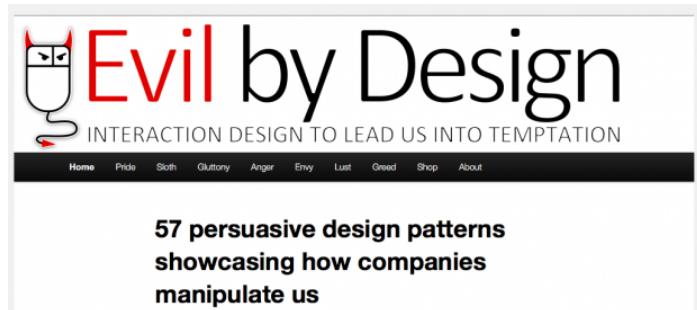


SOFTWARE

EVIL BY DESIGN

21.05.2017

How we are being [persuaded by digital media](#), is this also a question present in current day science?



Could be an interesting study given the applicability of the main tenets of interaction design software.

- Pride. Social proof to position results in line with peer reviewer.
- Sloth. Build a funding path of least resistance that leads scientists only do what they should do.
- Gluttony. Escalate students' commitment and use loss aversion to keep them there.
- Anger. Understand the power of metaphysical arguments and peer review anonymity.
- Envy. Create a culture of status around papers and feed aspirational desires.
- Lust. Turn desire into commitment by using emotion to defeat rational behavior.
- Greed. Keep scientists engaged by reinforcing the desired behavior.

Already in [2014 Nature News](#) found

Giant academic social networks have taken off to a degree that no one expected even a few years ago. A Nature survey explores why.

Twitter+Facebook+LinkedIn as non scientific, but also ResearchGate + Academia.edu work as digitally interaction steering. Interestingly, the humanities, arts and social sciences don't need ResearchGate, understanding much better the "token economies" mechanism.

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