

Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked



An urgent and expert investigation into behavioral addiction, the dark flipside of today's unavoidable digital technologies, and how we can turn the tide to regain control. Behavioral addiction may prove to be one of the most important fields of social, medical, and psychological research in our lifetime. The idea that behaviors can be being addictive is new, but the threat is near universal. Experts are just beginning to acknowledge that we are all potential addicts. Adam Alter, a professor of psychology and marketing at NYU, is at the cutting edge of research into what makes these products so compulsive, and he documents the hefty price we're likely to pay if we continue blindly down our current path. People have been addicted to substances for thousands of years, but for the past two decades, we've also been hooked on technologies, such as Instagram, Netflix, and Facebook inventions that we've adopted because we assume they'll make our lives better. These inventions have profound upsides, but their extraordinary appeal isn't an accident. Technology companies and marketers have teams of engineers and researchers devoted to keeping us engaged. They know how to push our buttons, and how to coax us into using their products for hours, days, and weeks on end. Tracing the very notion of addiction through history right up until the present day, Alter shows that we're only just beginning to understand the epidemic of behavioral addiction gripping society. He takes us inside the human brain at the very moment we score points on a smartphone game, or see that someone has liked a photo we've posted on Instagram. But more than that, Alter heads the problem off at the pass, letting us know what we can do to step away from the screen. He lays out the options we have to address this problem before it truly consumes us. After all, who among us has struggled to ignore the ding of a new email,

the next episode in a TV series, or the desire to play a game just one more time?

- Buy Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked book online at best prices in India on Amazon.in. NPR coverage of Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked by Adam Alter. News, author Readers of Adam Alters Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked will find little consolation in aPeople have been addicted to substances for thousands of years, but for the past two decades, weve also been hooked on technologies, like Instagram, Netflix, Facebook, have teams of engineers and researchers devoted to keeping us engaged. Adam Alter has written a truly addictive book about the rise of addiction.The Rise of Addictive Technology and the Business of Keeping Us Hooked - Irresistible by Adam Alter. Half the developed world is addicted to something, and Alter, a professor at Technology is designed to hook us, and to keep us locked in a Title:Irresistible: The Rise Of Addictive Technology And The Business Of Keeping Us HookedFormat:PaperbackDimensions:368 pages, 8.3Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked by Adam Alter has an overall rating of Positive based on 6 book reviews.The Rise of Addictive Technology and the Business of Keeping Us Hooked behavioral addiction, and explains why so many of todays products are irresistible.Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked purports to be an examination of contemporary media and their addictiveIrresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked. March 7, 2017. By Adam Alter. By reverse engineering behavioral: Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked (Audible Audio Edition): Adam Alter, Penguin Audio: Tech Bigwigs Know How Addictive Their Products Are. And Lesley Gold, the founder of an analytics company, imposed a strict moves on to the next episode in a series Tinder encourages users to keep swiping in search of a better option. There isnt a bright line between addicts and the rest of us.Editorial Reviews. Review. An Amazon Best Book of March 2017: In his Amazon.com: Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked eBook: Adam Alter: Kindle Store. The Paperback of the Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked by Adam Alter at Barnes & Noble.Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked Adam Alter ISBN: 9780735223868 Kostenloser Versand fur alle Irresistible : The Rise of Addictive Technology and the Business of Keeping Us Hooked. 3.81 (2,751 ratings by Goodreads). Hardback English. [PDF] [EPUB] Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked Download by Adam Alter. Download freeIrresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked. October 13, 2017. author : Adam Alter. year published : 2017.