



Среда
прогрессивного
дизайн-обучения

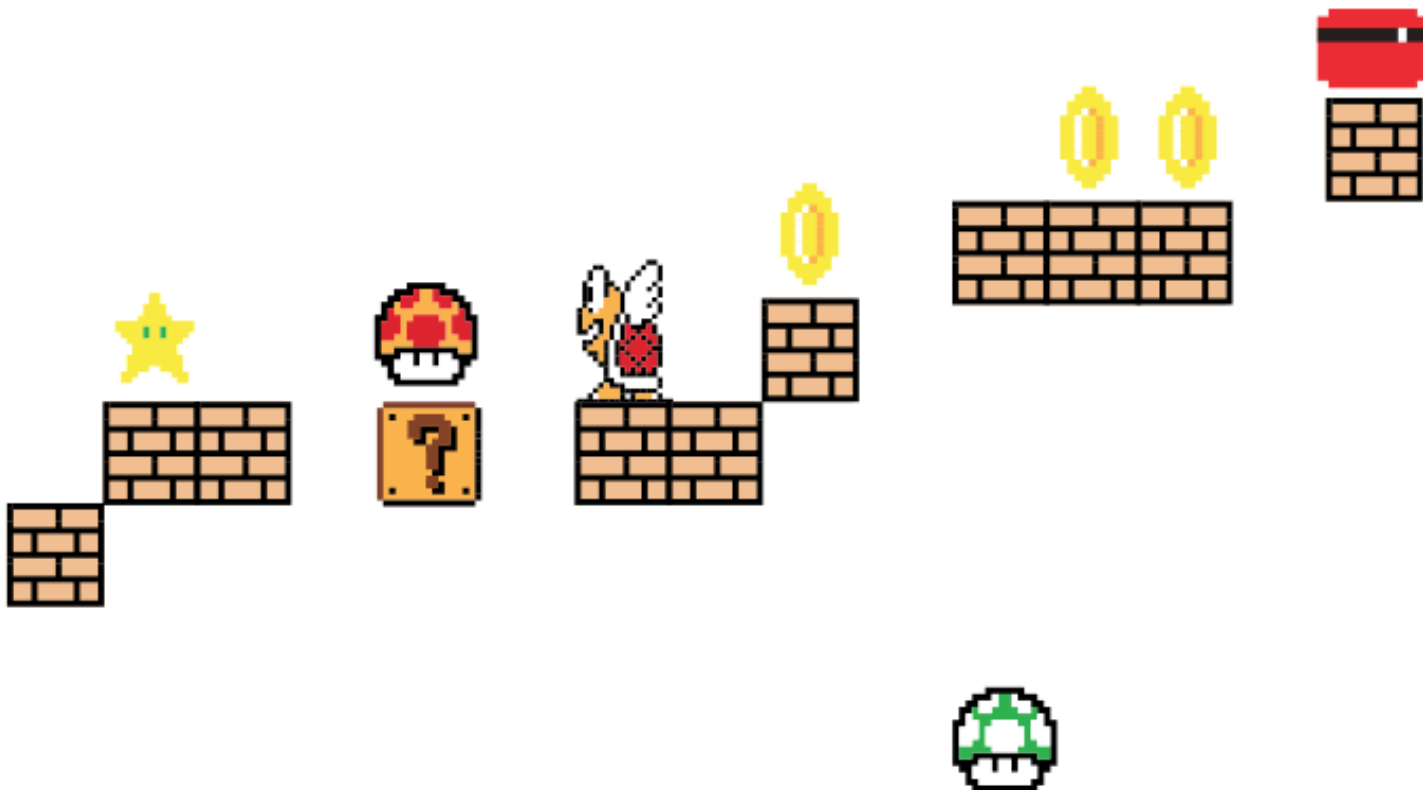


Награды
в интерфейсах



Волшебная формула хорошего интерфейса







Волшебная формула хорошего интерфейса



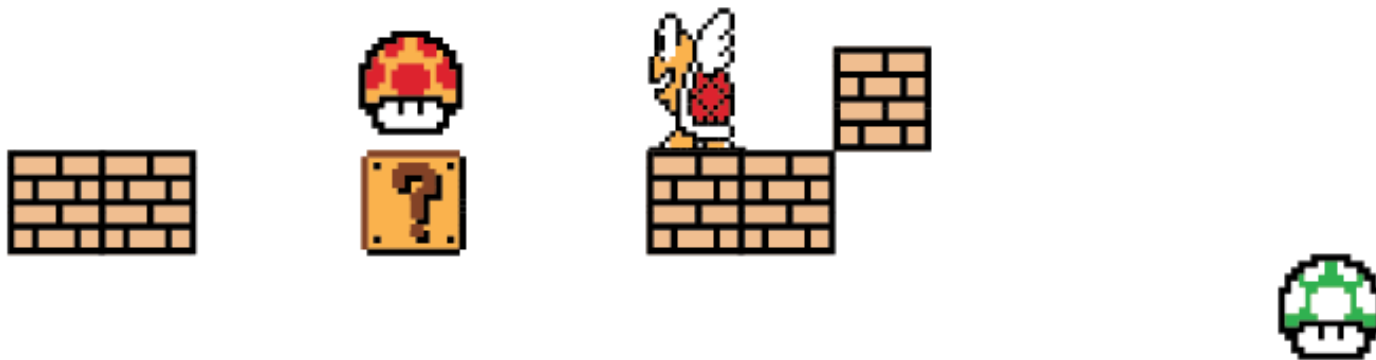
(Потребности - Помехи) × Награды





Волшебная формула хорошего интерфейса

(Потребности - Помехи) × Награды





Волшебная формула хорошего интерфейса

(Потребности - Помехи) × Награды





Коварство однорукого бандита



Сигнал



Награда



S Tandkräm. Innehåller: natriumfluorid 0,32 % (0,145 % F=1450 ppm F). Barn upp till sex år: Användningen för att minimera nedvälsning. Rädfräsa tandkäre eller läskare vid användning av fluoridlösningar. Tandkrämlösning. Produkten kan orsaka Allergier på vissa typer och ytor. **KEM** Harnstoffsaltslösning 10,145 % F = 1450 ppm F. Kvalitetssäkert i alla Harnstoffsaltslösningar. Kvalitetssäkert i alla Harnstoffsaltslösningar. Kvalitetssäkert i alla Harnstoffsaltslösningar. Kvalitetssäkert i alla Harnstoffsaltslösningar.

Maybe your teeth are gloriously clear, simply clouded with a film coat. Make this remarkable test and find out.

You'll feel a film—that's what makes your teeth look "off color" and invites decay and gum troubles

Old methods fail to remove it successfully. Beneath it are the dazzling white teeth you envy. Make this remarkable dental test—you may have beautiful teeth and not realize it.

THE test that's offered here has been made by thousands with remarkable results. Authorities pronounce it the most unique of all dental methods.

You want clear, beautiful teeth. You can have them—quickly. For this new way goes to the basis of "off color" teeth, the source of most tooth and gum troubles.

In a few years, largely on dental advice, it has changed the tooth cleansing habits of the world. In justice to yourself, use the coupon below.

