

Many app features are linked to features of human psychology Match each feature with the weakness it exploits by writing the correct letter in the blank below. Some letters will be used more than once!

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| 1. Notifications _____ | |
| 2. Pull-to-refresh _____ | |
| 3. Snapchat streaks _____ | |
| 4. Autoplay of next video _____ | |
| 5. Likes & follower counts _____ | |
| 6. Disappearing 24-hour Stories _____ | |
| 7. Infinite scroll (the feed never ends) _____ | |
| 8. The feeling that everyone else is on social media and you are missing out if you don't check in regularly _____ | |
| 9. The algorithmic "For You" feed is mostly meh or disappointing but then there's something really funny or important you're SO glad you saw _____ | |
| 10. Logging out or turning off notifications requires navigating 5 menus deep, but opening the app to scroll is easy _____ | |
- A) NO STOP CUE: we need an "edge" to know when we're done
- B) SLOT MACHINE: unpredictable rewards are more powerful and can be addictive
- C) SOCIAL: we care deeply about approval from others and being included
- D) LOSS AVOIDANCE: losing something we already have hurts more than not gaining something
- E) EASY IN, HARD OUT: we stick with defaults; we tend to dodge things that require extra work

Tools for good and bad: how could these features of human psychology be used for different goals?

Sumi wants to learn a foreign language. Which of these features would you recommend to help her practice daily?

Peter started online sports betting and is now in debt. He wants to stop gambling but he keeps placing bets. Which of these features is likely the strongest one pulling pulling him back?

Juan wants to go running each morning. Which of these features would you recommend to help him establish the habit of daily exercise?

Avery spends 3 to 4 hours a day on Instagram and Tiktok. Her grades in school are suffering and she isn't getting enough sleep. What habits or rules could she set to be sure she has time to sleep and study?