53: Unpredictability Keeps People Searching

I really liked this topic as it relates to design. In the book it mentions the dopamine system of our brains and that is also known as our reward system. There is a sense of obviousness to this and one doesn’t need to look much further than almost every social media app. When we use these apps we are feeding our brains an incredible amount of unpredictability even if we don’t see it right away. The most obvious spot is any type of feed. You can scroll realistically forever it feels like and with each new swipe there is a new stimulus. Sometimes these are positive ones and sometimes these are negative ones. An interesting thing to note is that some social media apps throw us things we will disagree with based off of tons of data and this is because we are more likely to engage with it. This seems counter intuitive, but one doesn’t need to look much further than the infamous feuds that get created on say a political post. This in and of itself is a form of unpredictability as well and it is obvious we are very driven by this unpredictability.