*It removes that stubborn film,
the great enemy of teeth
and gums*

Run your tongue across your teeth, and you will feel a film . . . a viscous coat that covers them.

That film is an enemy to your teeth—and your gums. You must remove it.

It clings to teeth, gets into crevices and stays. It absorbs discolorations and gives your teeth that cloudy "off color"

look. Germs by the millions breed in it, and they, with tartar, are a chief cause of pyorrhea.

Tooth troubles and gum troubles now are largely traced to that film. Old-time methods fail in successfully combating it. *That's why, regardless of the care you take now, your teeth remain dull and unattractive.*

*New methods remove it
And Firm the Gums*

Now, in a new type dentifrice called Pepsodent, dental science has discovered effective combatants. Their action is to curdle the film and remove it, then to firm the gums.

Now what you see when that film is removed—the whiteness of your teeth—will amaze you.

Ordinary methods fail in these results.
Harsh, gritty substances are judged dangerous to enamel.

Thus the world has turned, largely on dental advice, to this new method.

A few days' use will prove its power beyond all doubt.

Mail the coupon. A 10-day tube will be sent you free. Why follow old methods when world authorities urge a better way?



WHITE NOW

BEVISAT, OMEDELBART VITARE TÄNDER
EFTER ENDAST EN BORSTNING



Send the coupon
Make the test

FREE Mail Coupon for
10-Day Tube
THE PEPSODENT COMPANY,
Sec. 316, 1104 S. Wabash Ave.,
Chicago, Ill., U. S. A.

Send to: *Sims 4/21/25*
Name
Address

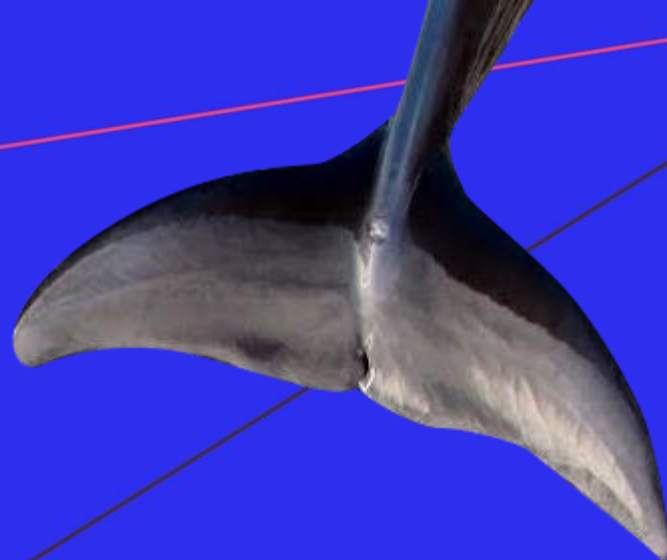
Pepsodent PAT. OFF.
REG. U.S.
The New-Day Quality Dentifrice
Endorsed by World's Dental Authorities

