

## 196. The Neuroscience of Marketing with Matt Johnson and Prince Ghuman

**Matt Johnson:** [00:00:00] There's always this gap between objective. Experience out there in the world in our own internal subjective experience. And so what we talk about in the book is this gap is the marketer's playground. This gap is opportunity.

**Prince Ghuman:** what we do is we teach people how to apply neuro marketing with a strong ethical.

Perspective and, and at the same time, um,

We want to improve both things because the answer to bad marketing, isn't no marketing, right? It's better marketing, it's marketing where you actually think thoroughly about the psychological impact

**Diana Hill:** You're listening to Matthew Johnson and prince. Kumon on psychologist off.

**Yael Schonbrun:** We are four clinical psychologists here to bring you cutting edge and science-based ideas from psychology to help [00:01:00] you flourish in your relationships, work and health.

**Debbie Sorensen:** I'm Dr. Debbie Sorenson, practicing in mile high Denver, Colorado, and coauthor of act daily journal.

**Diana Hill:** I'm Dr. Diana Hill coauthor with Debbie on act daily journal and practicing in seaside, Santa Barbara, California.

**Yael Schonbrun:** From coast to coast, am doctor Yael Schonbrun a Boston based clinical psychologist and assistant professor at Brown university.

**Jill Stoddard:** And from sunny San Diego, I'm Dr. Jill Stoddard author of be mighty and the big book of act metaphors

we hope you take what you learned here to build a rich and meaningful life  
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**Diana Hill:** This is Diana and I'm here with Jill to talk about the neuroscience of marketing. And we were just chatting that we had to brush off a few complex webs of psych one terms and memory and encoding for this one, but I found it a great interview with

What was your experience with listening to this episode, Jill?

**Jill Stoddard:** Well, first [00:03:00] I, I always think it's fun when we have two guests on at once and I like kind of hearing the way that they talk back and forth and,

and I love Prince and Matt is the peanut butter to his jelly. So I was like sucked in to, you know, the relationship between these two right away. And there were several trips down memory lane, Diana, not just the psych one Oh one, but talking about the Pepsi challenge and you know, the differences between Coke and Pepsi.

So I just, I thought that this was really engaging, really interesting, like looking at psychology, but kind of through a different lens and we are all. I mean, dare I say, victims of marketing all the time and you guys get into that, the ethics of that. Um, and I just thought it was really interesting, both as a consumer and as a business person to think through some of these different kinds of concepts.

**Diana Hill:** I think it's interesting just to see how psychology influences. So much of our lives and

once we get a peak behind the [00:04:00] psychology of marketing, it gives you more awareness around choices that you want to make. And I thought this conversation between this neuroscientist and a marketer. Being the perfect match for us to uncover how we're approaching consumerism, right.

**Jill Stoddard:** To understand it really scientifically and.

And I, you know, I think it's really interesting to think about the ethics behind these things. And I, I would have been really curious to hear if they had seen the movie, the social dilemma

because that really delves into the way the algorithms are, you know, hooking us and marketing tests. And it reminded me of what they were. Talking about when they talk about, um, what marketing is and extracting value and that when sellers aren't forthcoming about how they're going about this, that it becomes unethical and one-sided,

**Diana Hill:** And that's where I think at the end, when they talk about. Really it's in the hands of the consumers to make the change. Uh, so if you listen all the way to the end folks, they'll give you some concrete strategies that you can [00:05:00] use to hopefully turn the tables a little bit so that you have a little bit more power and I'll give you a clue that it has to do with our addiction to free stuff.

So check out this episode, I hope you find it helpful and look forward to your feedback on it.

Today on the show we have Matt Johnson and Prince Ghuman, who are the co-authors of Blind Sight. And I'm super excited to share their work with you because I actually. Uh, I at this book with sort of two parts of me. And I imagine our listeners have different parts of themselves that made them want to listen to this episode. So there's one part of me completely distressed marketing, and I want to learn all the tools and tactics that marketing's using to co-op my brain and my children's brains. And then there's another part of me which to know how do I market better? have a business, I have a practice, I have a book, we have a podcast.

And so I'm hoping that this real marriage of neuroscience and marketing between [00:06:00] the two of you will be useful to both of those parts of me. And maybe I can find some happy place in the middle. And I thought we could start with you introducing yourselves. And the tagline on your blog is a neuroscientist and a marketer walk into a bar.

So maybe tell me a little bit about, uh, the two of you and, and how you met in this, in this space.

**Matt Johnson** Yeah. So the, the neuroscientist and the marketer walk into a bar that is literally true as, as a part of our sort of origin story. So, uh, Prince and I, we go back actually to undergraduate, uh, together. So after we graduated, uh, we didn't see each other for a bit. So we went on very different paths. I went into the academic field. So I went into a PhD in cognitive neuroscience.

I'm fundamentally driven by this curiosity. So why don't we do the things we do? Uh, that I was in my PhD program. This is when we became a sort of avail of neuro imaging technology. We could not just talk with people, not just [00:07:00] devise experiments to try and reveal behavior, but also. Peer directly into the brain itself. So that was my mid twenties that my mid twenties at labs and libraries, uh, then, you know, eventually went on, and I met back up with my, my twin, uh, who, you know, I hadn't spoken to much quite frankly since undergraduate and he'd gone on a totally different path, but one which, you know, found some interesting parallels with, you know, my, my neuroscience.

**Diana Hill:** so you're the neuro you're the neuro side of the twin.

And now I want to hear from the marketing side in the neuro-marketing pair.

**Prince Ghuman:** So while Matt was working on his PhD, I decided to enter the job market when there were very few jobs available and I'm sure you can guess what year this was.

And, and, uh, I was fortunate enough to be, uh, to work at startups for the first half of my career, as a marketing leader, as a marketing director.

And what I did parallel to Matt was quite the opposite. At the same time, I read a ton of [00:08:00] neuroscience and psychology abstracts, and I was able to, um, read something over the weekend and go test it out on Tuesday and Wednesday.

So over a decade of doing that, I had found my own niche. Uh, to become a successful marketer by applying neuroscience and psychology.

So, uh, and then of course, I think roughly 12 years passed before our paths ended up in San Francisco and, and we ended up teaching at the same business school and, and we literally walked into a bar and talked about all the stuff we've been working on. And, and in many ways, you know, Matt is the peanut butter to my jelly.

He knows, uh, neuroscience much deeper. And yet he had been looking for, what can we do with this? It's all hiding behind, behind academic journals. And here I was on the other side, cherry picking research tool apply. And that's all I did was I was a tactician of neuroscience. [00:09:00] Um, and, and ultimately that was the origin story for the book like, well, this is something that.

We deeply felt people need to know, and not in a manipulative way per se, but in a way that marketing affects your brain and it's, it's profound. And we've sort of converged upon that as two different coins, two different sides of the same coin. And that is how blind type came to be.

