**PHILOSOPHY** 

## WHY WE ARE ADDICTED TO SCIENCE

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This is a question that has neither a quick nor a simple answer. Spontaneously, I would not talk about the challenge but the reward system included. Maybe the addiction question ( and it is indeed an addiction for some people ) can be answered by analogy of a much simpler experiment using the "Candy Crush Saga" app that works extensively with audiovisual rewards. Even <u>time.com</u> is now writing about this app and identifies 9 key issues:

- 1. It Makes You Wait
- 2. We're All Suckers for Sweet Talk
- 3. You Can Play With One Hand
- 4. There's Always More
- 5. You Don't Have to Pay but if You Want to, It's Easy
- 6. It Taps Into Our Inner Child
- 7. It's Social
- 8. It's an Escape
- 9. It Grows on You

Except for 3. - you don't need any hand - all of these apply to science too, yea, yea.

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