

***Human Instinct
and the
connection to
Social Media***



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- Basic animal brain reactions (What are “*Human instincts*”)
- World examples in Hunter gatherer tribes

Human Instincts oversimplified



- Wanting attention or approval
- Getting curious about danger or gossip
- Craving connection or belonging
- Reacting fast to fear or excitement

Social media hijacks those instincts. The apps are *built* to trigger them so you stay hooked.