**Diana Hill:** yes. Fantastic. And it's not lost on me that we are marketing your book right now through this podcast. So I'm actually hoping we can, as we go talk about how we're marketing and one of the things that I, that you write about in the book is, is mental models. And I'm just going to quote you. Because I loved this, this short passage, which is we don't perhaps can't experience that world, as it is in marketing, this gap represents something else. Altogether opportunity, the opportunity to tweak, influence, and [00:10:00] fundamentally alter a consumer's inner most experience of reality.

What more could a marketer want in their pursuit of persuasion than the ability to alter reality itself in their favor? Can you talk a little bit about how marketing is actually sort of shaping our mental models and maybe even start with what a mental model is and then how marketing capitalizes on that?

**Matt Johnson** Yeah, it's a great place to start. So we wanted to start off the book with this topic of mental models to really illustrate how deep marketing goes and in ways that we don't typically realize, and this really cuts to the heart of the human condition, cuts to the heart of perception. So if you've studied perception long enough, you inevitably come to this conclusion that, uh, we don't experience.

Reality directly, we experienced our brains mental model. So the world is this incredibly complex place. And we don't take in every single piece of [00:11:00] information from the senses. Uh, we take in a bit of information and then our brain, uh, along with several other influences creates a model of that experience. And we never actually experienced reality directly. We experienced our brains mental models that we go and, you know, sit down at a restaurant, you take a bite of chocolate cake. You're not actually merely experiencing the gustatory sensation happening at the level of tongue, which is being relayed to a relevant areas of the brain to experience, to, , interpret that, Cascade of, of impulses, uh, your experience in your brain's mental model of that experience.

Uh, and so with this, for the indicators, there's always this gap. There's always this gap between objective. Experience out there in the world in our own internal subjective experience. And so what we talk about in the book is this gap is the marketer's playground. This gap is opportunity. This is [00:12:00] one of the reasons why in principle, uh, elaborate on this.

Uh, this is one of the reasons why we owe an incredible debt to marketing. I mean, marketing is magic. It does fundamentally create our reality. So you will taste Coca-Cola very differently if you know, it's Coca-Cola uh, and this is why as a brand spends over \$10 billion a year on advertising it's because the actual brand itself influences.

Our perception and these mental models go extremely deep. So you can look at this from the level of psychology, in terms of what people actually report. You can take a neuro imaging approach as well, and you can look at sort of the deepest representations we have for RA hedonic pleasure reaching the brain called the nucleus accumbens.

If you're led to believe that you're drinking a Coca-Cola, uh, instead of just a generic Butley Brown sugary liquid it's subjectively the same exact liquid and one you're led to believe it's Coca-Cola you actually do experience one more reports [00:13:00] of pleasure, but you also experience more pleasure at the level of the brain, which is actually representing this raw experience.

Uh, so it just really goes to show just how deep this relationship goes and how important this gap is to marketing.

**Diana Hill:** I loved the, uh, reference to the Coke Pepsi challenge, because I'm a child of the nineties. I was a teen in the nineties, and I remember that. And I remember that Pepsi really showed up as tasting better, even though people were preferred Coke. So what's happening there Prince. I mean, how are marketing's capital marketing capitalizing on this gap?

**Prince Ghuman:** I mean it, I love the Coke and Pepsi example because it illustrates the mental model, but it also talks about, uh, our sense of taste being the weakest sense and hence more susceptible to mental modeling. And like Matt said, marketers playground is in between that objectivity and subjectivity. So when you're drinking, Coca-Cola, you're not so [00:14:00] much drinking. Coca-Cola, you're drinking the color, the association with happiness that they've spent billions of dollars building over the years and you're tasting the color you're tasting the polar bears. You're tasting all of that. That is part of the mental modeling and. Perhaps a better example of that is, is wine.

Because again,

uh, and for the listeners, I was just talking to Anna about how I am a, a, a, want to be Somalia when I was studying for that. But you see just how deep that goes in the wine world, right?

You aren't so much tasting a glass of cab. You're also tasting the environment.

You're tasting the story behind that glass of cab.

You're tasting the actual physical glass. And that is again a result of marketing.

So if I were to serve you a glass in a red solo paper cup, it would inherently affect

your enjoyment of it. Down at the level of the brain and versus serving tuna Rodel glass versus serving it to you in a Rodel glass and telling you the story of this bottle of cab called Shannon.

And it was

made by a winemaker who hadn't made [00:15:00] great wine for many people, and he could not get his younger daughter Shannon to fall in love with a glass of cab. So on the night of her wedding, he created this cab that he was convinced was going to make her fall in love with caps and it did. And that is what you're tasting.

Boom. That is the power of, uh, marketing, if you may.

Uh, and that story feeds into that mental model and Coca-Cola is that scaled up to \$10 billion a year in advertising and. Sinking, um, happiness with Coca-Cola. And the other example is Corona and beach, right? Pre COVID Corona had associated themselves with the beach and it's they did that again.

We're all nineties kids in this conversation. And we remember when Corona actually launched the initial beach association and they'd done it for so long that they ads over the years evolved from being on the beach to find your beach. And then there's people on hiking and no longer on the beach. And because they have associated that feeling of a vacation with Corona, [00:16:00] same thing, they're feeding into that mental model and at the same time differentiating, right? So Corona of all the beer, the glut of beer brands that there are Corona is immediately what you think of when offered a beer at a beach

**Diana Hill:** And you're also alluding to this concept of memory and how we encode our memories, which as a psychologist I'm super interested in. And it was fun to read your chapters on memory, because it was a little bit of a trip down memory lane, huh? No pun intended

in terms of my own, you know, training in cognitive psych.

And I, and so I'm going to hold up your book cover here, and there's a few things that you are doing. And I caught them while I was reading your book. They are helping us with our memory of this book cover. And

I imagine this was fairly intentional. Everything from the font you chose to the colors you chose to the image you chose were all chosen to help us remember this book cover.

So maybe you can use this as an example while also marketing yourself, how your book cover, um, helps [00:17:00] encode in our memory. And then those that are making their Instagram accounts or their own marketing, uh, can use these tools themselves in, in their own, selling of whatever they're selling.,

**Prince Ghuman:** Yeah, we'll give you a quick overview of the book, but I think Matt, Matt is really eager to tell you all about memory. So we'll do, we'll go to that and then any IgE and any other input, I'll happy to be happy to jump back. So the idea of the book was to add meaning to it, right? There's two flashlights elucidating, something that isn't visible.

So there's a flash on each side, representing marketing and neuroscience, and it's an eye because of blindside and, and, and, and the neuro, uh, th th uh, the

condition of blind sight. And we can get into that if you'd like, but that was the idea. Initially, we wanted to have the yellow part be glow in the dark. So it literally breaks the, the baseline of sitting on a bookshelf and it would go in the dark.

