A large, colorful Tibetan Buddhist sand mandala depicting the wheel of samsara, surrounded by five lions' heads.

Samsara

Five Basic

User

Engagement
Techniques

Dark Pattern

Helps user **to make the right choice.**

Example: cookies consent screen



Laura, 8



Mimi, 5



Daizy, 6



Darlin, 3



Rido, 1 Pro



Bunny, 1 Pro



Consent to Cookies

We use cookies to offer you better user experience, personalize content, provide social media features and analyze traffic. Read about how we use cookies and how you can control them in our Privacy Policy.

Settings

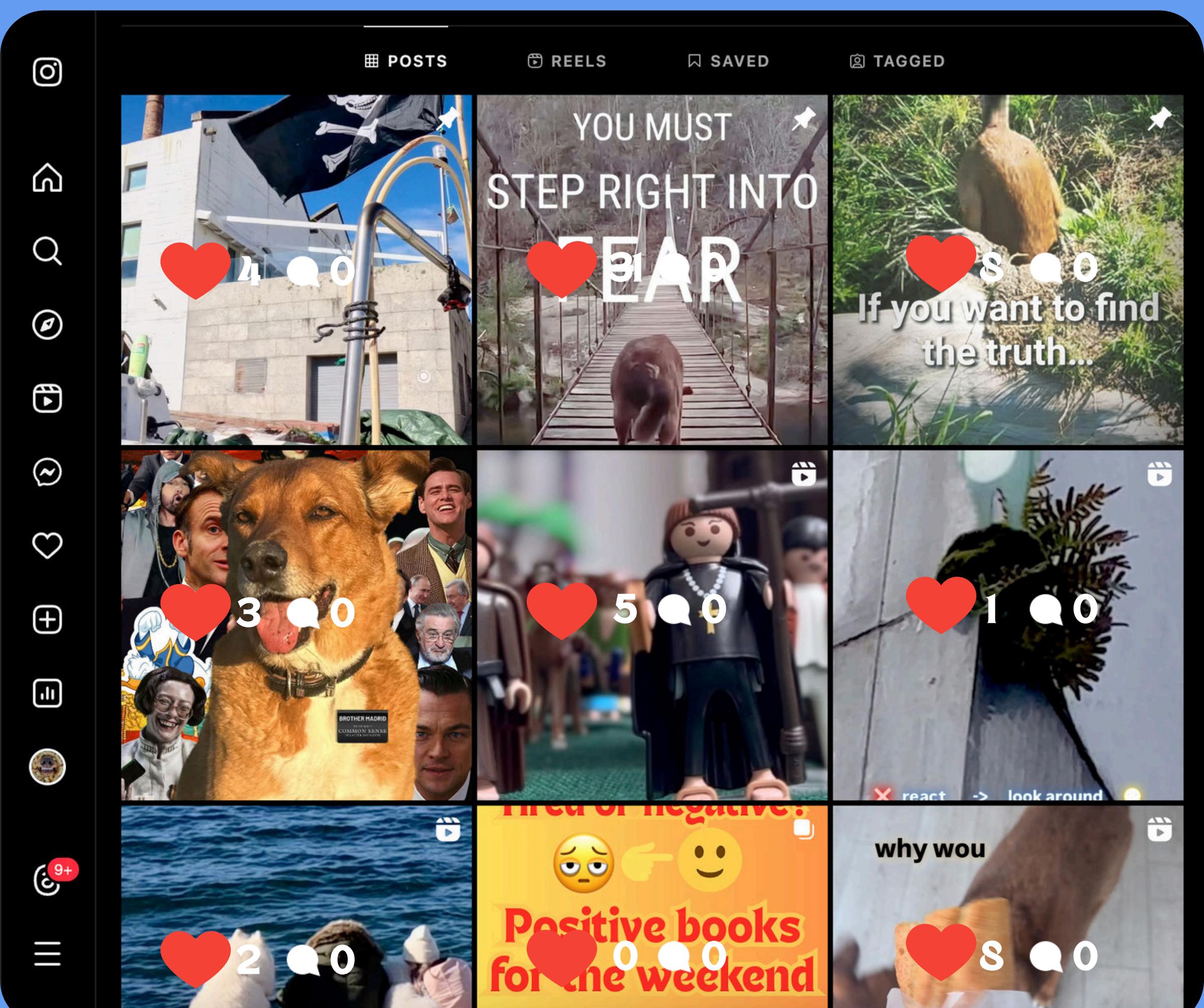
Accept all

Privacy notice

Operant Conditioning

Helps user to understand **what is important to do and how.**

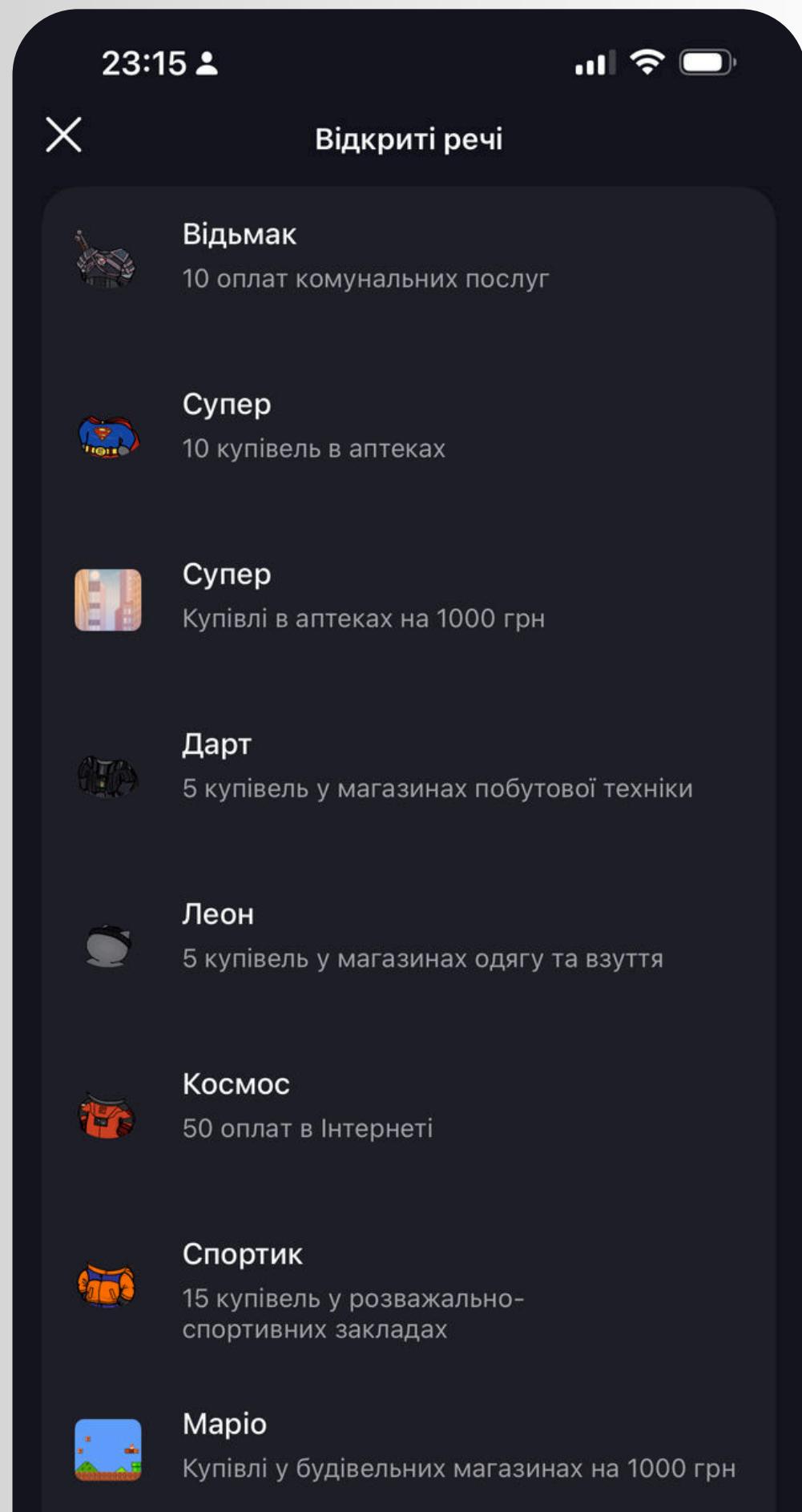
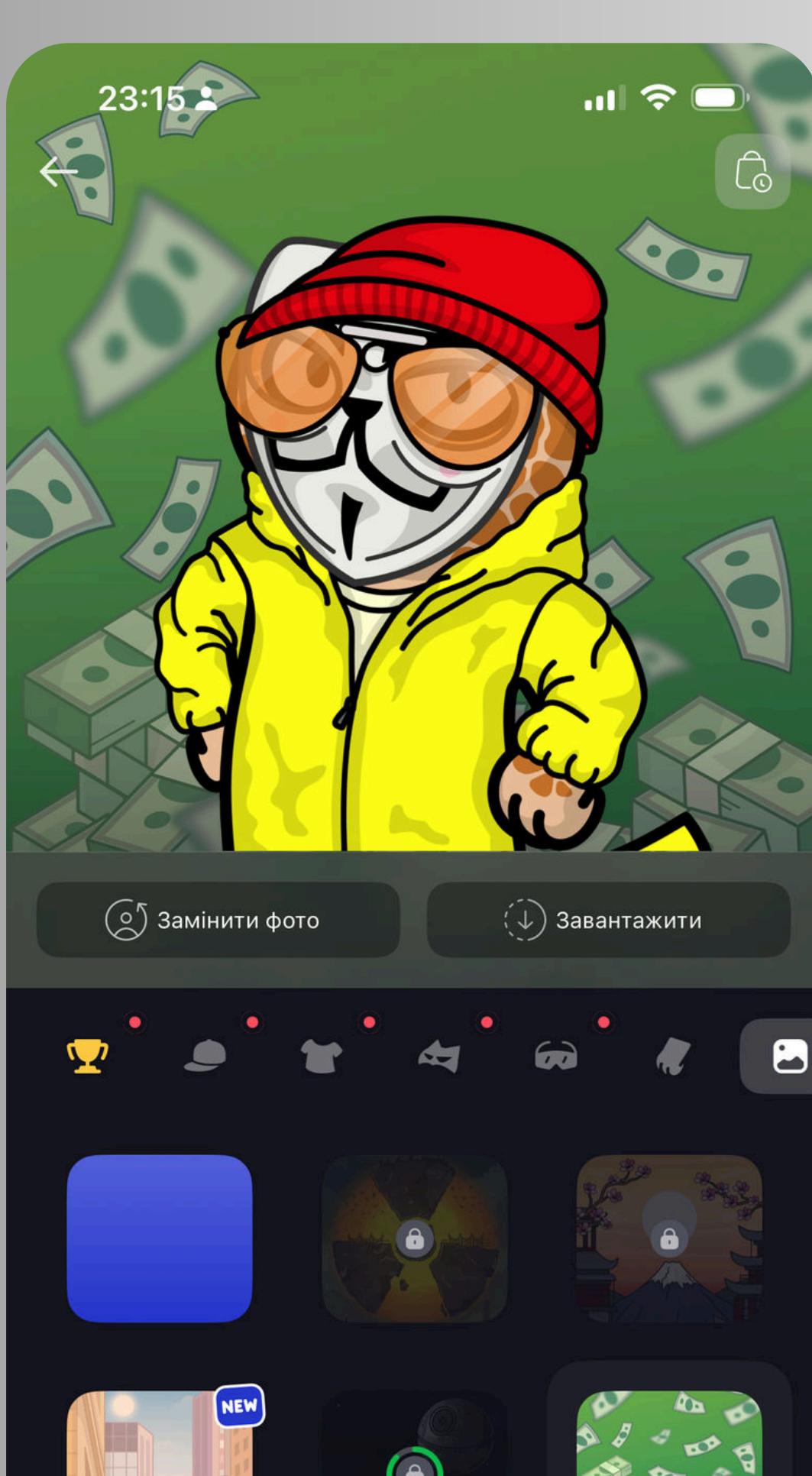
Example: better posts receive more likes



