

Value	Blogs	Behavioral Residue	Game Mechanics	Status Symbols
Promotional Value	Emotions	Tumblr	Sharing	Cervix
Speculum	Topics	FREE	Videos	Connected
Sermo	MonseL'S Solution	Tracking	Doximity	Novelty
Talkers	Papanicolaou	Social Proof	Top-Of-Mind	Social Transmission

Imitation	Tracking	Monsel'S Solution	Habitats	Public Visibility
Novelty	Groundswell	Contagious	Delicious	Scarcity
Prospect Theory	Practical Value	FREE	Cin	Customer Service
Stumbleupon	Listicle	Connected	Network Marketing	Tumblr
Cervix	Videos	Triggers	Cervical Cytology	Sermo

Status Symbols	Psychology	Colposcopy	Motivation	Remarkability
Triggers	Opinion Leaders	Prospect Theory	Endocervix	Giveaways
Social Media	Vine	FREE	Stumbleupon	Speculum
Snapchat	Targeting	Contagious	Digg	Emotions
Social Proof	Reddit	Buzz	Listicle	Amazement