Nir eyal hooked

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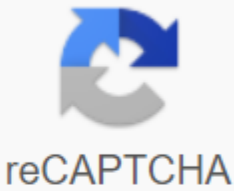
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Why do some products attract our attention while others flop? What makes us interact with certain products out of habit? Is there a pattern underlying how technology catches us? This book introduces readers to the Hook Model, a four-step process companies use to create customer habits. Through successive hook cycles, successful products achieve their ultimate goal of bringing users back repeatedly - without reliance on expensive advertising or aggressive messaging. Hooked is a guide to creating products people can't put down. Written for product managers, designers, marketers, startup founders, and people wanting to know more about the things that control our behavior, this book gives readers: - Practical ideas for creating custom habits that stick. - Action steps to create products that people love. - Behavioral methods used by Twitter, Instagram, Pinterest and other habit-forming products. Hooked gives you a plan for the next generation of products. Read Hooked or the company that replaces you will. - Matt Mullenweg, founder of WordPress Nir's work is an important crib sheet for anyone running looking to understand the psychology of users. - Dave McClure, founder of 500 startups When it comes to driving engagement and creating habits, Hooked is an excellent guide in the user's mind - Andrew Chan, technology writer and investor. You'll read it. Then you'll hope your competitors don't read this. That's what's good. Stephen. Anderson, author of the book Seductive Interaction Design I learned a lot from Nir, and you too. It will help you develop habits for the benefit of your users and your company. - Dr. Steven Wendel, author of Designing for Behavior Change Nir Eyal distilled years of research, consulting and practical experience to write a guide to creating habitative products. Nir taught at Stanford Graduate School of Business and hasso Plattner Institute of Design. His articles on technology, psychology and business are published in Harvard Business Review, The Atlantic, TechCrunch and Psychology Today. Revised and updated, featuring a new study Of How successful companies create products people can't put down? Why do some products attract widespread attention while others flop? What makes us interact with certain products out of pure habit? Is there a pattern underlying how technology catches us? Nir Eyal answers these questions (and more by explaining the Hook Model - a four-step process built into the products of many successful companies to subtly encourage customer behavior. Through successive hook cycles, these products its ultimate goal is to attract users over and over again, not depending on expensive advertising or aggressive messages. Hooked is based on Eyal's years of research, consulting and practical experience. He wrote a book which he wished were available to him as like founder is not an abstract theory, but a guide to creating the best products. Hooked is written for product managers, designers, marketers, startup founders and anyone seeking to understand how products affect our behavior. Eyal provides readers with: Practical ideas for creating custom habits that stick. Action to create products that people love. Fascinating examples from the iPhone to Twitter, Pinterest's Bible App, and many other product-shaping habits. This article is about the author. For bioethics, see Nir Eyal (bioethics). Nir EyalOccupationAuthorLanguageEnglishEducation of Stanford University (MBA) Emory University (BA) Temasychology, Technology, BusinessNotable WorksHooked: How to Build a Habit-Forming Products Biography of Nir Eyal was born on February 19, 1980 in Ader, Israel. When he was three years old, his family immigrated to the United States and settled in the suburbs of Orlando, Florida. In 2001, he received a bachelor's degree from Emory University. He then worked for Boston Consulting Group and a solar panel installation firm before working at Stanford for a master's degree. Academic and literary career After graduating from his master's program in business administration at Stanford in 2008, Eyal and his classmates founded a company that hosted online ads on Facebook, and Ayal was CEO. His work at the company sparked an interest in user psychology, and he became a product design consultant. In 2012, he taught a course on product development at Stanford University School of Engineering. Eyal's experience is behavioral engineering, which includes elements of behavioral science to allow software developers to develop products to shape habits for business. He taught university courses, gave speeches and published books on the intersection of psychology, technology and business. His works have appeared in Fast Company, Harvard Business Review, The Atlantic and other publications. In 2014, Eyal published his first book, Hook: How to Build Habits Products, which became a wall of bestseller by the Wall Street Journal. The title reflects Eyals' idea of a hook model that aims to create products that create habitative behavior in users through a cycle cycle that consists of trigger, action, variable reward and continued investment. His second book, The Recap: How to Control Your Attention and Choose Your Life, was written with Julie Lee and published in September 2019. Eyal has opposed proposals to regulate habit-forming technologies, arguing that it is the responsibility of individual users to control their own use of such Published by Eyal, Nir (2019). Untraceable: How to control your attention and choose your life. BenBella Books. ISBN 978-1948836531. Eyal, Nir (2014). Hooked: How to build a habit of forming products. It's a random house. ISBN 978-1591847786. 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Extracted from Update: I ended up publishing a longer version of this - with a discussion of the trend toward more exciting technology in the technology industry more broadly - by the

