69. The Brain Responds Uniquely to People You Know Personally

The text describes that people you know activate the social part of your brain more so than the people you don’t know. Even if you have more in common with a stranger, your brain is more likely to react to a friend/family member with whom you have little in common with.

From a web developer perspective, you would want to encourage your users to bring their friends and family online to your website. They are more likely to visit the web application throughout the day if their kin/friends are also enjoying the site. Sites like reddit, connects strangers together with common interest. For example, if a new episode of your favorite show just aired, you may want to talk or view on what other people are saying. It’s a great technique that keeps the website filled with users.

70. Laughter Bonds People Together

Laughter bonding human beings is a common activity that we all share. Humans can usually tell when laughter isn’t genuine, but something I recently discovered is that when you lower your barrier for laughter, it is easier to connect to people. This isn’t the same as laughing at joke to be polite. It is being less serious and enjoying a laugh with friends because it can be funny. A bit hard to explain, but if you lower your filter on what you find funny, others will find it easier to connect to you.

I, for example, come off as a serious person. To some, I can seem cold or disinterested in what they have to say. Fortunately, this is far from the truth and my filter on what I would laugh at was higher. With practice I began laughing at the smaller things in order to come off as more personal. It works by watching funny content, and even laughing at everyday events. Eventually, many people will recognize that this as genuine connection (which it is!).