Um, but that was, that was it just tried to pop out. From that context and, and really push for a slightly different one. We actually wanted to include the red pen with every copy [00:18:00] of the book. So that way the very last chapter is on subliminal and mid liminal primes.

And the idea was to reveal at the very end of the chapter, Hey, by the way, that red pen that came with the book, I'm curious if you purchased or showed any preference towards red products. Cause that was sort of seated in there as kind of like a fun hack.

We didn't get to go all the way in without that was it.

That was a conversation with our publisher and they're like, we don't want to include red pens. It's little weird, but nonetheless,

a lot of thought went into the cover. But with the memory piece, Matt, **Matt Johnson** Yeah. So this is the one, uh, section in the book, or we actually did dedicate two chapters. And actually, I feel like we could easily include a third chapter just on memory, but then the book would appear in a more about memory than it is about, you know, our broad psychological experience. So a memory is a, is an absolute trick.

Um, so first, uh, I think we have to point out that, you know, memory, isn't just this kind of fun thing we can do. We can remember things from [00:19:00] previous experiences. We can go on jeopardy and recall, you know, factoids and this and that. Or we can recall childhood memories. Memory is, is core to our identity. Uh, so we wake up every single morning, physically as a slightly different person. And yet we don't feel like a different person. We feel like we're an enduring. A consistent entity moving through time. Uh, and really when we come to think about it and memory is the glue that really holds us together as an enduring entity. Uh, so memory, isn't just this thing we can do it. It really is us.

If we woke up one morning and this happens, there are psychological neuropsychological cases where this does actually happen. You wake up and you don't have any memory at all. And, uh, that that's an incredibly troubling position to be in. And so memory really is crucial to our identity. Uh, so yeah, we, we dedicated two chapters in it because there's really two, at least two major ways to look at it.

One is through the encoding [00:20:00] process. So we feel as if, when we're having the. Experience that we have the record button on, uh, just as we have record button on zoom right now, we feel like this is kind of how memory works that, you know, we're just taking in this experience, we're recording what is happening.

And, uh, that, you know, when it comes to recalling a memory, we're just pressing the replay. But, uh, but it turns out neither of these things are true or having experienced, we're not taking in the full complexity of the experience. And also when it comes time to, to remembering something, uh, we don't have a faithful,

accurate, uh, completely infallible, uh, version of this to just conjure up into the present moment.

Uh, so when it comes to encoding, uh, not all experiences are created equally and that actually comes back to the, uh, the book. So we did obviously want to pop out that's one way of, of optimizing for memories, obviously to drive attention. So you can't, it's [00:21:00] easier to, to recall an explicit memory, we'll say, uh, if we're paying attention to it clearly.

Uh, but also if you create a little bit of disfluency, uh, this is actually in a way to galvanize the memory and I can see, you know, Prince, if you hear it, if you hear disfluency or, or any sort of friction, that's like, you know, blast for me from, for marketers, especially user experience. But actually introducing a little bit of disfluency is actually a great way to galvanize the memory process.

If you look at the cover, uh, you know, we have our two flashlights pointing in and then it's a white circle and. You know, it just all sort of jumps out eventually as this is an eye that's shaped like an eye and we have, you know, yellow, uh, you know, flashlights, rays coming in. Uh, but actually that's a little bit of a disciplined way of doing it.

So in all, uh, humans, uh, and this is actually just for humans, it's really interesting. Uh, the sclera in our eyes and not the actual eyeball is always white. And this [00:22:00] is a very, very important feature of our human sociality. You're able to pick up on where somebody is looking just at first glance, because there's such high contrast between, uh, where their eyes are and where the white Sox. And so we really wanted the eye to pop out. We would have had the white in the, just getting sort of into nitty gritty of the book. Now all the listeners have to definitely go check out the books. I know exactly what we're talking about. Oh

**Diana Hill:** I'm looking at it again now. And I'm like, wait, the sclera isn't white in this picture. No, it's not. It's not. And actually, I will say that little bit of friction when I got your book in the mail, I had to do this little double-take of it because it's both. My brain was like, are these flashlights shining on something?

Or is this an eye? And it was kind of confusing. And I would say that that kind of friction shows up all the time. You know, if we were reading our newsfeed and all of a sudden there's a, there's a news article. That's like, mindfulness is bad for you. We'll click on it because we want to learn, learn this contrast to everything else that's saying mindfulness is good for you.

Right? And so I could [00:23:00] see how that friction both captures our attention and then motivates us to do a little bit of a deeper dive. And I, I so appreciate that. Cause I'm looking at, uh, things in a different way from learning more about how memories encoded and also I think this other part that you, that you talk about, and I noticed Prince you using this technique because I listened to a podcast episode with you.

And in the episode you talked about your Ted talk and you talked about the, how in, how memory is better for the, the, the peak experience as well as the end experience, this peak end effect. And you talked about how in the end of the Ted talk, you, you made the end, like, you know, kind of powerful to add, but you didn't tell us what you did in the end.



So of course, what do I do? So I go and search up your title. After the podcast and I'm like, Oh no, he used as a garnish effect on me right there. He did it. So I'd love to talk about this [00:24:00] unfinished business and how marketers use as a garnish effect in this unfinished kind of aspect in their marketing to keep us motivated, to keep scrolling and

**Diana Hill:** clicking.

**Prince Ghuman:** and I think you're being very nice when you say motivated. Cause I think the world you want to door, do you probably want to use was hooked or engaged and yeah, so, so Matt and I are not, um, addiction experts, but in the book we actually went out of our way to, to be honest about social media and how there is a metric that us marketers use that's time on site that's engagement and engagement.

What is engagement, if not addiction 2.0, in many ways. And, and the **Cigna Mark effect is part of many design elements that are. Uh, used often** and, and social media to keep you scrolling what Matt and I are calling doom scroll. I'm sure. You've probably heard of him scroll.

So let's talk about this ignore effect. Cause this is something that everyone listening can immediately put into action does ignoring the [00:25:00] fact is best summarized as a sense of unfinishedness. When you have a sense of unfinishedness, you have trouble disengaging, right? So if I were to immediately stop and go, I'll be right back.

You're all like, Oh, what's what in the world has happened. What's coming next. What's, you're more engaged. If I were to interrupt this and leave this sentence, I'm finished. Well, user experience designers have done sort of the opposite of that. When you remove milestones or a sense of finished newness, you keep people engaged.

So this is why when you're scrolling through your newsfeed, There isn't a stopping point. There will never be a stopping point you scrolling

**Diana Hill:** This is the distrust part of marketing that I was talking about.

**Prince Ghuman:** and look, and, and, and so the life hack here is, uh, I mean here, , if Instagram and Facebook wanted to make their products less addictive, they would go, okay, you've scrolled five times.

