DO COMPANIES HIJACK OUR MINDS?
DIALOGUE WITH TRISTAN HARRIS

According to Tristan Harris,

ADDICTIVE DESIGN = $$$

People have psychological vulnerabilities that are based on their subconscious part. Tech companies use design to exploit these vulnerabilities in order to secretly force you to spend more time in their apps so they would get more money from ads.

The question about influence of technologies doesn't have an unambiguous answer. In this essay we're going to discuss both evidences that fit and contradict with Harris's claims. Mixed evidence will prove our claim.

WHILE SOME OF THE HIJACKS DO WORK, WE NEED MORE RESEARCH TO GET A CLEAR CONCLUSION.

SUPPORTING CLAIM – WHY TINDER IS SO ADDICTIVE?

It's a Match!

You and Timas have liked each other.

💬 Send Message

📑 Keep Playing
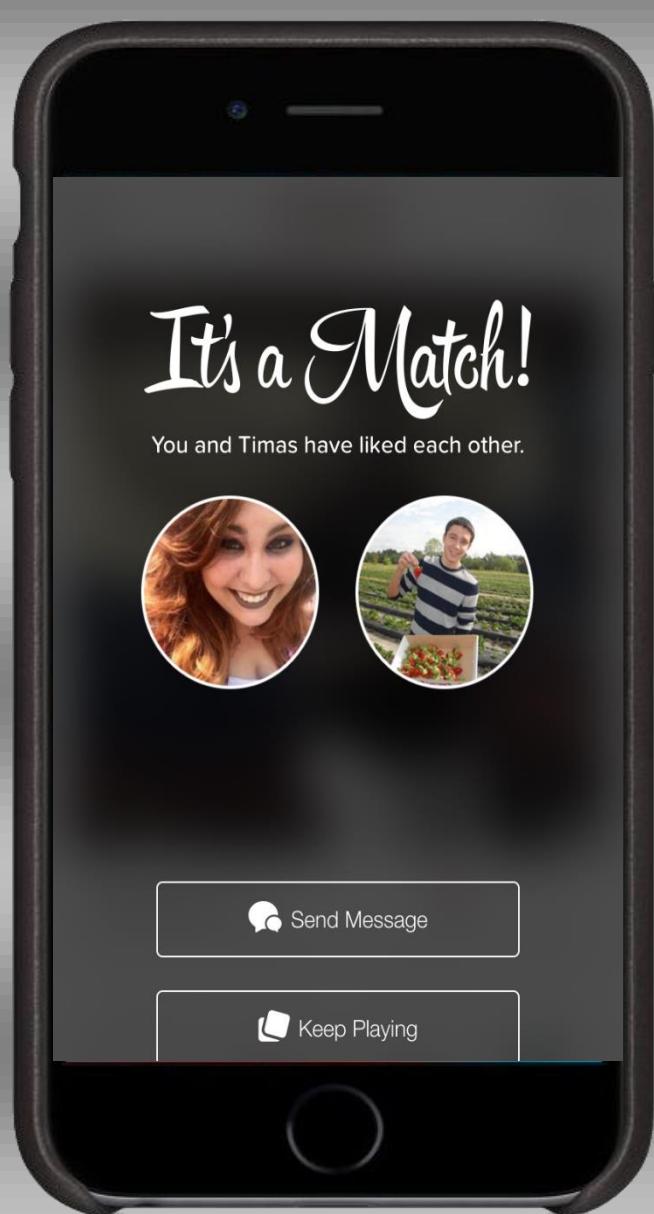
EVERYONE WANTS TO BE CHOSEN

It is normal for people to want to be chosen. We want to be unique and want to be better to attract others. Tinder is an app that gives you an opportunity to find your partner, in other words – to be chosen. You think that you are just a great one! And people want to feel it.

ADDICTION TO LIKES

After some days you like other people just for getting like from them. It is often said that by users that they like not for finding a partner – just for fun. In fact, they want to make sure that they are attractive.

CAN'T LIVE WITHOUT THE APP

You're becoming addicted to the app and to the attention of people. You buy Tinder Gold in order to see the ones who liked you. Tinder is your life. Your life is Tinder.

CLAIM AGAINST – WHY "FOOT IN THE DOOR" DOESN'T WORK?

Harris claims that tech companies make it harder for people to estimate the time they would spend clicking the link. So, if people knew true time cost, they wouldn't click and would spend less time at their phones/computers.

But people tend to adapt. So, we adjust our expectations of clicking these types of links. When I see a survey like this, I expect that it won't end on the first question and so estimate time differently. Also, we shouldn't underestimate the power of the "close" button. You won't lose anything if you just close the survey while company will lose everything. So, the companies can't really exploit you this way because you're the one who decide how to spend next 15 minutes.

How would you rate us overall?
⚪⚪⚪⚪⚪ ➤ **Begin Review**

best hotel options in Beantown.

Would you still click?

How would you rate us overall?
⚪⚪⚪⚪⚪ ➤ **Spend 15 mins on 3 page review**

How would you rate us overall?
⚪⚪⚪⚪⚪ ➤ **Begin Review**

best hotel options in Beantown.

