

# DOPAMINE & DESIGN

**CONVERSATION STARTERS**

# FOCUS

## Bio-hacking, or brain manipulation by tech

# ADULT AND YOUNG PERSON



**ADULT**

**Have you ever played a game where you got a near miss – like the prize was right next to the one you got?**

# ADULT AND YOUNG PERSON



## YOUNG PERSON

[response]

# ADULT



## ADULT

That's actually a specific design trick called a 'frustrated urge.' Your brain reacts to a near-miss the same way it reacts to a win – it floods you with dopamine to keep you in the loop.

# TAKEAWAY / REFLECTION

If the game is designed to make you feel like you're 'about to win' even when you're losing...

*At what point does it stop being a bit of fun and start being a professional taking your money?*