Sean Parker, the founder of Napster and former president of Facebook, em entrevista com Mike Allen no Axios [11/2017]:

When Facebook was getting going, I had these people who would come up to me and they would say: "You know, I'm not on social media". And I would say: "Okay, you know, you will be" and then they would say: "No, no, no, no. I value my real-life interactions, I value the moment, I value presence and I value intimacy" and I would say: "Well you're a conscientious objector. that's okay, you don't have to participate. But you know, **we'll get you eventually**"

I don't know if I really understood the consequences of what I was saying. The unintended consequences of a network when it grows to a billion or two billion people and it **literally changes your relationship** with society, with each other... it probably interferes with productivity and weird ways, god only knows what it's doing to to our children's brains.

if the thought process that went into building applications — Facebook being the first of them to really understand it — that thought process was all about **how we consume as much of your time and conscious attention as possible**.

And that means that we need to sort of give you a little dopamine hit every once in a while — because someone liked or commented on a photo or a post or whatever — and that's gonna get you to contribute more content and that's gonna get you more likes and comments. It's a valid social **validation feedback loop**.

It's exactly the kind of thing that a hacker like myself would come up with, because you're **exploiting a vulnerability in in human psychology** and I just that we, the inventors, creators (it's me, it's mark it's Kevin Systrom and Instagram; it's all of these people) we understood this consciously and we did it anyway.