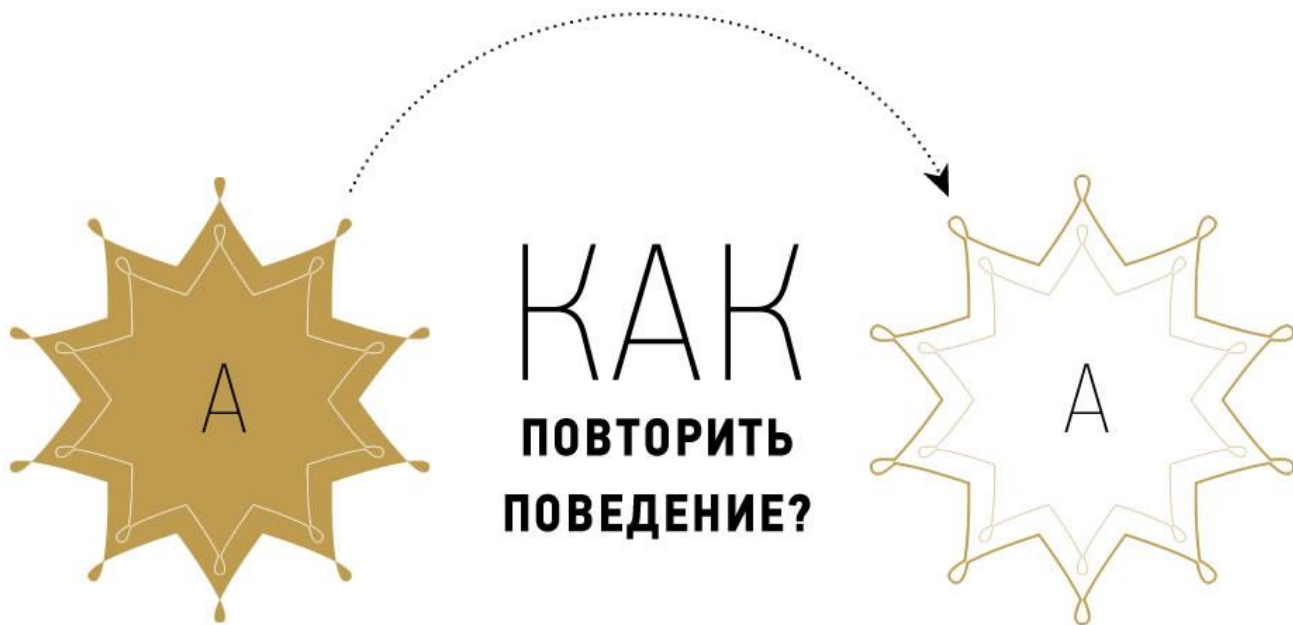
Only one tube to a family

137



Учим дельфина прыгать





9м

ПОКА

ПОВЕДЕНИЯ НЕТ

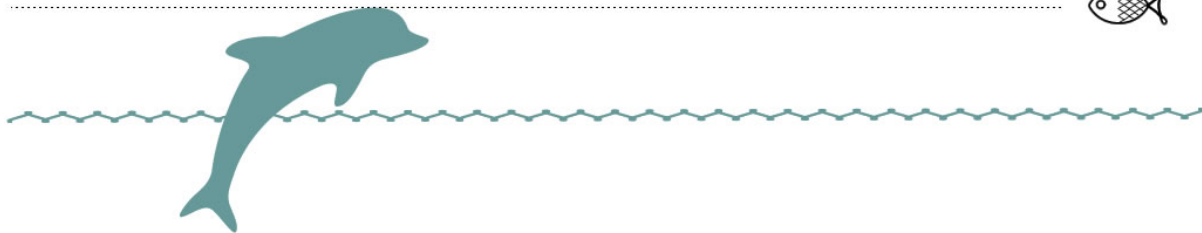


НО РЫБКА УЖЕ ГОТОВА

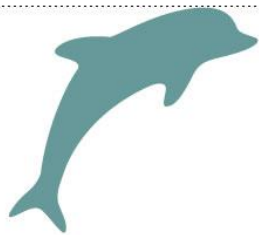


9м

ПОДКРЕПИТЬ **ПОВЕДЕНИЕ**

