

"A man is
great by
deeds, not by
birth"
-Chanakya

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Working Paper

IIMK/WPS/615/ITS/2024/06

March 2024

Beyond Control: Behavior and Addiction in the Modern World

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Beyond Control: Behavior and Addiction in the Modern World

Abstract:

This paper considers how addictive behavior manifests in the physical and digital realms. The first section aims to explore a relationship between the closing time of liquor outlets and binge drinking behavior, hints at how the relationship functions as a socially sanctioned dark pattern, and suggests a design intervention to reduce the effect. The second section explores how apps leverage psychological tactics like the “Hooked Cycle” and “BJ Fogg Behavior Model” to create sticky, addictive user experiences. It cautions against the pitfalls of such digital loops and advocates for conscious efforts to break free and find true happiness through delayed gratification and meaningful real-world connections.

Keywords: *addictive behaviour, digital addictions, sticky apps, user experience*



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