

**WE ARE SURROUNDED BY EXAGGERATION!**



OUR INSTINCTS GO WILD + DRIVE US TOWARDS OVERCONSUMPTION

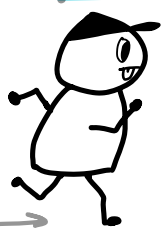


# HOW TO MAKE A HABIT

*irresistible*

(bennie nkwantabisa)

## TEMPTATION BUNDLING



PREMACK'S PRINCIPLE:  
more probable behaviors get bundled w/ less prob. → ACTION I WANT

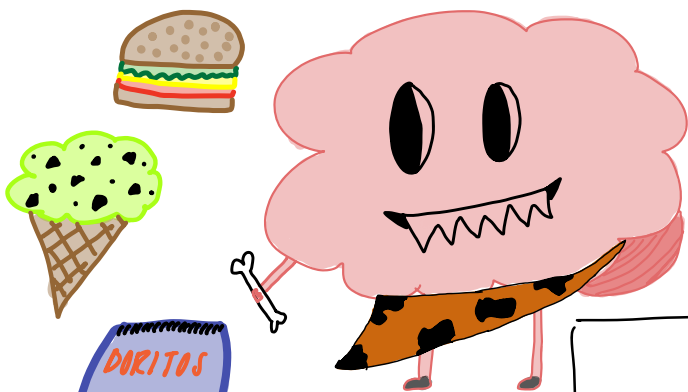
ACTION I NEED

LINKED!

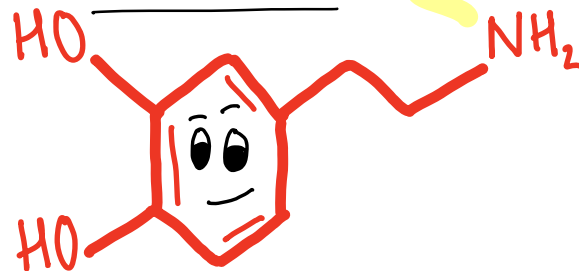
2ND LAW OF BEHAVIOR CHANGE: make it

# ATTRACTIVE

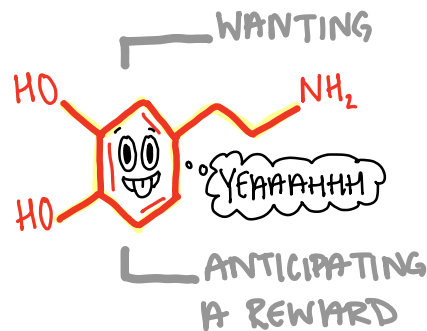
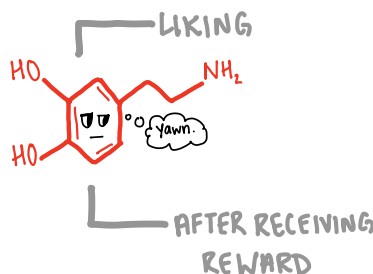
THE BRAIN CRAVES FOOD LIKE IT'S SCARCE



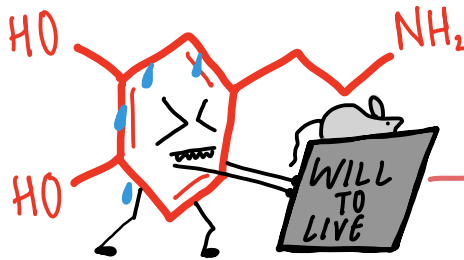
CAVEMAN BRAINS IN MODERN WORLD.



THE DOPAMINE SPIKE.



SUPERNORMAL STIMULI = heightened version of reality



DOPAMINE DRIVES DESIRE, DESIRE DRIVES SURVIVAL.