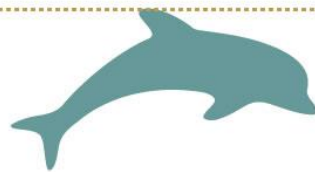


----- 9M





9м

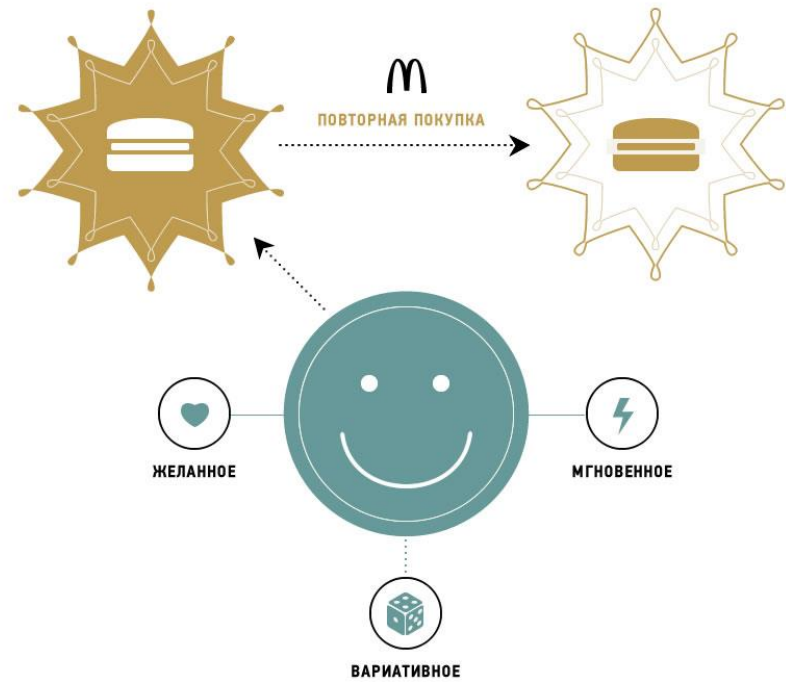


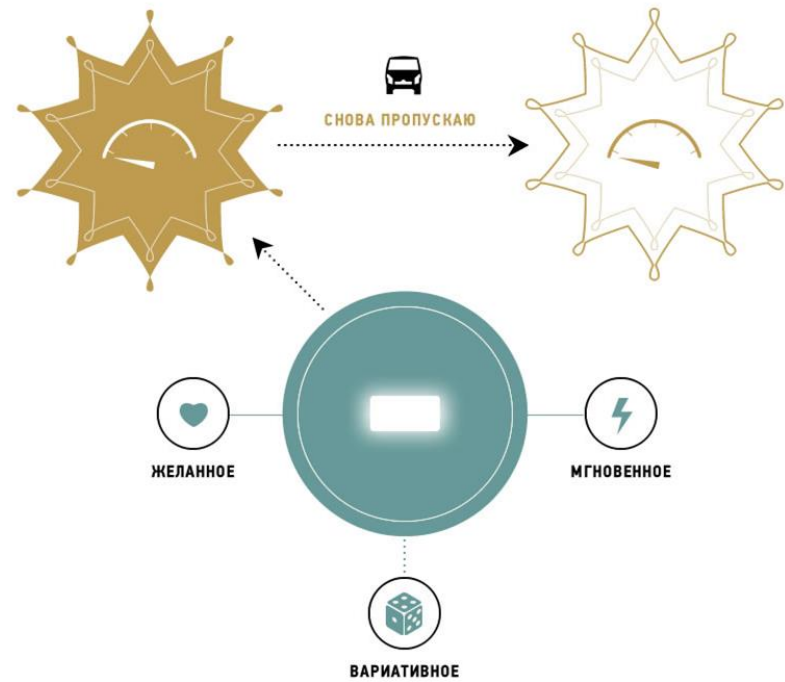
ТРИЖДЫ УРА!



Подкрепление — это событие,
совпадающее с каким-либо действием
и ведущее к увеличению вероятности
повторного совершения этого действия









