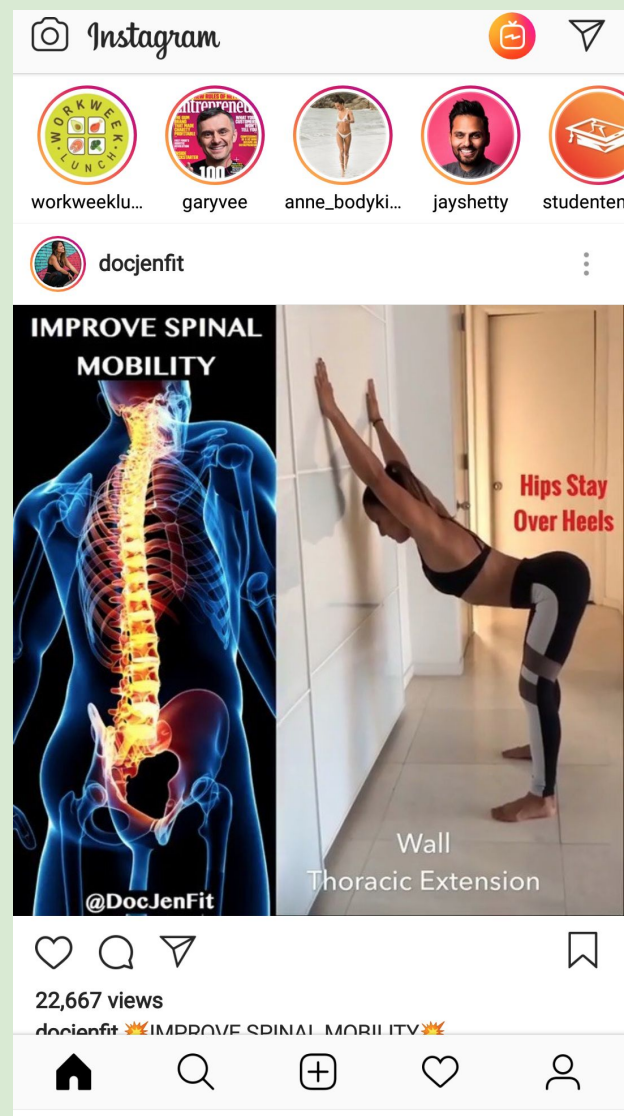


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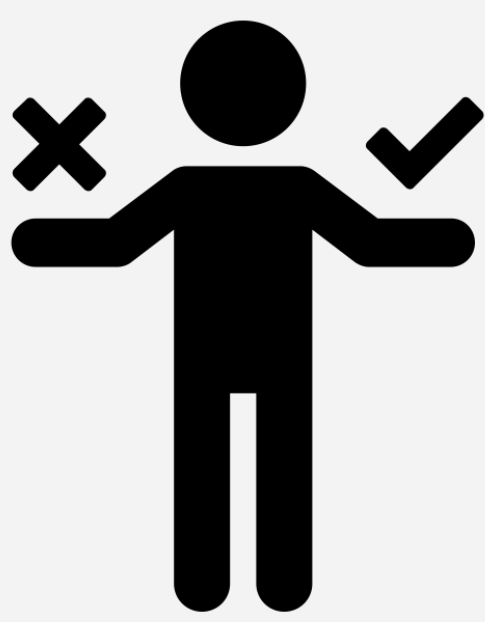
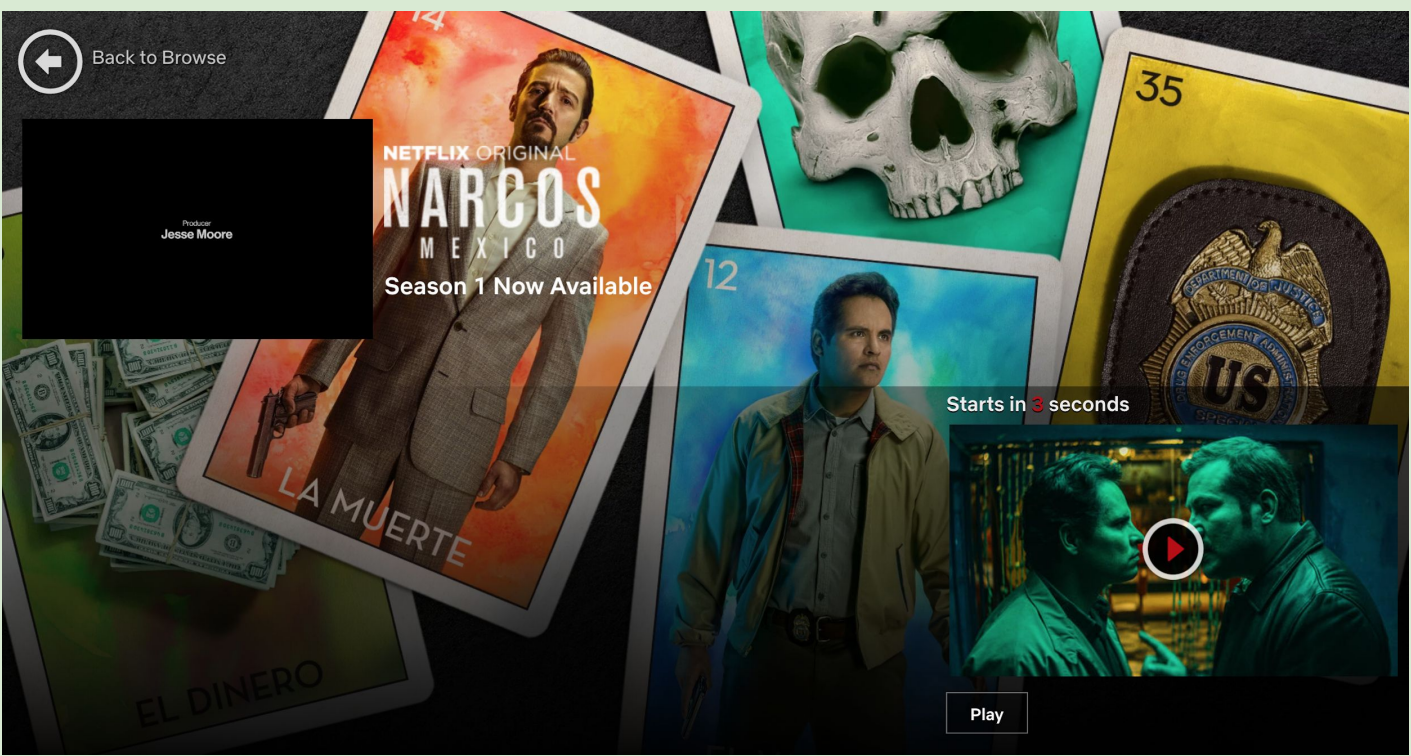
# AI powered Design undermines users' free will

We can't look away from the infinite, AI powered feeds with their personalised content.



Design patterns such as *autoplay* keep us hooked. But at what cost?

Netflix CEO Reed Hastings:  
"You get a show or a movie you're really dying to watch, and you end up staying up late at night, so we actually compete with sleep... and we're winning!"



## How is our agency undermined?

Choice environment is manipulated and exploits the vulnerabilities of human psychology.



## How does this affect us?

- Freedom of choice
- Value of experiences & relationships
- Efficiency: Wasting time
- Harmful for mental health



## Business model

Advertisement revenue is optimized by maximizing screentime.



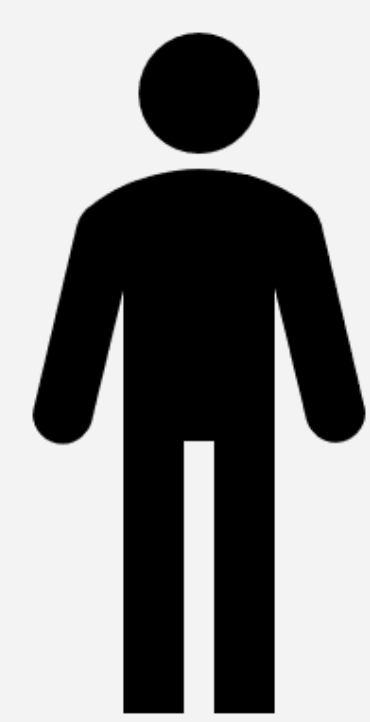
## Attention economy

The users' time is a resource that businesses compete for.



