in pointing out the "snake-oil salespeople [whose] success in using social media isn't something repeatable." And I totally agree that most of the time for those who propagate these ideas "It's not the outcome of a process; it's superstition, guessing, and praying."

When talking about how to create effective social media the author compares that process to the search for the causes of, and cures for diseases--basically advances in medicine. This part rang true to me.

At times the author went too far disparaging the "magic" advice circulating around the Internet even when that advice proved right--like the section on being positive.

Even after reading it, as valuable as all the scientific data provided is, I still think the practical advice to be yourself and make friends instead of networking is applicable when establishing a social media presence.

This book is a short, easy read, well worth the time. I wanted to give it 4 stars but left it at 3 because despite all the science I ended the book still wondering exactly what I should do next to enhance my social media presence. There are definitely plenty of tools presented here to get me started, but I need to do more evaluation in order to generate concrete takeaways.

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## Mike says

*This review relates to my second reading of the book.*

A bit short, but it does have some good things in it, even though it's now nine years old. Some things don't change...we just have to apply them!

I'd forgotten I'd read the book, in fact, but highlights in the Kindle copy proved that I had. According to the gmail telling me I'd bought the book, I got it when it was free. Just as well, as it's now selling at US\$10.95, which seems slightly overpriced for a book of its length.

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## **Mscout says**

Another offering from the Domino Project. Not as bad as "Read This before Our Next Meeting", but still pretty simplistic. Nuggets include "if you publish your content when fewer other people are publishing their content yours has a better chance of being noticed than if you ran your content when everyone else was running their content."

If you are the type that really needs someone to distill the message into small, digetible bites (and I think a lot of us find ourselves there from time to time) this is probably the series for you.

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## **Sarah says**

This extended white paper purports to use scientific methods to determine the tools and techniques that make content go viral. And while Zarrella does that, sort of, there are a lot of works and charts and graphs for what boils down to about four simple concepts. And "viral" in this case, isn't what you, as a user of a social networking site, might think it is. Zarrella focuses on return on investment. If your tweet is retweeted 10,000 times but you make no money, sorry Frodo, etc. It's dry, but motivating.

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## **Anita Campbell says**

Dan Zarrella explains what you need in order for others to share your content or message, and even (hope upon hope) turn it a viral sensation.

This book is based on data, and I liked that. The author tells it like it really is. For example, he points out that numbers of social media followers matter. Why do they matter? Well, not because of vanity, so that you can run around crowing how many followers you have. Numbers matter because the more followers you and your networks have, the more people your content or message will be exposed to. That makes sense and mathematically you can buy into a point like that.

This is a short book. You can read it in under 2 hours. As a business tool, a short book is ideal. You get the author's point quickly. And you can read it electronically on a train or plane, while killing time in a doctor's waiting room, or over lunch. And you'll be improving your online marketing strategies just by finding time that otherwise you might fritter away.

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## **Jared Dees says**

I actually read this entire book on my iPhone during two lunch hours. If you have heard a presentation or webinar by Dan Zarrella then you won't find much new here. If it is your first time, then there are plenty of practical take aways. I would have liked to see more data from people with smaller social media accounts and blogs to get s better idea of what works for the people in small niche markets.

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## Jeff Raymond says

As I continue to plow through the Domino Project books...

This one is mostly about how the spread of information in social media works. There's actually a lot of good information in here - Zarrella's captured a lot of information about how the spread of information is working these days, and it's a pretty useful piece if you care about your footprint in the meta discussion. How much this stuff shifts over a short time frame is another story, and it would be interesting to see a follow-up as time goes on.

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## Aaron Goldfarb says

BLOWN AWAY. As someone obsessed with "viralness" and how ideas spread, Dan's book was like stealing someone's private diary and learning all sorts of things you're never supposed to know! Of course, said "diary" was written by THE social media scientist par excellence. Utter brilliance. I read it two times in a row, back-to-back, here on Hurricane Irene Saturday.

Thanks to Dan for doing all the statistical leg work and then sharing it with us.

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## Roland says

Zarrella's Hierarchy of Contagiousness is a great book for any entrepreneur/small business owner to read as it offers great insights into using social media to reach consumers. Believe it or not, there is a science to using Facebook, Twitter, LinkedIn, FourSquare, etc, and Dan Zarrella offers his expert opinion on these matters. Whether you like it or not, social media is very important in today's business world. Therefore, entrepreneurs and business people need to read this book to learn the best ways to utilize the various social media vehicles to get a better response from existing and potential customers. The good thing about this book is that you don't have to be a business person to benefit from its missives. Anyone could benefit from knowing the best time to post a status update on Facebook or when to recommend a newspaper article for your followers to read. Dan Zarrella uses empirical evidence to make his points which only make this very quick read better. I believe I finished this book within an hour, so if you have some time I definitely recommend reading this book.

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