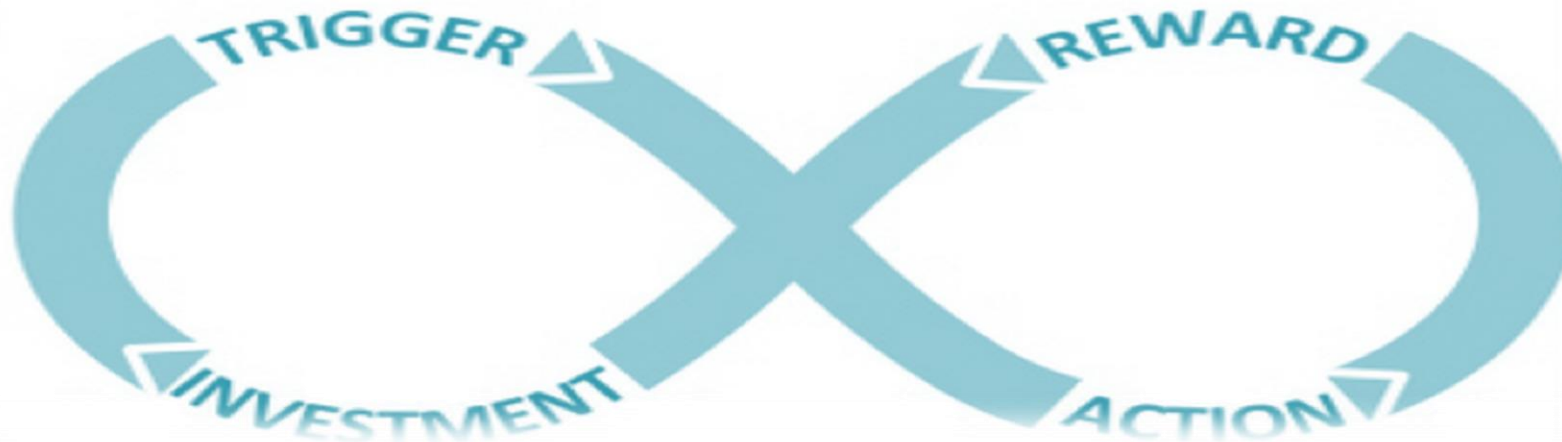


79 percent of
smartphone owners
check their device
within 15 minutes of
waking up every
morning





*On an average a
person unlock there
smartphones **110**
times a day*





BUT WHY?



But why are we so **hooked**?

Well the big companies like Facebook , Google etc. are the master of human psychology and uses **The hook model** .

TRIGGER: When you are enjoying an event in your life , what do you normally do? Don't you share pictures on Facebook or Instagram? When you are curious you turn to google . These all are internal triggers which comes from within you because its in your habit. There are also external triggers including notification and ads.

ACTION: Okay so you got the trigger and you want to start chatting with your friends but will you be the same excited with so many OTPs and verification during signup? And that's how apps like WhatsApp stood out by making a simple platform. "Easy action=Good Result" is the principle.



REWARD: When you open Facebook you get posts of your liking and when you scroll further you find variety of stuffs which gets you engaged to keep guessing what comes next and you end up scrolling for hours .Another example includes your urge to not have that one unread email in your Gmail inbox.

INVESTMENT: If I tell you to delete your Instagram account and give you a valid reason, you probably won't right? Why? Because you got many followers? That's what the companies want. That's why when you create your account they give friend suggestions . They want to make you invest time and effort in it .Which gets you **hooked**.