## Design Strategy

The behavioural design is meant to keep us hooked and return to the online services.



## Individual solutions

- Switch phone screen to grayscale
- Restrict notifications to "real people"
- Measure and limit time spent
- Hide or remove time-sucking apps

## Apps that can help:



Thrive



Flipd



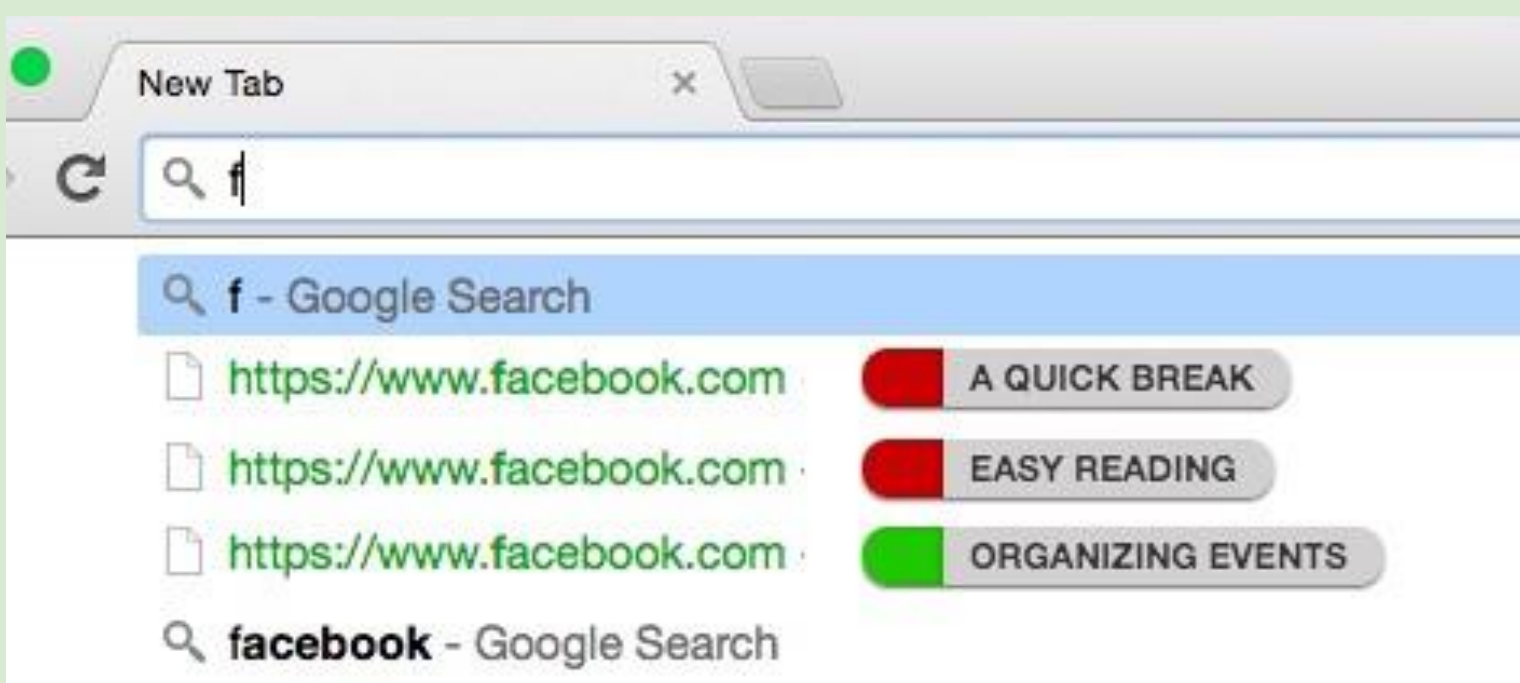
Moment



## Systematic solutions

- Raise awareness to the public
- Educate designers
- Promote responsible design with businesses
- Certificate humane design

What if technology helped us make decisions aligned with our values?



**Learn more:**  
**Centre for Humane Technology**

<http://humanetech.com/>