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 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.

60: Forming Or Changing A Habit Is Easier Than You Think

At first glance this topic seemed to be a bit harder to believe. The world is filled with people that have bad habits, both conscious and unconscious. I think it is also important to separate out addictions. I also think it is good to point out that many habits are both positive and productive as the book mentions things like, brushing teeth or washing your hair. I think where things get tricky is making a habit that may be unconscious, say biting your fingernails to something that is conscious. Once one is aware it becomes a bit easier to address and potentially fix a problem if need be. When it comes to design, many apps have auditory cues if a message comes through. This can help aid in, hopefully a positive habit of checking important things.