This is a good time to take a break. You scrolled 10 times [00:26:00] is a good time to take a break.

Uh, what I do is I just go, Hey, Siri, set a timer for four minutes and I'll indulge in doom scrolling. And then when it goes off, it's put it away. Cause that's my milestone that I've created for myself.

So that is Cigna card designed into apps.

And that is how you can work around it. Um, the, uh, so I guess, you know, you want them to give some tactics to, to anyone working on marketing aspects. So this, this goes back a bit to what Matt was talking about. So, the one thing I want to say though, and this is Diana, how you started off the conversation is that on one side, you have this distrust with marketing, right?

On the other side, you utilize marketing to do what you do for a living, right? And there is a third side that you didn't mention, which is all three of us buy stuff, everyone listening, buy stuff. We live in a consumer society.

So we as consumers have an intimate relationship with marketing. So Matt and my mission was to educate the consumer.

And that was this labor of love that was side. But you [00:27:00] can't just address one side of it while we have the other side, the marketing side, the product side that is using this without thinking too much about ethics. So what we, what we do is we teach people how to apply neuro marketing with a strong ethical.

Perspective and, and at the same time, um, we want to improve both things because the answer to bad marketing, isn't no marketing, right? It's better marketing, it's marketing where you actually think thoroughly about the psychological impact of what your AB tests, your, you know, why is the green button leading to more sales?

I don't care because I tested against the blue one. It works better. And marketers don't know enough about psychology, frankly, to go that far deep. so, yeah, so that, that was one thing that when you initially opened up, I had to outline that mission because as personally as a marketer, who's on both sides.

I really don't like this distrust. And, and we're, uh, we're trying to address both [00:28:00] sides of this, this, this trust. So we can have a harmonious relationship with consumerism because it's not going anywhere.

**Diana Hill:** I have to say that. So I'm very new adopter of social media. just this year I adopted Instagram 15 years. I was off and I was off for many reasons.

One, because I knew it wasn't going to be good for me. I will be the addicted 2.0 and two, I saw how much harm it was doing in my practice.

And I would have my, my colleagues, like Debbie would email me what someone said on social media to tell me someone really liked this episode and they'd copy and paste it and send it to me via email. This is how, how, how much I was distanced from it. But when I started, um, Debbie and I launched a book this year, And they said you need to be on social media and one of the reasons why I wanted to read your book is because I want to do exactly what you're talking about.

And I hear your underlying values there \ , and I'm very interested in [00:29:00] values based living, right? Like what are the values that drive our behavior and the underlying values of how do you Mark it in a way that doesn't harm, but also that the consumer is conscious of what you're doing and it's actually giving, giving them what they want.

And one of the things that I am interested in is your ideas around that. Like, how do you bring the ethics into marketing? What does that look like?

**Prince Ghuman:** Yeah, thank you for opening that up. I mean, I think one thing that both consumers and marketers need to realize and accept is a definition of marketing. And it's not what's in textbooks and it's not what your heart initially goes towards. The definition of marketing is a trade of value as sellers. They are

providing a product of value and as buyers, we are providing at least money initially, as a form of value over time, the classic buyer seller has evolved, right? So the seller next door to initial buyer maybe has a bigger selection. So [00:30:00] that's another way of providing value without just the exchange and the buyer three doors, the seller three doors down has nice music and perhaps a glass of water for you to sell the exact same stuff.

That is another way of providing additional value, right? And fast forward, hundreds of years later in 2021.

We have buyers who can provide value beyond the monetary exchange for goods.

And you think about that, think about user generated content. You think about every time you review your Uber ride or review something on Amazon, you aren't providing tremendous value without actually exchanging funds. So there is this interconnected trade of value that takes place. So accepting that as a definition gives both the buyer's power and the sellers responsibility and where we fall apart with that is when the sellers aren't being forthcoming extracting value from the would be buyers.

Right.

**Diana Hill:** to clarify the value is your information. That you are giving them, [00:31:00] like when you're writing the review or you're giving them their email address or you're putting in whatever, anymore. It's the selling of you.

**Prince Ghuman:** Yes. And that's where, and that's where there are issues, right? And, and, and, and there's a sense of fairness in that trade and that relationship, and it becomes unfair. And one-sided

when one of the parties, the seller, the social media in this particular example is not being forthcoming of how they're extracting value from you, right?

So anytime you see terms and conditions written in might as well be Latin, and I need a JD just to understand it, that is 100% an unfair trade of value.

So that is one of the principles that Matt and I teach when we coach future neuro marketers, that you have to always mind a fair trade of value, because marketers, aren't going to get any worse persuasion.

They're going to get better at persuasion. It's an asymptotic relationship, right?

[00:32:00] With data science thrown into it, marketers are getting more and more persuasive.

And one of the things that we work on is, well, why is it that doctors have a Hippocratic oath and marketers don't. Right. Why is it that marketers can influence mental models and furthermore, your perception of things.

And yet we don't take an oath. Um, so the trade of value is as foundational as an understanding and for both players, buyers, and shoppers to understand their role in it. And we didn't write this book to vilify marketers. We wrote this book so that consumers can understand what's happening in their own brain when they're purchasing.

But also appreciate some of that. When there, when there is a fair trade of value, right? We live in a world that our needs and wants, um, are a lot lower than the

amount of options we have to satisfy those needs and wants for every, you want a pair of running shoes. Good luck trying to choose one. Right?

But ultimately what brands have created [00:33:00] is a belief system and a mental model that actually affects objectively. How you perform in those shoes and there's research that shows that right. And I think that's where there's that harmony, the fact that they've done multiple bits of research. And one of those is this.

If I were to give Diana three golf clubs, Costco brand starter, brand nineties, kids, member's starter brand and Nike, and you go hit the ball and, and, and we should just own that. If you believe you're hitting with a Nike golf club, you hit the ball further. Right. So that is that I would argue is due to marketing.

**Diana Hill:** yes. And to Mark it , to me, you'd say if I gave Diana three pairs three pairs of yoga pants, and one was Lulu lemon, and one was target, she'll do a better yoga pose in this list. So we got to know our audience here. So knowing this like marketing is, they're sort of doing this, you know, somewhat sneaky ways of capturing our information in Prince.

You talked about being fair trade, like fair trade chocolate. We need fair trade, , marketing. [00:34:00] And we need to know what we're getting. When can you talk a bit, um, more Matt about sort of this neuroscience of how, uh, how marketing makes brands likable. And when we're talking about brands now, we're not just talking about Coke.

We're talking about branding people. I actually work a lot with, executives. And I remember about five years ago, one of the CEOs that I was working with coming in, and she told me about how she was going through branding. She's like, I'm getting branded personally. And I was, I was a little bit appalled by the whole thing.

