Reactions and Wants of the Listener

A
Reacts unemotionally:
Wants precise facts and wants to know WHAT?

B
Reacts cautiously:
Requires neatness and punctuality
Wants to know HOW?

C
Reacts with emotion:
Needs to feel enthusiasm and belonging
Wants to know WHO?

D
Reacts spontaneously:
Prefers concepts
Wants to know WHY?