POP-UP FESTIVAL

Learn To Grow: Brain Vulnerabilities

Ever wonder what's going on inside your brain? What are your brain's vulnerabilities?

YOUR BRAIN WILL

SEEK PLEASURE potentially leading to addiction with neuro-hormone dopamine

SEEK NOVELTY because it's pleasurable to the brain

do what other brains are doing (copy or mimic others)

TRY TO FIT IN and do what it takes to belong because social exclusion/rejection hurts so much

CONSERVE ENERGY, so it would rather keep doing the same thing rather than switch tasks

RESIST STOPPING BEHAVIOR that isn't explicitly harmful, it's easier to keep going doing the same thing

IMAGINING BEING IN ONE PLACE while being physically in another (daydreaming, or the flip-side - mindlessness)

Learn To Grow: Brain Drivers

BRAIN DRIVER: CONNECTION
To feel connected: to give and get support, to feel liked and included and do the same for others, to share.

BRAIN DRIVER: UNDERSTANDING
To feel understood: we want to know others 'get us,' and for this we use our mirror neurons and our ability to empathize with others.

BRAIN DRIVER: ENERGY
To feel energized: we want novelty and excitement, rewards and pleasure, we want our relationships to feel good.

BRAIN DRIVER: SAFETY
To feel safe: we use our faces, body posture and tone of voice, and words we say, to communicate safety to others and our brain senses the same from others.

Tech Attack

POP-UP FESTIVAL

Learn To Grow: Tech's Brain Driver Hacks

TECH is designed to leverage **BRAIN DRIVERS**

Visual design of both the hardware and platforms/apps focuses on Brain's pleasure center by delivering dopamine engages **BRAIN'S ENERGY DRIVER**

The endless scroll design used on social media platforms appeals to our brain's unwillingness to switch tasks easily and its desire to conserve energy hacking **BRAIN'S ENERGY DRIVER**

SMS Notifications, Design of video/computer/mobile games stimulate curiosity and novelty to creates pleasure engaging **BRAIN'S ENERGY DRIVER**

More advanced tech offers such as online shopping, smart speakers in the home, wearable tech like sleep and exercise monitors increase efficiency to stimulating **BRAIN'S ENERGY DRIVER**

Social Media running 24/7, it's impossible to constantly be connected regardless of how badly we may want to creates FOMO (Fear Of Missing Out). The fear of being left out and isolated harnesses **BRAIN'S CONNECTION AND SAFETY DRIVERS**

The fact that we are able to connect via SMS, e-mail, social media, video conferencing and home speakers gives us the illusion of being truly connected with others, as though we are with them in-person, SATISFYING **BRAIN'S CONNECTION DRIVER**

Online sharing, virtual identities, virtual relationships stimulate **BRAIN'S CONNECTION, SAFETY, AND UNDERSTOOD DRIVERS**

Social Media apps are designed for Social Comparison/Sharing/Need to be liked activating **BRAIN'S CONNECTION & UNDERSTOOD DRIVERS**