

ID #: \_\_\_\_\_ (4-digit number)  
See Instructions Below

**"Total Interactions and WOM Episodes Worksheet"**

Word-of-Mouth Communication Study  
Northeastern University

Total Interactions	Sample	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Strangers								
Acquaintances	⓪							
Friends								
Best Friends	0							
Romantic Partners/ Spouses								
Relatives								
Co-Workers	⓪							

**Instructions:** For more accurate results carry this sheet with you and record the number of interactions throughout the day, not just at the end.

For the next seven days, use this sheet to record the total number of interactions and word-of-mouth (WOM) episodes you had throughout the day with each different relationship type (stranger, friend, etc.; if the person is both a co-worker and a friend, choose the relationship type that is more meaningful to you).

**Place a tick mark for each interaction\* you have. Circle the tick mark if the conversation was, or included, a WOM episode\*\*.**

NOTE: You should count the number of *interactions* you have, *not people* you talk with. For example, if you had three distinct interactions with one friend, then include three marks in the "Friends" box for that day. If you had two distinct interactions each with two different acquaintances, include four marks in the "Acquaintances" box for that day. A "0" means you had no interactions with a person in the relational category.

**For at least two (2) of these WOM episodes, complete the more detailed "WOM Communication Log" at <http://www.wom-study.org> as soon as possible after the WOM episode.**

**After the 7 days, visit <http://www.wom-study.org> to fill in the "Total Interactions & WOM Episodes" survey.**

\* An interaction is defined as any talk with another person that you consider meaningful, including "talk for talk's sake," asking/receiving information, talking at a social gathering, or talk to become better acquainted or to resolve differences. It would not include ritualized exchanges of hi and bye made in passing.

\*\* Word-of-mouth (WOM) is defined as informal communication, positive or negative, about characteristics of an organization and/or a brand, product, or service. A "WOM Episode" is defined as a conversation (or portion of a longer conversation) that includes positive or negative talk about a brand, product, or service.