



Mind Hijack

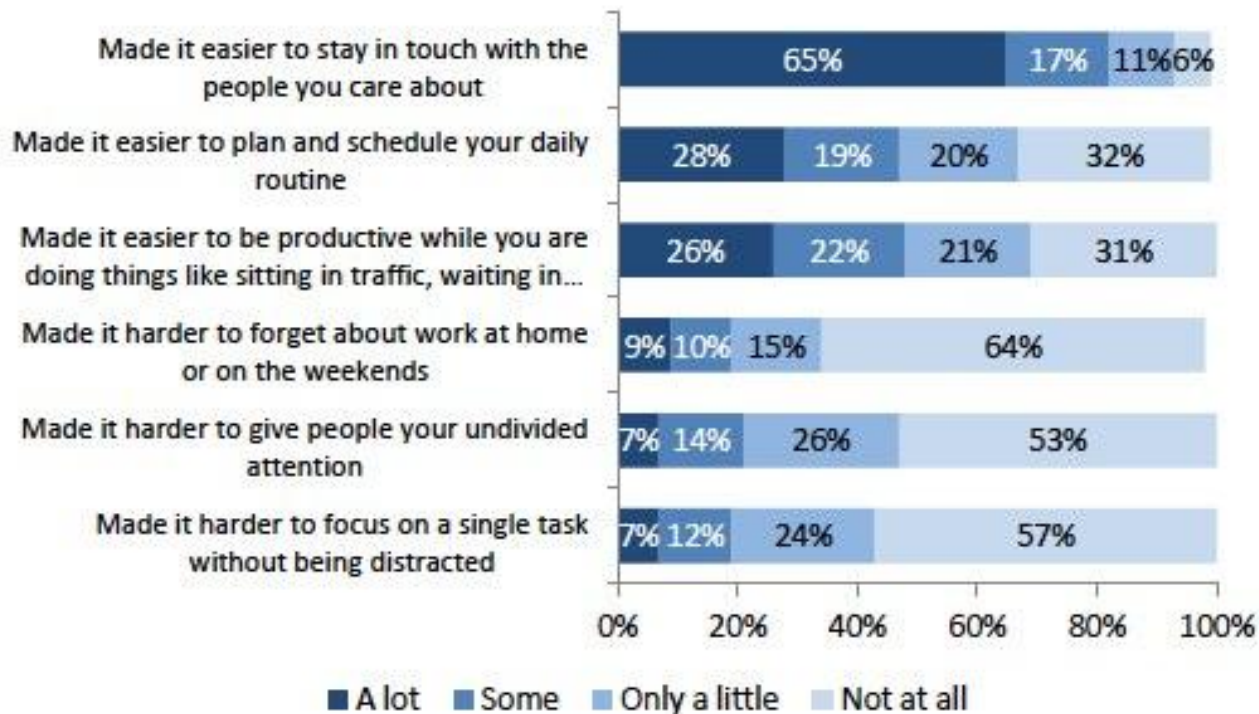


E a responsabilidade das empresas.



Positive and negative impacts of cell phones

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



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.*



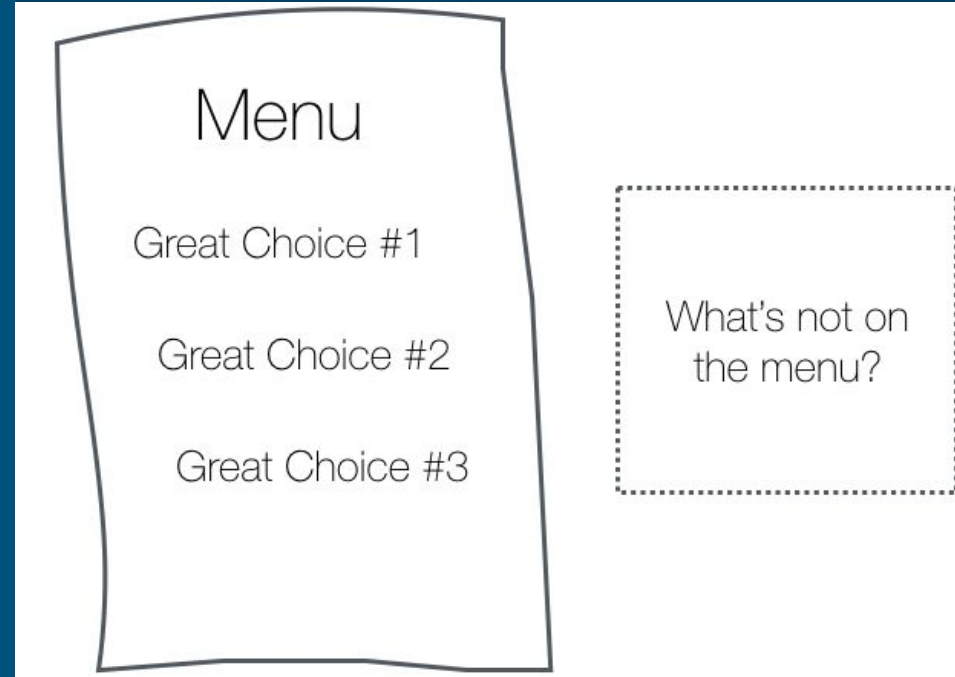
Tristan Harris

- 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

“Put a slot machine
in a billion pockets”.



Hijack #3

“Fear Of Missing Out (FOMO).”



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

Hijacks #4 e #5

“Social approval
and
Social reciprocity”.



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”.

Please don't unsubscribe!

We really don't want to lose you. That is why we are asking you to login first. We know you won't remember your password.

Give up. It's easier.

Login if you can ✓

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](#)

Q 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](#))
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“People’s time is valuable. And we should protect it with the same rigor as privacy and other digital rights.”

Obrigado!