

## Hooked Principles Summary

The Hooked model, developed by Nir Eyal, is a framework for designing products that create long-term user engagement. It consists of four stages: Trigger, Action, Reward, and Investment. These stages form a loop that encourages users to repeat their behavior.

1. **Trigger:** This is an internal state or external stimulus that sets off a desire. It could be a notification, a specific time of day, or a particular emotion.
2. **Action:** This is the behavior that the product encourages. It's the core activity that users perform.
3. **Reward:** This is what users gain from taking the action. It could be satisfaction, progress, or social recognition.
4. **Investment:** This is how users invest in the product or behavior. It could be **time, effort, or emotional connection**.

The key to creating a strong Hook is to make each stage more appealing than the last, encouraging users to repeat the cycle. The model aims to understand human psychology and leverage it to create engaging products.

This model is particularly useful for designing addictive products like social media apps, games, and other digital services that aim to keep users engaged for extended periods.

### Example Application: Instagram's Hooked Model

Instagram is an excellent example of a product that effectively implements the Hooked model. Let's break down how Instagram uses each part of the Hooked model:

#### Trigger Stage

Instagram uses several triggers to encourage user engagement:

- Notifications: Users receive push notifications when they have new followers, likes, or comments.
- Time-based triggers: Instagram knows when users are most active and may show more engaging content during these times.
- Emotional triggers: Instagram uses AI to understand users' emotions and serve content/reels that matches their mood.

## **Action Stage**

The primary action encouraged by Instagram is scrolling through feeds and interacting with posts. Users can:

- Scroll through photos and videos
- Like posts
- Comment on posts
- Share posts
- Send direct messages

It is a very addicting part of Instagram, I spent at least 2 hours a day doom scrolling through reels.

## **Reward Stage**

Instagram provides various rewards for these actions:

- Social validation: Likes and comments provide immediate social feedback.
- Entertainment: Users find enjoyment in scrolling through visually appealing content.
- Progression: Users can see their follower count grow over time.
- Curiosity: The infinite scroll feature keeps users engaged as they see more content.

## **Investment Stage**

Instagram encourages users to invest in the platform through various means:

- Time investment: Users spend hours scrolling through feeds.
- Effort investment: Some users curate their profiles by posting high-quality photos.
- Emotional investment: Users may feel connected to their followers and the community.
- Data investment: Instagram collects extensive data on users' preferences and behavior.

Instagram's effective use of the Hooked model keeps users engaged for extended periods, making it one of the most popular social media platforms.

This example demonstrates how real-world applications can leverage psychological principles to create engaging user experiences, aligning with the Hooked model's goals of understanding human psychology and designing products that encourage repeat behavior.

## References

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