3 составляющие качественной награды



Удовольствие



Мгновенность



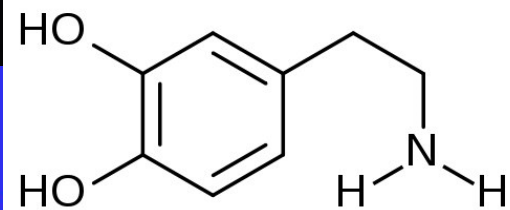
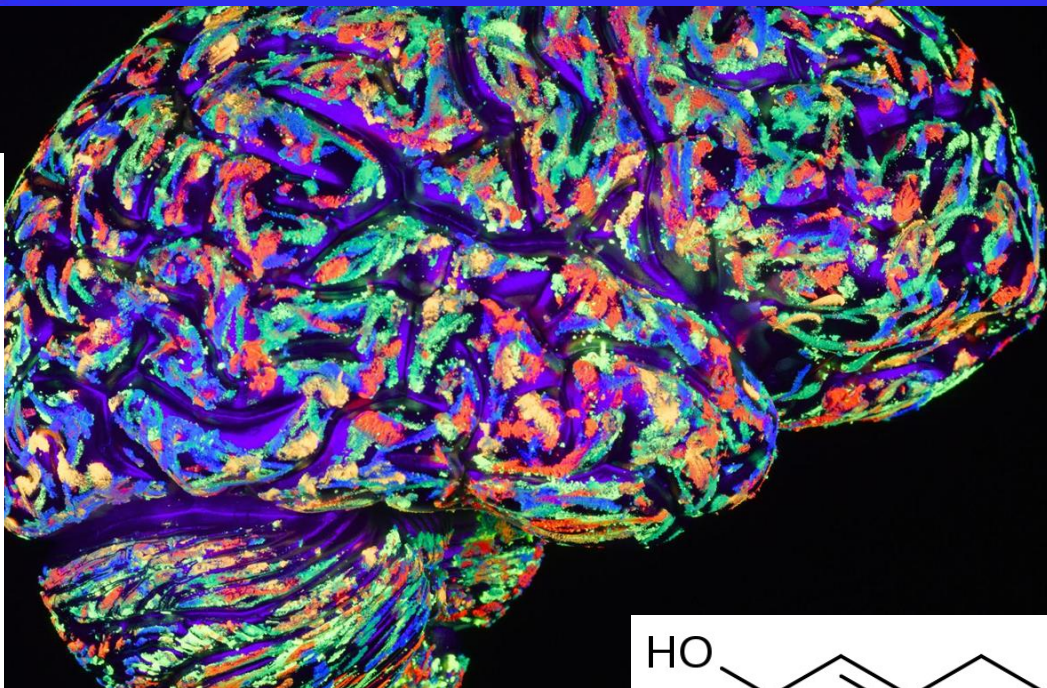
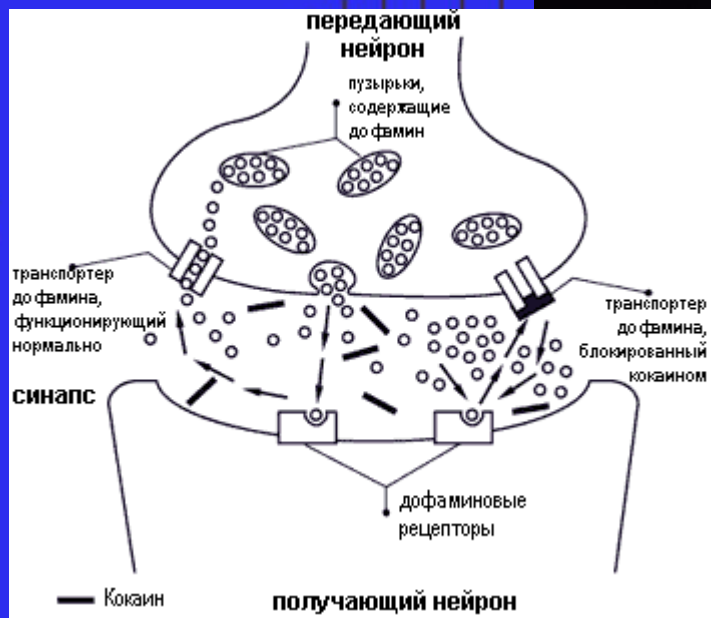
Неожиданность



