Mind Hijack

E a responsabilidade das empresas.
Positive and negative impacts of cell phones

% of adult cell owners who say that their mobile phone has...

- Made it easier to stay in touch with the people you care about: 65% (A lot), 17% (Some), 11% (Only a little), 6% (Not at all)
- Made it easier to plan and schedule your daily routine: 28% (A lot), 19% (Some), 20% (Only a little), 32% (Not at all)
- Made it easier to be productive while you are doing things like sitting in traffic, waiting in line, or doing chores: 26% (A lot), 22% (Some), 21% (Only a little), 31% (Not at all)
- Made it harder to forget about work at home or on the weekends: 9% (A lot), 10% (Some), 15% (Only a little), 64% (Not at all)
- Made it harder to give people your undivided attention: 7% (A lot), 14% (Some), 26% (Only a little), 53% (Not at all)
- Made it harder to focus on a single task without being distracted: 7% (A lot), 12% (Some), 24% (Only a little), 57% (Not at all)

Source: Pew Research Center’s Internet & American Life Project, March 15-April 3, 2012 Tracking survey. N=2,254 adults ages 18 and older, including 903 interviews conducted on respondent’s cell phone. Margin of error is +/-2.6 percentage points based on cell phone owners (n=1954).
“It’s easier to fool people than to convince them that they’ve been fooled.”

- Autor desconhecido.
Tristan Harris

- Ex-Google Design Ethicist
- CEO of Apture
- Philosopher

“How Technology is Hijacking Your Mind—from a Magician and Google Design Ethicist”
Hijack #1

“If you control the menu, you control the choices”.
Hijack #2

“How many likes did I get??”

“Put a slot machine in a billion pockets”.

Hijack #3

“I never sleep because I am afraid of missing out on something beautiful.”

“Fear Of Missing Out (FOMO).”
Hijacks #4 e #5

“Social approval and Social reciprocity”.

owlurd.com
Hijack #6

“Bottomless bowls, infinite feeds, and autoplay”.
Hijack #7

“Instant interruption vs. ‘Respectful’ delivery”.
Hijack #8

“Bundling your reasons with their reasons”.
Hijack #9

“Inconvenient choices”.

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Hijack #10

“Forecasting errors, ‘Foot in the door’ strategies”.
Qual a responsabilidade das empresas?

Proposital ou não, elas estão cientes.
As empresas usam essas técnicas de propósito?

- Alguns desses fenômenos aparecem de forma espontânea
- Exploração intencional é uma escolha da empresa
Como as empresas podem mitigar esses efeitos?

- “Respectful delivery”
- Empoderar o usuário com decisões verdadeiras
- Usar os "Mind Hijacks" para o bem
- Exemplos: Dopamine Labs, CouchSurfing
Comos os usuários podem se **proteger**

- Permita notificações de *pessoas, não máquinas*
- Limite a quantidade de decisões inconscientes
- Execute aplicativos digitando o nome deles
- Recarregue seu celular fora do seu quarto
Mais informações

Links e nomes

- Timewellspent.io
- Entrevista com Tristan Harris na CBS ([link])
- *Choicemaking and the Interface* - Joe Eldman
- Pesquisa de 2012 com estatísticas sobre o uso de smartphones ([link])
- TEDx Talk com Tristan Harris ([link])
“People’s time is valuable. And we should protect it with the same rigor as privacy and other digital rights.”

Obrigado!