Ludic Loop

Helps user **not to forget the value product brings.**

Example: instant reward after paying by credit card



Spectacle (Guy Debord)

Helps user **to keep focus on the goal.**

Example: any news feed that brings a sense of connection with reality



Expert reveals reasons why 90% of Americans don't sleep through the night

min read



Tom Cruise breaks silence on co-star Val Kilmer's death with emotional tribute

3 min read

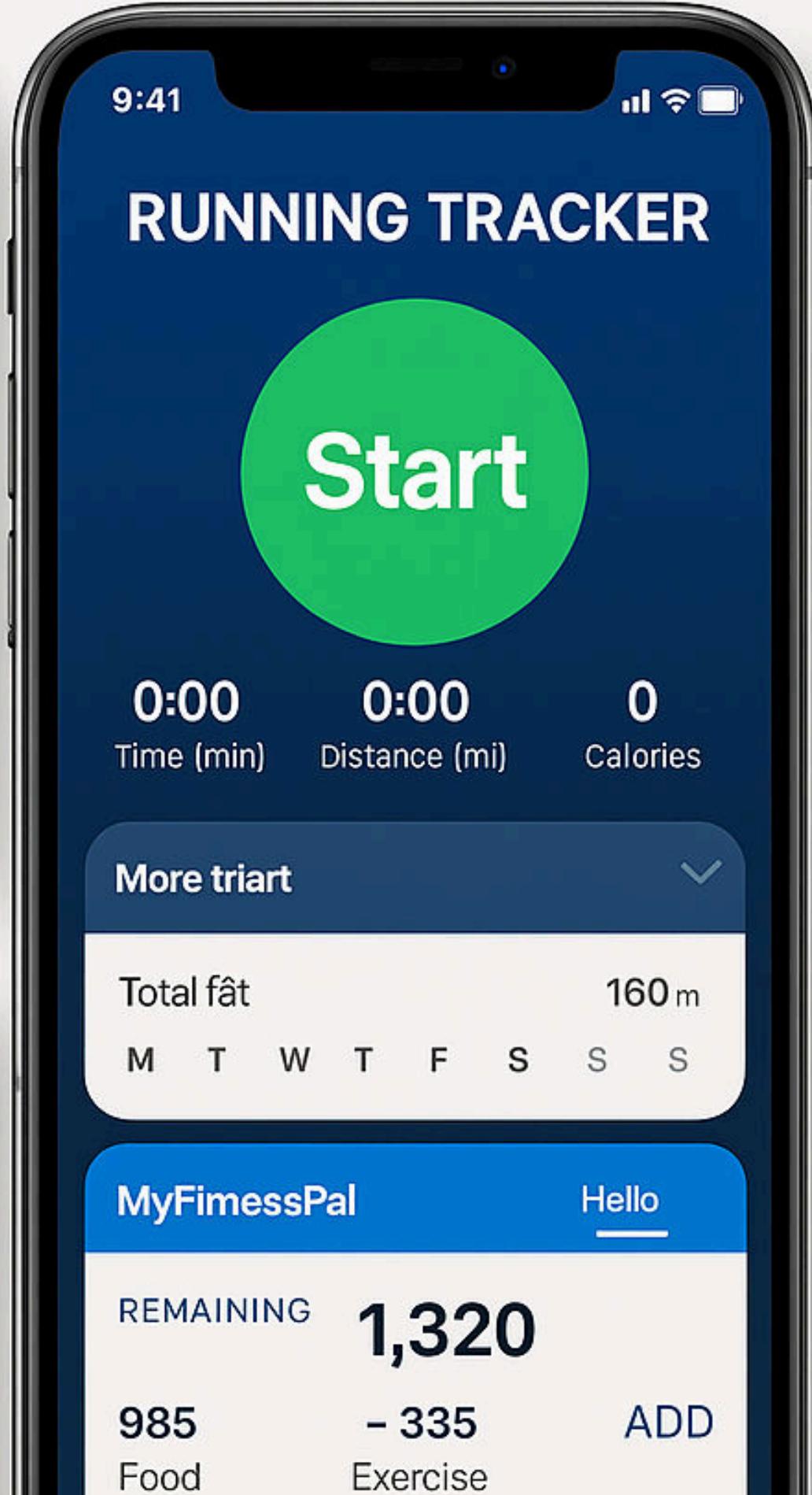


Whoopi Goldberg signs off 'The View' by rallying the movement resisting Trump

- 'Remember, the resistance is real. We're not alone'

Displacement Activity

Helps user **to develop and grow.**
Example: any mindfulness & wellness application



Wanna exit?

BROTHER MADRID
THE CHURCH OF
COMMON SENSE
OF LATTER-DAY SAINTS

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