Удовольствие

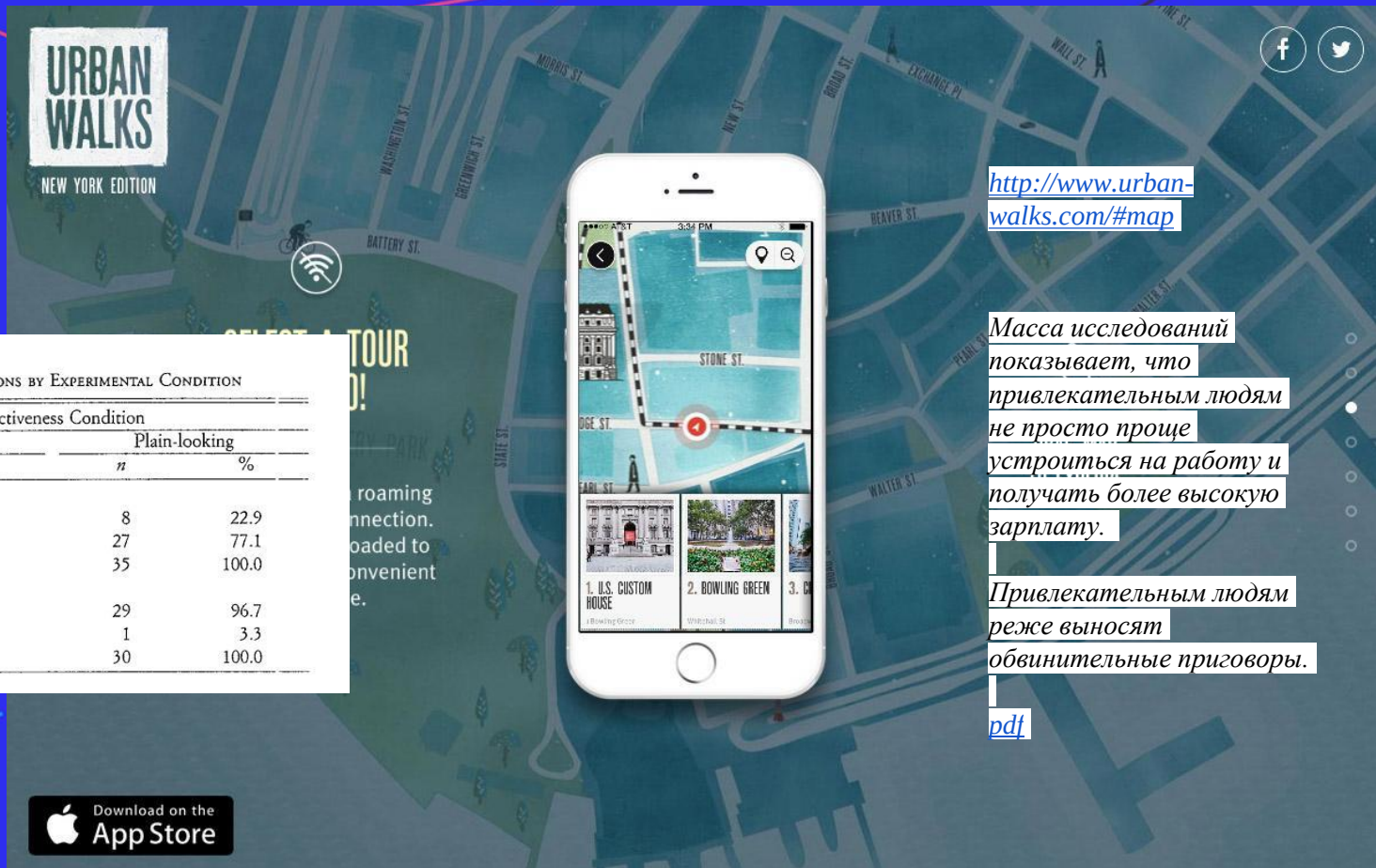


Удовольствие. Дофамин и кокаин





Удовольствие. Причем тут красота?



<http://www.urbanwalks.com/#map>

Масса исследований показывает, что привлекательным людям не просто проще устроиться на работу и получить более высокую зарплату.

Привлекательным людям реже выносятся обвинительные приговоры.

[pdf](#)

TABLE 1
DISTRIBUTION OF PARTICIPANTS' VERDICT DECISIONS BY EXPERIMENTAL CONDITION

Group	Attractiveness Condition			
	Attractive		Plain-looking	
	<i>n</i>	%	<i>n</i>	%
Did not deliberate				
Not Guilty	13	48.1	8	22.9
Guilty	14	51.9	27	77.1
Total	27	100.0	35	100.0
Deliberated				
Not Guilty	22	73.3	29	96.7
Guilty	8	26.7	1	3.3
Total	30	100.0	30	100.0