Huffington Post. It covers a lot of the same things in this review, but is probably a little more polished: ve heard a lot about this book in the last month – first, I saw Eyal come up with a talk here in San Francisco (I haven't heard of it, but someone recommended I go - say W Update: I ended up publishing more version of this - with a discussion of the trend towards more exciting technology in the technology industry more - by the Huffington Post. It covers a lot of the same things in this review, but probably a little more polished: ve heard a lot about this book in the last month - first, I saw Eyal come up with a talk here in San Francisco (I haven't heard of it, but someone recommended me go - the conversation was sold out and the place opened), then someone at the meeting mentioned the book/talk and said it's amazing. At least in the tech scene, it seems this book is very well known and that, to some extent, scares me. (And putting that in context, I'm a technology designer/researcher - that is, I'm the kind of person who should be absolutely churning in my mouth (thankfully) about this thing.) Most of the reviews I've seen have been Eyal's solution to the performance-hooked concept that I'd give something like 2.5 - the ideas are clearly expressed, but the writing is pretty dumbed down, and the book's ideas could (and given its writing style, should have been expressed by about a quarter of a length. Eyal makes a number of assumptions about the benefits of technology here - it usually refers to Facebook, Instagram, etc. as a solution to our feelings of loneliness, for example. Among many other cases, a line in the book says Instagram helps users dispel boredom by connecting them with others. Everything related to the use of technology is in a positive light - problem solving, connecting users. It's a standard silicon Valley litany of Tech Speak, but came across an incredible number of RPMs and set to continuous repetition. The idea of connecting a user to your product is strikingly similar to the idea of causing the user to be dependent on your product, including using the same mechanisms to do so. The third part of the hook cycle is to use variable rewards to help users of the familiar users of your product, for example - it's the exact mechanism that makes gambling so potentially addictive. Even the cover of the book shows a mouse pointer clicking somewhere near the nucleus of the brain accumbens, a dopamine center manipulated by variable rewards that help fuel behavioral addictions. Eyal talks about how in the 1950s Olds and Milner stimulated mice in the region and saw them give up food and water in exchange for more stimulation. (Think 'Infinite Jest', with mice in cages.) If his book supports manipulation, at least he is (relatively) honest about it. Eyal discusses -- very briefly, at the very end of his speech/book -- the morality of manipulating people in this way, and causing if you're successful your formula and doing everything else right, your your your develop behavioral biases to your product. But his discussion of morality is too little, too late - during his speech, he spends forty minutes discussing how his model will allow viewers to build the next Facebook, and then five minutes imploring them to use that information just to improve the world. Basically, I want you all to use it forever, he pleads and then quotes Gandhi (yes, really), Be the change you want to see in the world. (Mahatma, by the way, apparently never said that.) That's it. When I saw the conversation, I suspected that he had added this bit at the end to appease sane audience members and prevent tickling. In the book, at least, Eyal includes a short chapter near the end of the discussion of the morality of this approach, and perhaps as a way to show how his hooked formula can be used for good, an example illustrating how the Bible app - YouVersion - carries (more or less) a four-step connected model. (The chapter also uses a sickening number of religious puns: Switching to another digital Bible - God forbid...; the Grunewald App is a godsend, etc.) But this is unconvincing; and this perhaps suggests that the best positive example Eyal can find a technological product achieving good with its model is getting people to read the Bible more, which is doubtful at best. I understand that this kind of thing happens all the time - you better believe that Facebook, Google, and many other tech companies are many steps ahead even Eyal in this game. But it bothers me to see it filtered down and formulated in a set of follow-up steps. This may bother me less if Eyal highlighted the ways in which this can be used for good throughout the book - to change behaviors in health, such as the area of design technology that is growing rapidly and has shown the potential to accomplish the actual good. Eyal references Sunstein and Thaler 'Nudge', another book I just finished (and one that I highly recommend). These authors also present techniques that can be seen as manipulative but careful to include frank and lengthy discussions about how to morally use these methods - not an empty call just to do good with methods followed by a frivolous reading of Gandhi's quote. In addition, the authors of the book Nudge fill the book with case studies in which their concept has - or at least can - bring real, significant benefits to a large number of people. This book deserves attention and praise - people should pay attention to that one. Paul Graham somewhat famously said (Eyal even referenced it) that the world is more exciting than it was 40 years ago.... and in the next 40 years, the world will be more than in the last 40 years. We will increasingly be defined by what we say no. It bothers me very much to see a book outlining how to make the world more exciting -- and and justifying themselves for it - seeing such success, especially here in Silicon Valley, where people are designing products that touch people's lives only to learn to do it more efficiently, more carefully, more persistently, more addictive. ... More... More nir eyal hooked pdf. nir eyal hooked summary. nir eyal hooked how to build habit-forming products. nir eyal hooked model of habit formation. nir eyal hooked framework. nir eyal hooked audiobook. nir eyal hooked video. nir eyal hooked quotes