And then five years later here I am with my co-host looking through different pictures of, uh, coffee cups and watches and clocks and saying which one fits our brand. Which brand are we? Are we more than the clock with the little old fashioned things on top or no, that one looks like a swatch. That's not us.

We're not swatch. So, so not only are we we're, you know, there's brands out there, but people are getting branded and I would add. Teenagers are seeing themselves [00:35:00] as a brand because a lot of the way they're connecting is through social media. So what's happening there in the neuroscience of branding. And as you use that word, etching brands into our brain,

**Matt Johnson** Yeah, absolutely. I mean, it's such a, such a big question. So first, you know, you're, you're definitely on, you know, from ground having an adverse reaction to this idea of I'm getting branded and that's exactly where the term branded come from. It came from cattle branding that, you know, you had this initial, you know, trade exchanges between, uh, you know, farmers, people buying cattle, and you had to identify which one is yours, start to build trust, et cetera.

And you've literally branded your cattle. But to the bigger question of branding, I mean, it's, it's, it's fascinating. It really is. So the first thing I would say there is that brands are conventions. Uh, brands are, uh, existing as a social construction.

Uh, the brand is real, like money is real. It's symbolic for something. Does a logo have an intrinsic meaning. No logo has symbolic [00:36:00] meaning, and that meaning is only accessed. If there's a social convention, if we have, you know, uh, a dollar bill and nobody else shares the same meaning I do with that dollar bill, it, it ceases to have any meaning at all.

So its meaning really does exist as a, as a social convention. Uh, but that doesn't make it any less real. Uh, you, you referenced, uh, some of the neuroscience where you can actually look inside the brain, uh, and you can see that the brand is fundamentally a. A relationship that is built in our brains temporal lobes, which is our sort of our general semantic network of brain is really the totality of the semantic and emotional associations.

We've come to understand about that branch. We're talking about Coca-Cola, uh, you know, Coca-Cola, I spend tens of billions of dollars making this association between Coke and happiness, and then a couple, you know, tangential, you know, relationships, their associations with Christmas and polar bears and all things that sort of coalesced around this idea of happiness.

And you can legitimately see the locus of the Coke brand inside [00:37:00] our brains left temporal lobes. We're representing all of our brains semantic information. Uh, it is pretty wild. Um, and then to your second point about really expanding this definition of branding. So. What's interesting. When we look at branding from the human perspective is we are fundamentally social creatures. Humans are social in their nature, and this goes beyond just, you know, having a drive for community, just having a drive for belonging, but really it fundamentally shapes how we see the world. There's a very famous quote, uh, from a cognitive psychology, all cognition, social cognition. This is absolutely true. It really shapes how we see. The world. Uh, and so this is the model which we take with us, which we're seeing everything with. Uh, so, you know, people who, uh, who've ever had like, uh, you know, old beat up cars that have no this too well, you know, you, you name your car Susie or Lucy, or, you know, you kinda, if you haven't trouble starting up your car in the morning, you sort of talked to her, you know, cooks are into, you know, the engine finally wrapping up [00:38:00] or, uh, you know, if your computer's acting up, you start to, you know, talk to your computer and say, come on computer, come on, do people name their boats? And this is the social lens. We sort of see, this is the, you know, we anthropomorphize, we see non-human objects as having human qualities. And I mentioned that because that's exactly how we see brands, uh, brands, aren't people, brands are tools of the company. It's the outward facing, uh, skin of a company.

It's a tool of a company, but nonetheless, we see brands as people. And so we think of Apple, uh, you know, trillion-dollar technical, we see Apple as being a minimalist brand and they're smart and there's, you know, kind of a Steve jobs,

you know, kind of essence in there. But we think about Nike and Nike is this like, you know, incredibly ambitious, you know, God like athletes, you know, kind of, you know, sort of, you know, personality.

It, we see brands as, as being personalities. Uh, we see brands are the same social lens as we see our fellow humans. Uh, and then when it comes to trying to [00:39:00] harness this with the same traits, which we come to appreciate, uh, in our fellow humans, we also really appreciate in brands. Uh, so that was a longish diatribe that spends, you know, cattle all the way up to, uh, you know, uh, personal brands and, and, and talking about sort of social cognition.

Uh, but, uh, you know, I think this, this goes really pretty deep that, uh, you know, brands come into our lives that come out our lives. We don't really think about it, but, uh, they do have a very strong emotional connection with us.

**Diana Hill:** and, and just like with people, there's a likability factor, right. So you're, uh, alluding to sort of liking, you know, Nike, I think of Nike, I think fast, I think sporty, I think, and if that's something that's of interest to me or a value to me, I'm going to be drawn to that versus, , the good old walking store shoes. And I think of like comfort, you know? So, so I'm, I'm curious about. Likability and how marketing and neuro [00:40:00] marketing, uh, capitalizes on the likeability factor in things. What makes us like things more than other things?

**Matt Johnson** Yeah. So one thing I would say there, and then you can, you can hop in for it. So first from the standpoint of the brand, Since we do see brands as we see people, the same things we appreciate in people, we appreciate and brands, uh, and these are pretty well understood now in such a psychology that really we instantly and automatically understand somebody as intentionality. Uh, so we have these amazing, you know, apparatus of sort of understanding somebody else's conscious experience. It's kind of a trip, but we can only ever experience our own consciousness. We assume that other people are conscious and they have internal subjective experiences just like we do, but we can't know for sure, but to bridge that gap, we have social cognition.

We have this ability to model another person's conscious. Experience, and we do this so automatically. And so intuitively that we don't even realize there's a process there. And one [00:41:00] thing that we access very, very, very early on we're talking milliseconds of an interaction is we make assessments about that person's intentions.

So are they, you know, a good person? Do they have good intentions for me or do I need to kinda watch out for them? Should I be vigilant around them? We might be wrong. Uh, but we're going to form that judgment very, very quickly. And it's the same with brands. So above and beyond anything the brand does in terms of trying to endear us that this product or that product, or this influence or whatever, fundamentally we understand the brands intentionality, do they have good intentions towards me above and beyond any sort of business transaction that may transpire are they invested in my wellbeing and by happening?

So when we look at, we were the most popular, most endearing, most, most tried and true brands, they rate very, very, very high in terms of a perceived intentionality. We're talking to get up at Johnson and Johnson of the world.

Historically, I know they're in the news recently for other reasons, but historically, I [00:42:00] mean, Johnson Johnson has, you know, one of the most amazingly beloved brands of all time.

We're talking about, Hershey's talking about Nike talking about Disney. Uh, you know, these are brands that are, are story brands that people get tattooed on their bodies, Harley Davidson. Uh, these are brands that, uh, there is this really, really, really strong connection to that. A lot of it comes down to this perceived intentionality.

**Prince Ghuman:** and to go, from intentionality to like ability the science. There is also very well-researched and it comes down to the mere exposure effect. The more you're exposed to something, the more you interact with something, the more likely it is that you will have a preference towards it.