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App Store



Удовольствие. Foursquare и награды





Удовольствие. Движение увеличивает удовольствие

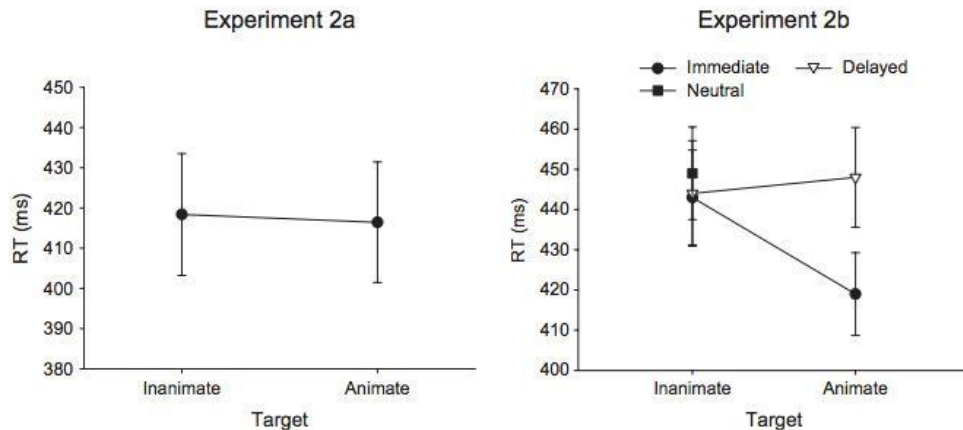


Fig. 2. Results from Experiments 2a and 2b: mean reaction times (RTs) for detecting the offset of an object as a function of the movement of that object. In Experiment 2a (left panel), inanimate targets were offsets of an object that underwent a unique inanimate-motion event just prior to the offset, and animate targets were offsets of an object that underwent only animate-motion events. In Experiment 2b (right panel), animate targets were offsets of an object that underwent a unique animate-motion event prior to the offset, and inanimate targets were offsets of an object that underwent only inanimate-motion events. On immediate trials, the target offset occurred just after the unique animate-motion event, and on delayed trials, it occurred after two to seven intervening inanimate-motion events. On neutral trials, there was no animate-motion event. Error bars represent 95% confidence intervals.

It's Alive! Animate Motion

Captures Visual Attention.

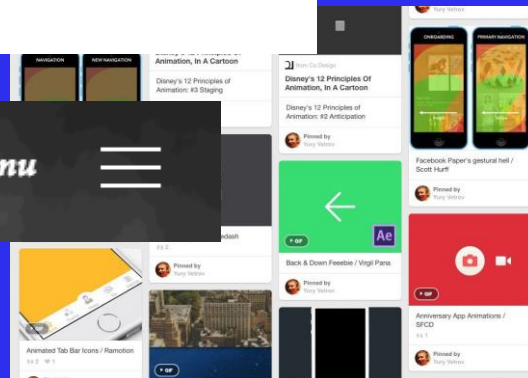
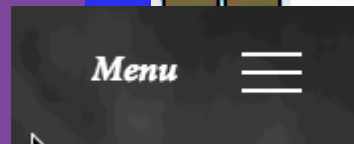
Jay Pratt, Petre V.

Radulescu, Ruo Mu Guo

[pdf](#)



Удовольствие. Анимации



Коллекция интерфейсных
анимаций руководителя
разработки Mail.ru Юрия
Ветрова

[ссылка](#)



Удовольствие. Анимации



User Guide

Learn how to sync, share, and manage your files with Dropbox for Business.

Sign in



Highlights

- Getting started
- Quick start: sync and share
- Check out our newest features!
- Three advanced features

Set up your Dropbox

- Install the desktop app
- Save your work in Dropbox
- Download the mobile app
- Connect your Dropboxes



Share your work

Manage files

www.dropbox.com/guide/



Удовольствие. Интерактивное взаимодействие

Интерактивная подача
ключевого преимущества

bellroy.com/slim-your-wallet



Bulging Wallet? It's probably not your fault. Most of them are poorly designed and make it hard to...

SLIM YOUR WALLET



Both of these wallets contain the same 10 cards and cash. The Bellroy on the left eliminates leather and air between your cards. The other causes a massive bulge and kills any suit or denim silhouette...



Удовольствие. Goalgradient Effect

Goalgradient effect в заявке
на кредит банка Траст

ЗАЯВКА НА КРЕДИТ

- 1 Заполните анкету.
Это займет всего 5 минут.
- 2 Мы быстро сообщим
вам о решении.
- 3 Получите деньги в любом
удобном для Вас офисе банка.

ОБЩАЯ ИНФОРМАЦИЯ

ЛИЧНАЯ ИНФОРМАЦИЯ

РАБОТА И ФИНАНСЫ

Кредит

Желаемая сумма кредита рублей

Желаемый срок кредита месяцев

Цель кредита

Личные сведения

Фамилия

Имя

Отчество

THE CAFÉ RP CARDS

A: 10-Stamp Card

B: 12-Stamp Card with

Café Cappuccino at Columbia University										
Buy 10 American Coffees and get one American Coffee or one baked good FREE										
1	2	3	4	5	6	7	8	9	10	Free!

One stamp per visit • Free reward redeemable on next visit

Café Cappuccino at Columbia University												
Buy 12 American Coffees and get one American Coffee or one baked good FREE												
1	2	3	4	5	6	7	8	9	10	11	12	Free!

