Section 50 explores the goal-gradient effect, the concept that the more a person has done to achieving a goal, the more the person will actively engage in achieving it. The section talked about two scenarios to illustrate the concept, person A has a card with 10 empty stamp boxes that need to be filled to get a drink, and person B has a card with 12 stamp boxes with two of the boxes already stamped. Both cards require 10 more stamps till the drink reward can be achieved. Which person is more likely to actively pursue getting the rest of the stamps? The answer is person B. I think it’s rather clear how this can be affectively used in web design. The question I have is whether or not a person can be given a card with 12 stamp slots with two stamps already in it (the person did not achieve the stamps but got the card with stamps already on it) and still be more motivated than receiving a card with 10 empty stamp slots. This seems to be the case in this example, “Studies have shown that the goal gradient effect has a powerful effect on social motivation. For instance, a recent study has shown that people are more likely to pitch in as charitable campaigns approach their goals. This is because they feel a greater degree of perceived impact and a heightened level of satisfaction in donating at a later stage.”

Section 52 explores the concept of dopamine as the “wanting” part of the brain as opposed to the “pleasure” part of the brain. The “wanting” encourages searching, the “pleasure” lets you know the searching is done. I think the internet has done a great job of turning on the “wanting” right after the “pleasure”. I find myself watching one interesting video after another and I think it has to do with the list of suggested videos that tend to appear at the right of the video. Reading the titles of those other videos triggers the “wanting” in my brain and causes me to take action to seek the satisfaction. The optimization algorithms ensure that the videos that are suggested will cause me to want to learn more.

<https://www.coglode.com/research/goal-gradient-effect>