So really, if you think about all of the advertising world, it is simply. Practicing a craft of mere exposure effect and mere exposure effect has a couple cousins. The, a, the fluency heuristic and the availability heuristic was as, as easy as it, as it is for me to bring something top of mind, I'm going to like it more [00:43:00] and as easy as something is to become available at the top of my mind, not only do I like it more, but it feels truer and that's kind of funny, right.

And easier it is for me to bring up. It actually feels more probable. And, and, and this is something that not only fuels advertising, but it's our perception of not only what we like, but what our truth is and what is more, most probably taking place. And, and I think it's worth bringing this up now because in the last few years, I think we lost a sense of truth.

We lost our barometer for what is true because here are the facts and here our hair is fake news, but it's not easy to decipher fake news from the facts. But again, mere exposure effect says that the more you're exposed to it, easier it is to bring to mind.

And the more probable you think what [00:44:00] this fake news stuff is, and it affects your sense of truth.

And that's one of the things that,

um, again, it's not so much about marketing as it is about how we D how we digest information. And it's primarily through the Facebooks of the world. And the Facebooks of the world are not stewards of facts. Rather. They are stewards of content that keeps you going, and their algorithm isn't made to be a true algorithm.

It's made to be an algorithm that optimizes for engagement and what engages is either stuff that. You like, or you dislike. And that's what gets the comments to share as the likes, the forwards and ultimately a toxic place to be on Facebook,

but that's We've had a number of guests on the show that we've been inspired by, and that are offering you our listeners discounts on their programs. If you go to our website [00:45:00] [offtheclockpsych.com](http://offtheclockpsych.com), you'll be able to find coupon codes for the programs of Dr. Judson Brewer, Dr. Rick Hanson and Jen Lumenlun. So go check it out at, [offtheclockpsych.com](http://offtheclockpsych.com) and start learning today.

**Diana Hill:** I want to read another, um, passage from your book because this is another one that's stood out, especially for me as a psychologist, behavioral psychologist, you right? The longer you study human psychology, the more you inevitably come back to the same conclusion we, humans are pretty dim witted. We're bad at most things.

Most of the time.

And then later on you, right, then you turn to communication and it's like a breath of fresh air. When you examine human communication, you can't help, but be astounded by just how amazing humans are.

So I'd love to talk a little bit about some concepts in the book like around neural coupling and, uh, the ways in which we are, we're communicating through, through marketing and, and maybe some of the positive ways as well that we communicate through [00:46:00] marketing.

**Matt Johnson** Absolutely. Yeah. So first I'll give, give a hat tip to my PhD advisor, Adele Goldberg. So she, uh, was she's a linguist and I started with her. She's a great, still is fantastic mentor. And she really opened my eyes to this. Opportunity, uh, this, this, this perspective on, on linguistics, um, cause really the history of psychology is a history of finding out really just how bad we are.

Both things. I mean, behavioral economics. Basically is a distillation of human irrationality. We're finding out more and more just how, how bad we are just many, many different ways. We're just opened up to the diversity of ways of which were bad. And then, you know, you look at communication that it is just truly astounding.

You can see this from the standpoint of a developmental psychologist. We don't come to the task. Of of language learning with any particular linguistic knowledge, but nonetheless, each of us here was able to learn at least one language perfectly fine without even try, but even try. Right? So nobody, nobody, when we were, you know, [00:47:00] 18 months old, you know, 24 months, we had to have flashcards, we didn't have Rosetta stone.

We didn't have a, you know, listening to foreign languages in our, in our headsets. You know, we learned this just from the ambient linguistic input that we're getting in our, in our early experiences. And from that we construct the language. That's incredible. So, you know, the first thing to mention really is that, you know, human communication is nothing short of a miracle.

So you have to hold this incredibly vast compendium of linguistic knowledge and mind. You have to retrieve words and some tactics structures in real time, all the while you have to articulate with the fine musculature in your throat in a way that talks about convention, we have conventional ways of using language in a way that somebody who has that same conventional understanding of what these sounds actually mean.

Access the meeting in their heads. What's actually allowed me to communicate something about my internal subjective experience into your internal subjective experience. And this whole process takes place completely outside of our awareness. And unless we really pause to think about it, uh, we don't [00:48:00] really appreciate just how amazing this is.



It worked so well that we kind of take it for granted. So really this concept of neural coupling really helps to unlock this. So this is some research that I have the opportunity of, of, uh, contributing to when I was a graduate student at the research here really does indicate that fundamentally communication is a physical process.

Uh, there's a set of, uh, fMRI functional magnetic resonance imaging experiments that we did, uh, which really suggests that if I have an idea in my head. And I want to communicate that into your head. It's really my job as the speaker to inculcate that same unique constellation of neural activity that I have in my head when I'm representing this piece of information into your head and the better I'm able to do this, the better I'm able to, to really recreate my own internal experience at the level of neuronal activity into your head, the better the communication is.

Uh, and this is this concept [00:49:00] of neural coupling. And so once we sort of grasp that as, as a framework, then we can talk about ways in which we can optimize for neural coupling. So in, in the, in the standpoint of, you know, one-on-one dyadic communication and you probably familiar with this in your practice, Diana, that, you know, we have something called interactive alignment. So we're talking with somebody and then, you know, you kind of do one of these things and you're kind of, you know, just get a little bit more comfortable leaning back. Studies have shown that, you know, within the next five to seven minutes, the person you're talking to is going to mirror that as well.

They don't realize it, but you tend to just mirror the conversational features of the person you're talking to. This is the work of, uh, Simon Ghirard and Martin Pickering at university of Edinburgh. So in that, this is really a way of converging onto a shared, uh, linguistic medium, which allows for neural coupling to, uh, take place.

So when a one-on-one, uh, type of setting, we naturally do things to try and improve the success of communication. And then we turn to the business world and [00:50:00] we can still have neuro coupling as our, as our basic foundation, but things just get much, much more complex. I mean, it's a miracle that, you know, two people can communicate without too much, uh, you know, misunderstanding, but understandings happen.

But then you look at it, the, the business world is a one to one, it's one to thousands of people across different channels of the communities. Uh, you know, and yeah, Prince, you want to, you know,

**Prince Ghuman:** Yeah. So one-on-one communication analogy that we both like to use is it's like playing a friendly game of tennis, where you're actually trying to volley the ball across in the best way possible that can Bali back.

Imagine trying to do that at scale for a publicly traded company So when it comes to moving over to the business side of things, it's more like a game of Tetris.

Again, we're doing lots of nineties references today, but imagine a Tetris piece coming down and you have to get it to fit just sort of the right way. So it connects with this massive audience that you're going after.

I like to illustrate this with two companies in the same field that I would argue. One of them does a better job of [00:51:00] coupling and speaking and communicating the way it is better receipt.

