



# POP-UP FESTIVAL

## Learn To Grow:

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## 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.



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# Learn To Grow: Tech's Brain Driver Hacks

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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**