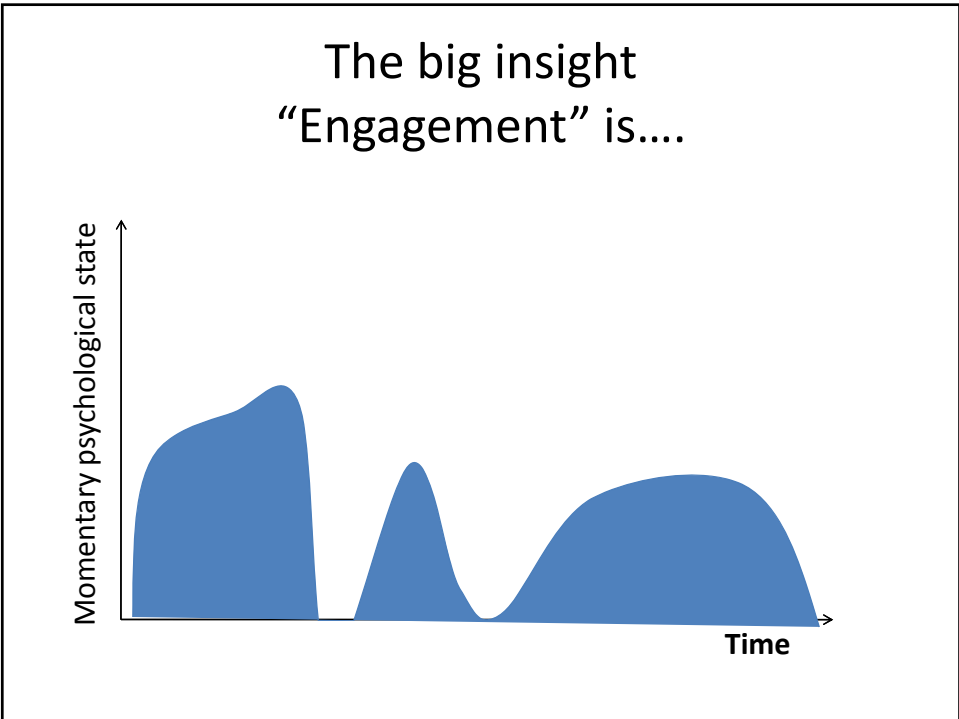
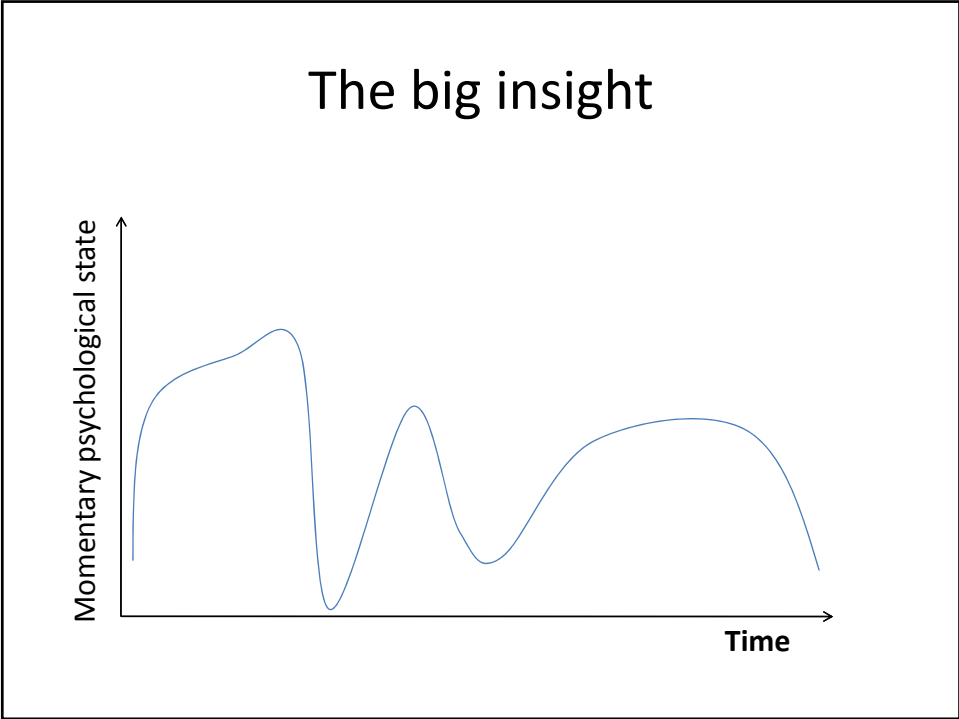