You look at Verizon and you look at T-Mobile right?

And you can go, maybe not right now, but later on, have a look at Verizon's Twitter or Verizon's Instagram, and then the CEO's Twitter. And then. Go look at T-Mobile and look at

the vocabulary, look at the type so ways that they're communicating, they're using memes to communicate their, their speaking,

the tongue of the listener all the way down through a level of T-Mobile CEO.

And that was intentional, that wasn't accidental at all.

And they're consistent throughout all of their social media channels. I want to give you guys a counter example. I'm going to give you an example from Microsoft. So when we are recruiting, especially at the scale that some of these. Fortune 500 fortune, 100 companies are

there recruiting at the moment that the younger green talent, which is gen Z or middle managers or [00:52:00] director level, um, millennials, and, and a lot of this stuff, like Matt said, we, we do automatically, but I actually have an email sent out from recruiter from Microsoft to their new green recruits.

And I'm going to read this out loud for you guys. Um, and I want you to see the attempt at narrowly coupling with a different demographic and it's a failed attempt. And yet you can see what they're trying to do. Okay. So this is a real email. You actually have a screenshot of this in the book.

This is a Microsoft HR person speaking to their recruits.

Okay. It starts off all pink, all bold, all caps. Hey Bay intern, heart emoji. Hi, I am Kim, a Microsoft university recruiter. My crew is coming down from our HQ in Seattle to hang with you and the crowd of Bay area interns at internal Palooza. But more importantly, we're throwing an exclusive after party than that, of the event,

there will be [00:53:00] hella numbs, lots of drinks, the best beats, and just like last year, we're breaking out the beer pong table.

And again, in all caps this time, orange and bold hell yes, to getting lit on a Monday night.

**Diana Hill:** Yeah, so that would go in the trash. So instantly if I received anything like that, or if I saw my child receive anything like that, and yes, it's so important. The story that you're talking about of marketing to the individual and making sure it matches the individual, you're talking about one business, sending it out to the masses, but what really caught my attention was towards the end of the book where you taught, start talking about, uh, addiction 3.0 and how this idea around the future of marketing is going to really help with this idea of individualizing to each person through using psychology.

And you talk about the future of marketing is actually going to be more about psychology than anything else. And in particular, looking [00:54:00] at personality profiles, Many of us that listen to this show have either taken a psych one have learned about the big five or ocean. And you share a little bit about how that's

going to make it so that the marketing we receive is going to feel like it just hits us right in the right spot.

Can you talk a little bit about the future marketing, where it's going or maybe where it already is?

**Prince Ghuman:** uh, I think it's, it's there for a certain smaller, but, but sharpen early adopter percentage of people, and it's looking at your big five or your ocean analysis, and this really came to a forefront with, with the, uh, with, with the Trump election and Brexit where, um, and this is the creepy part of marketing. This is a part of marketing that Matt and I are not fans of. Right? This is the unfair trade of value where

you give quizzes on Facebook that say, which Harry Potter character are you, or which game of Thrones character are you or, or, or what sex in the city character are you. But what they're really doing is giving you a [00:55:00] fake quiz.

To get access to your data and the data of all of your friends. And then they throw it into

a, a machine learning algorithm that portrait of you put

**Diana Hill:** and the big five is an evidence-based personality task that sort of has these measures of these five measures of personality. So like your openness, your agreeableness, your

**Prince Ghuman:** or agreeableness. Yeah. Neuroticism. So if someone ranks really high in neuroticism, you can create an ad that speaks to their core in ways that you were not able to do before. Right.

So think about, uh, one of the ads said, uh, the right to bear arms. Isn't just a right. It's an insurance policy. vote for Donald Trump, right. And when you actually extrapolate the ocean, uh, profile of a [00:56:00] person that ranks high in neuroticism, an ad like that will work, it feels way more customized.

So to answer your question, where is marketing headed? It's headed towards a hyper personalized place and, and, and psychology is part of that. And there's good and bad sides to that, right? Um, we use zoom, whether we like sitting and staring at a screen, instead of sitting in person, the user experience behind zoom, these are experience behind our high phones.

These are experienced behind whatever app you use to chop up this video and this audio. We owe a good amount of debt to cognitive science and the people in the marketing department and the product department that we're able to create easier to use products. But the opposite side of that is using psychology for something like this.

And in this case at the moment, technically there wasn't anything illegal that Cambridge did, which is creepy, right? You've got innovation, you've got [00:57:00] consumer slowly catching up to innovation and public policies way down here. And you can't even see it on the screen right now. Right? So I think that is part of the reason why there is this distrust and that is the part where Matt and I want to fix.

Right? Because ultimately the psychology and neuroscience piece is out of the box. It is still at the early adopter stage for companies. And it's going to take a long time

for midsize companies to take advantage of it. Right. But it is coming. So how can we educate the consumer on this side and be. Educate the marketers for the psychological impact of what they're doing because the, because not every marketer. And I would go as far as saying most marketers don't yet do that. Don't yet know how to do that. Let alone what happens when they do that, but we'll get there eventually. And I think educating both sides and then public policy way down here, eventually we'll catch up is part of the answer as we go [00:58:00] towards the future.

**Diana Hill:** I think you're doing a great job. You did a great job today of educating both sides and, and helping with those two parts of me that I, that I brought up in the beginning. Right.

And, um, learning about the third part, as well as, uh, as a consumer and you do a great job in your blog, which is actually really fun to read super science packed and, and the fun stories and examples.

And I'm wondering as we close up here, you know, what are some of the takeaways in terms of, um, Strategies, maybe you could just talk about strategies that you use as consumers and as marketers help with your, um, digital wellbeing, I guess is the term they used in the book.

**Matt Johnson:** All right, I'll start first. And then Prince, uh, hop in. So yeah, I would, I would say the first thing is, you know, accept the fact that you are a consumer, we're all consumers, the fundamental and the [00:59:00] last year, uh, you know, uh, you know, living in the woods, you know, somewhere doing your own thing, uh, you know, we're all consumers.

Uh, and so we have to accept this fact.

And so once we accept that, you know, I think the goal is really to not avoid consumerism really in any, you know, any facet, whether it's digital or whether it's it's physical, but really to embrace it. And so one of the reasons why we named the blog partner is Andy Warhol. It's we have to Andy Warhol, this, we really have to gain an appreciation for brands and marketing.

Uh, that doesn't mean we turn a blind eye to ethics piece and, and that's, that's super important. That's where I'm going next. Uh, but because consumerism is unavoidable. We should really be marketing kind of sewers. And one of the reasons why Prince and I are so passionate about bridging this trust gap is because when marketing is done, right.

And when they're truly invested in not just the sale, but the actual emotional experience long-term relationship with consumers, it's magic, it's gorgeous. It's beautiful.

