

Why we like to narrate stories to others

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The Times of India:

[People](#) often share stories, news, and [information](#) with the people around them. Now, a new study has found that why is certain content shared more than others and what drives people to share.

According to Jonah Berger, the [sharing](#) of stories or information may be driven in part by arousal. When people are physiologically aroused, whether due to emotional stimuli or otherwise, the autonomic nervous is activated, which then boosts social transmission. Simply put, evoking certain emotions can help increase the chance a message is shared.

Read more: [The Times of India](#)