How would you rate us overall?
⚪⚪⚪⚪⚪ ➤ **No more than 5 questions or I'll leave**
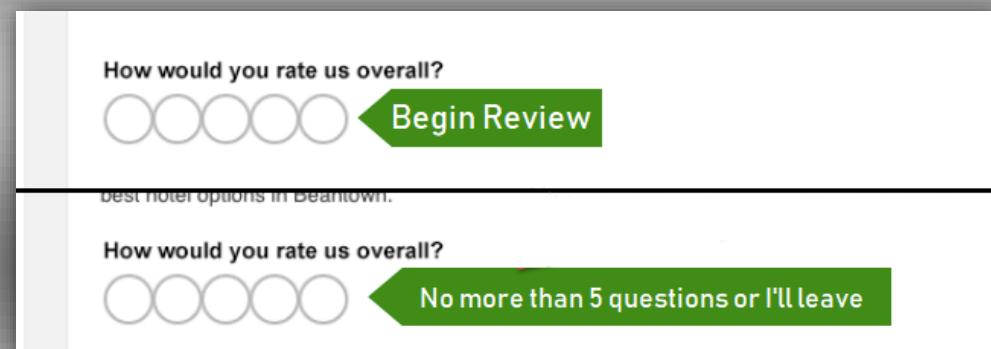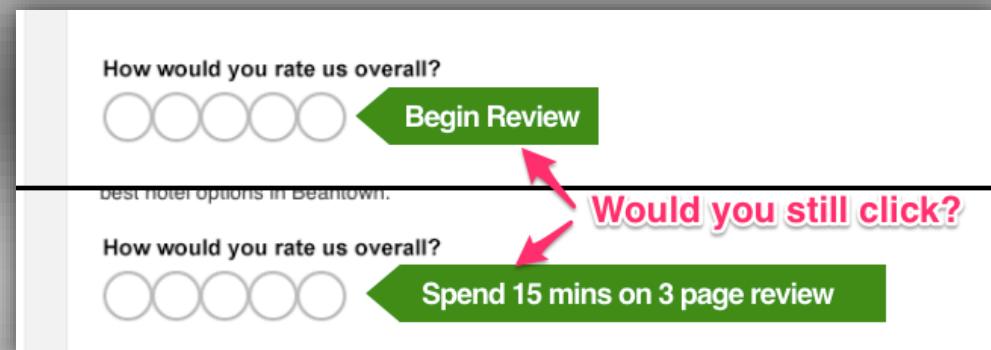
MIXED CLAIM – NOT ALL APPS ARE MADE ENDLESS

Usually, apps are designed to be infinite and endless. Constant scrolling makes people happier. It is like being in a casino: you drag the handle of the slot machine and get some dopamine. But there are no constraints on the amount of these drags => you do this for hours.

But Instagram is little bit different from usual. It has special block in the feed that shows the end of your feed. But it has still no end, because it offers you post based on previously seen posts.

So, you interrupt your scrolling for a moment.

Then only you make the decision:

- **keep scrolling "recommended" section**
- **stop scrolling at all**

USER DECIDES WHAT TO DO NOT THE APP

The end of a personal feed, but it can be continued…
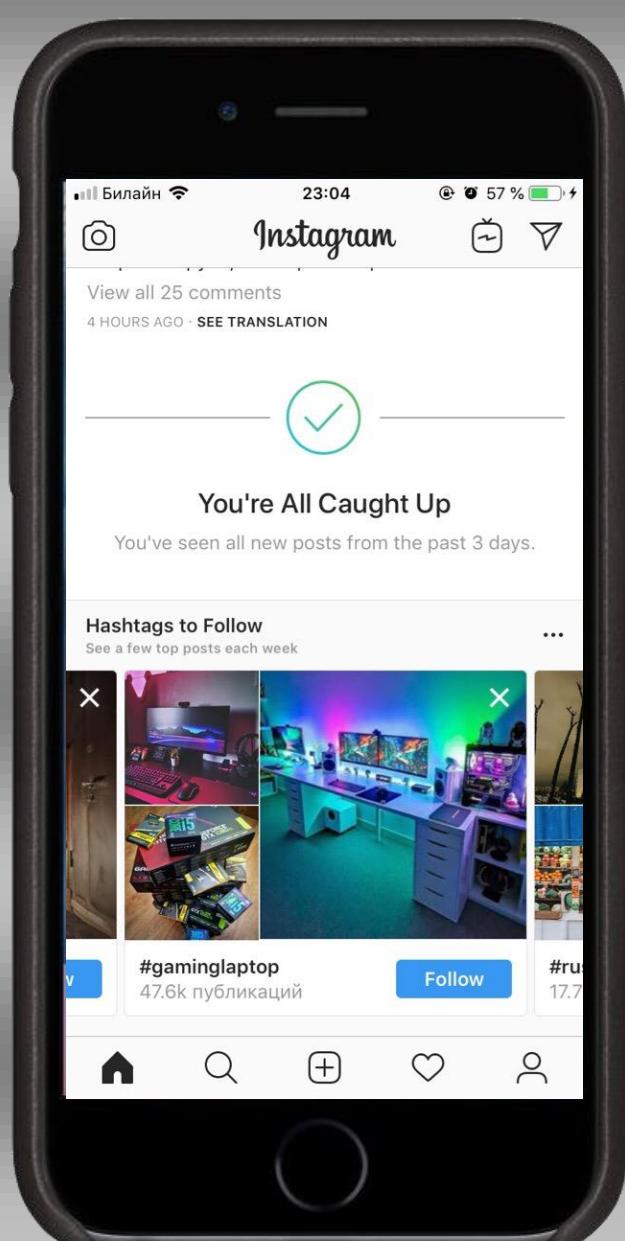
ONLY TIME WILL TELL WHO WILL WIN THE BATTLE