Momentary engagement

- A psychological state
 - Agency
 - Immersion
 - Voluntary
 - Flow
 - Positive emotion



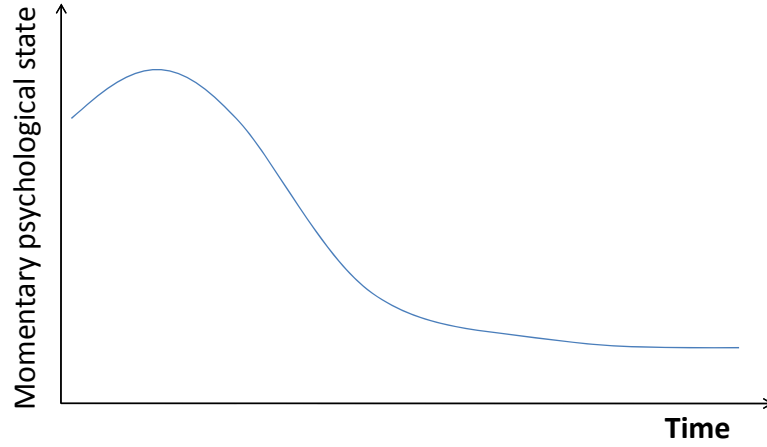
The big insight
“Habit” is...



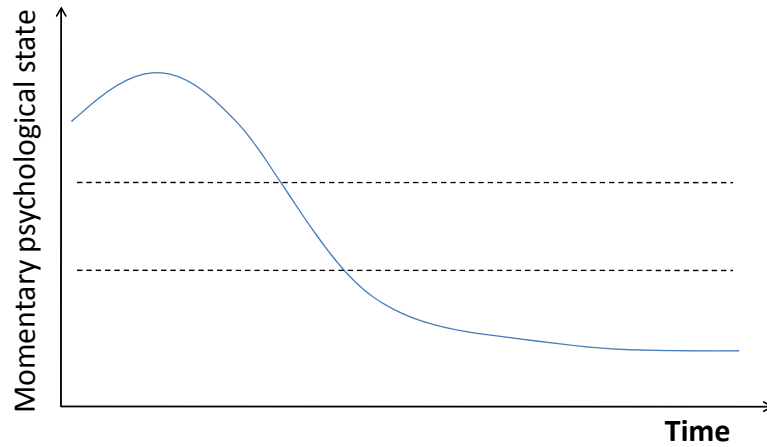
The big insight
“Addiction” is...



Desired engagement (eg behavior change)

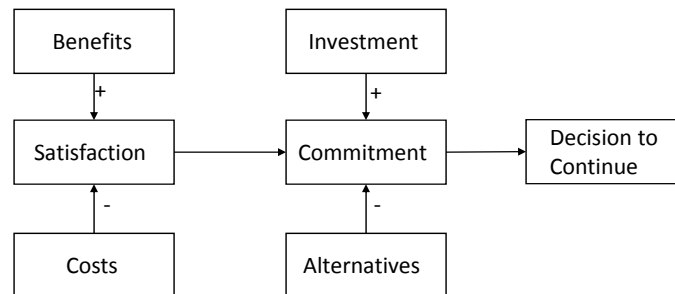


Optimal level of engagement (like flow)



A slight more complex picture

- Investment model of relational commitment
- Could view both momentary and long-term constructs as kinds of relationship



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Issues

- Fixed time intervention (behavior change) vs. life-long (product marketing)