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Titolo	Irresistible : the rise of addictive technology and the business of keeping us hooked // Adam Alter
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Descrizione fisica	1 online resource (289 unnumbered pages) : illustrations, charts
Classificazione	SOC052000PSY038000COM060140
Disciplina	303.4833
Soggetti	Digital media - Social aspects Digital media - Psychological aspects Social media - Psychological aspects Mobile apps - Psychological aspects Compulsive behavior Internet addiction Television addiction Video game addiction Psychology, Applied Technology Addiction Behavior, Addictive Compulsive Behavior Mobile Applications Video Games - psychology Television Technology Social Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa

**Livello bibliografico****Nota di bibliografia****Nota di contenuto****Sommario/riassunto****Monografia**

Includes bibliographical references and index.

; Prologue: Never get high on your own supply -- ; Part 1: What is behavioral addiction and where did it come from? The rise of behavioral addiction -- The addict in all of us -- The biology of behavioral addiction -- ; Part 2: The ingredients of behavioral addiction (or, how to engineer an addictive experience) -- Goals -- Feedback -- Progress -- Escalation -- Cliffhangers -- Social Interaction -- ; Part 3: The future of behavior addiction (and some solutions) -- Nipping addictions at birth -- Habits and architecture -- Gamification -- Epilogue.

"Welcome to the age of behavioral addiction--an age in which half of the American population is addicted to at least one behavior. We obsess over our emails, Instagram likes, and Facebook feeds; we binge on TV episodes and YouTube videos; we work longer hours each year; and we spend an average of three hours each day using our smartphones. Half of us would rather suffer a broken bone than a broken phone, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. In this revolutionary book, Adam Alter, a professor of psychology and marketing at NYU, tracks the rise of behavioral addiction, and explains why so many of today's products are irresistible. Though these miraculous products melt the miles that separate people across the globe, their extraordinary and sometimes damaging magnetism is no accident. The companies that design these products tweak them over time until they become almost impossible to resist. By reverse engineering behavioral addiction, Alter explains how we can harness addictive products for the good--to improve how we communicate with each other, spend and save our money, and set boundaries between work and play--and how we can mitigate their most damaging effects on our well-being, and the health and happiness of our children. Adam Alter's previous book, *Drunk Tank Pink: And Other Unexpected Forces that Shape How We Think, Feel, and Behave* is available in paperback from Penguin."--Provided by publisher.