[01:00:00] It's amazing. And, uh, there's no reason why we can't enjoy it. Uh, so I think one, we should, we should really aim to be connoisseurs of marketing. Uh, the second thing I would say is, uh, is mindfulness. Uh, so we have this, there's this general orientation towards, let's say food where you're, if you're have a mindful orientation towards food, you really thinking about, you know, where the food comes from, you being appreciative of the, you know, the circumstances that provided you this opportunity to eat this food.

You don't take food for granted, you know, you know, enjoy the morsels as, and you're being aware of, you know, how the nutrients are being assimilated into your body as much as possible. I think really that's the attitude that we should take when it comes to especially digital consumption. You know, I think we, you know, uh, Dan, uh, you're, you're, you're an exception here because you've been off social media for God, bless you for 15 years.

It's amazing. Uh, but you know, most people, I think we, you know, get on Instagram, whatever, uh, you know, we just scroll through, we spend, you know, half an [01:01:00] hour, hour, hour, and half, two hours, three, four hours on this. You know, we're not thinking about what this is doing and just in the same way that you can't fundamentally understand how the nutrients are being assimilated to our body, how this is affecting our health, our mental health, you know, we're not aware of, of how all this digital consumption is affecting us either.

**Diana Hill:** I think that because I wasn't on it for so long and because I entered so intentionally. It's like having cake when you've been like on a detox for, you know, a week, you know, like a sugar detox that I am so aware and conscious of how it impacts me and then also of what I produce. And I'm very intentional around what I produce.

And I actually think that that's where also taking some, some time off, maybe helpful for folks. Take time away, go for a walk without your phone, talk to your kid without your phone. You know, some of those basics of technology free zones can be, can be incredibly helpful. And the other component of it as all of us are acceptance and commitment therapy practitioners here is just awareness of our own thoughts in our own minds.

So [01:02:00] and that that's actually something that we can a skill we can train as well as being aware of your own thoughts.

**Prince Ghuman:** and to piggyback off of what both of you said, I think. Mindfulness and being aware of your own thoughts. I think when it comes to relationship with consumerism, it is best aided when you know what to be mindful of, right. It is best aided when you actually know, uh, there's one thing to say, mindful consumption.

It's another thing to understand what takes to grab attention and what it takes to build memory, what it takes, what is happening at the level of your emotional process, your cognitive process, and all the other subconscious and conscious variables that you're playing with. So to add to what both you and Matt said, knowing and educating yourself with the psychological experiences that are taking place around consumerism will help you amplify all these things.

So that's, that's, that's my addition to, to what Matt, and you just said, Diana is, [01:03:00] and yes, I, there happens to be a book called Blindsight written that outlines all those things. So you can actually be better and more efficient. At at mindfulness. And the second thing is this.

And I think about this all the time.

It's, you know, people use the term consumer power loosely, but I believe in consumer power, we as consumers have the power, um, we are 50% of the trade of value. So we have the power

to shape this to be a more harmonious relationship.

Uh, and it's shocking how often we don't exercise that consumer power right in the U S alone.

There was no organic food until consumers wanted it and the exercise of consumer power. And it isn't simply about wanting it.

It is also about paying for it,

which brings me. And we're talking about digital quite a bit.

Digital is a reflection of us, and that might be a nasty truth to really see, sit with, but sit in that for a second, [01:04:00] right?

Facebook is not a nonprofit. They have to make money. And us the billions of people using Facebook don't want to pay for it. So they found a way to survive. It is a reflection of our behavior. That's turned into their business model.

When we start saying, I don't want to use free products, that's going to change.

Maybe it's going to be tough for Facebook to walk away from 150 billion a year in the U S alone in ad revenue. But that might incentivize a VC to fund a company that creates a cooler social network that respects your privacy, that costs 10 bucks a month, but it's not until you ask for it. And it's not until you're ready to pay for it, that it will become a reality.

Right. So here are some of the easy tasks. I'll give you super easy tactics to help with this. Okay.

**Diana Hill:** use Safari mostly, sometimes Chrome. Yeah. Depending on the [01:05:00] **Prince Ghuman:** That's where I was going Okay I know it sucks but but that's that's a perfect example right We use the fastest browser Chrome and it's not that much faster than number two but it is owned by the biggest data company in the world And we don't think twice where we love Chrome right So that's one example Why are we using Chrome There's plenty of privacy based browsers that you can use And I don't know maybe donate something to Mozilla And I promise I don't work for Mozilla Um but that's a perfect example of a browser There's other there are other business models as this privacy conversation is slowly coming up and the other one is brave Brave actually gives you the opportunity to monetize your own data with brave You can opt out to be completely private or you can opt in and make cryptocurrency On uh ads that people show you right Cause ultimately think about it There is no royalty model People are making billions and billions of dollars based on our data in aggregate And we don't get a [01:06:00] single penny out of it So Brady's been able to do the privacy piece but also Hey let's see if this world view model works there are plenty of apps like that right We use WhatsApp outside of the U S WhatsApp is tremendously popular way more than even us how often we use WhatsApp but WhatsApp is yet another addiction to free We're addicted to social media we're addicted to free So the biggest takeaway is think about what things you are addicted to that are free And how can you address that How can you find alternate products to WhatsApp and there's telegram and there's signal I'm Matt

and I use signal and we don't use WhatsApp And and and that and those little things that are chipping away at our addiction of free are going to change the consumer world And and that's important And and so Biggest takeaway I can say underlining it one more time is we are part of this And right now we are choosing free We're choosing to watch videos that we don't want to pay for on YouTube That people spend tremendous amount of time putting up Uh we're [01:07:00] choosing to watch free podcasts but it's not really free Someone is getting their share at the end of it And it's not you and I the consumers So it's not until you go on a Patron or whatever other products there are Even for blogs paid blogs

**Diana Hill:** fantastic. Well, thank you. I've learned so much just even in this interview today, it's been fantastic and really opened my mind to a lot of things that I think we need to continue to open our mind and learn and grow in because it's an ever-changing and we need to keep up. And like you said, stay in front of it to be actually to be able to change it.

So thank you, Prince Gaman. Thank you, Matt Johnson, check out. Blindsight go to pop neuro to check out the blog. And if you want to find out what was that thing at the end of the Ted talk that Prince shared about, if you still have that question in your mind, go watch his Ted talk. It's pretty fun. And, uh, many blessings to you.

I hope that you continue on this [01:08:00] journey in a positive way and aligned with your values and what's important to you in it.

**Prince Ghuman:** right back at you Diana and thank you for having us and thank you for you know doing your part in distributing this Stuff that we're so passionate about but without you playing the role that you're playing somewhere or in the inventory in Amazon's warehouse and that's not fun.

So thank you so much.

**Matt Johnson** thank you so much, Diana. It's been a pleasure.

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