One stamp per visit • Free reward redeemable on next visit



The goal-gradient effect was first observed by the American psychologist Carl Hull in a 1934 study of rats running through a maze



Мгновение

Сигнал



Награда



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BEVISAT, OMEDELBART VITARE TÄNDER
EFTER ENDAST EN BORSTNING



Send the coupon
Make the test

FREE Mail Coupon for
10-Day Tube
THE PEPSODENT COMPANY,
Sec. 316, 1104 S. Wabash Ave.,
Chicago, Ill., U. S. A.

Send to: *Sims 4/21/25*
Name
Address

Pepsodent PAT. OFF.
REG. U.S.
The New-Day Quality Dentifrice
Endorsed by World's Dental Authorities

Only one tube to a family

137



Мгновение. Чем пахнет Apple





Мгновение и зарплата





Мгновение. Что нужно подкрепить?

PUSHE

в Москве и других городах ▼



Каталог обивок



Подбор мебели

Мне понравилось 0

Мой заказ 0

Мебель и аксессуары Где купить Готово! Акции Новости О компании Контакты Авторское право Оплата и доставка
Нестандарт Корзина

— Хотите мягче? Вам сюда!



Два слова о фабрике PUSHE ▼

Диван «Арно»

26 990 Р



[Pushe.ru](https://pushe.ru)



Мгновение. Что нужно подкрепить?

readme

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John Smith

E-mail

jsmith@hooli.com

Password

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Неожиданность

? Неожиданность. Push to add drama



? Неожиданность.
Китайские предсказания в Дзыге



? Неожиданность в основе механики



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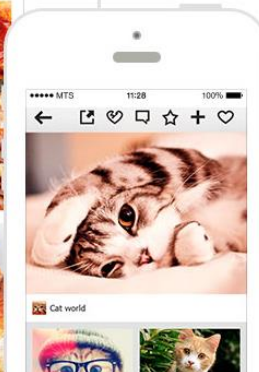
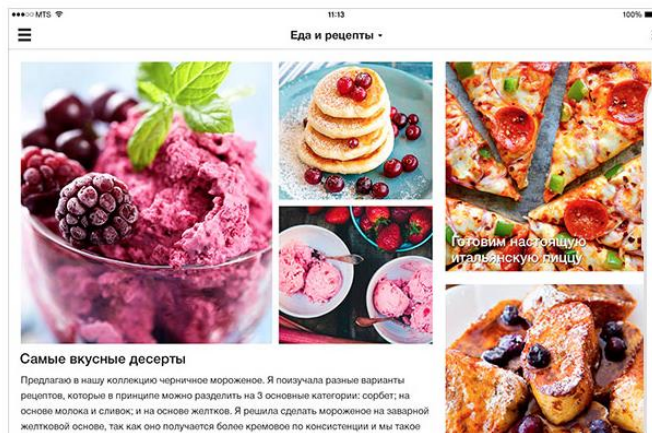
Access with Vkontakte

Access with Facebook

or with e-mail

Available on the
App Store

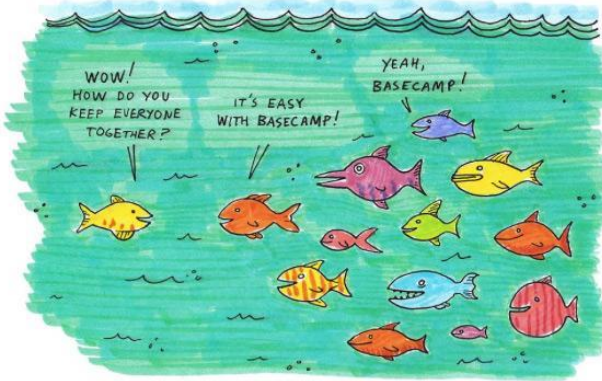
ANDROID APP ON
Google play



? Неожиданность. Basecamp



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Last year alone, Basecamp helped over 285,000 companies finish more than 2,000,000 projects.

Give Basecamp a try - it's free for 60 days

? Неожиданность. Google Doodles

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Jonas Salk's 100th Birthday Oct 28, 2014	Brazil Elections 2014 (Second Round) Oct 25, 2014	Austrian National Day 2014 Oct 25, 2014
		
1 Month Anniversary of Mangalyaan Entering Mars' Orbit Oct 24, 2014	Christopher Wren's 382nd Birthday Oct 20, 2014	Mother's Day 2014 (Argentina) Oct 19, 2014
		
Hannah Arendt's 108th Birthday Oct 14, 2014	Stella Maria Sarah Miles Franklin's 135th Birthday Oct 14, 2014	Children's Day 2014 (Brazil) Oct 12, 2014
		
Francisco Giner de los Ríos' 175th Birthday Oct 10, 2014	R. K. Narayan's 108th Birthday Oct 10, 2014	Hangul Proclamation Day 2014 Oct 9, 2014

google.com/doodles/



Неожиданность и контекст

Hello.

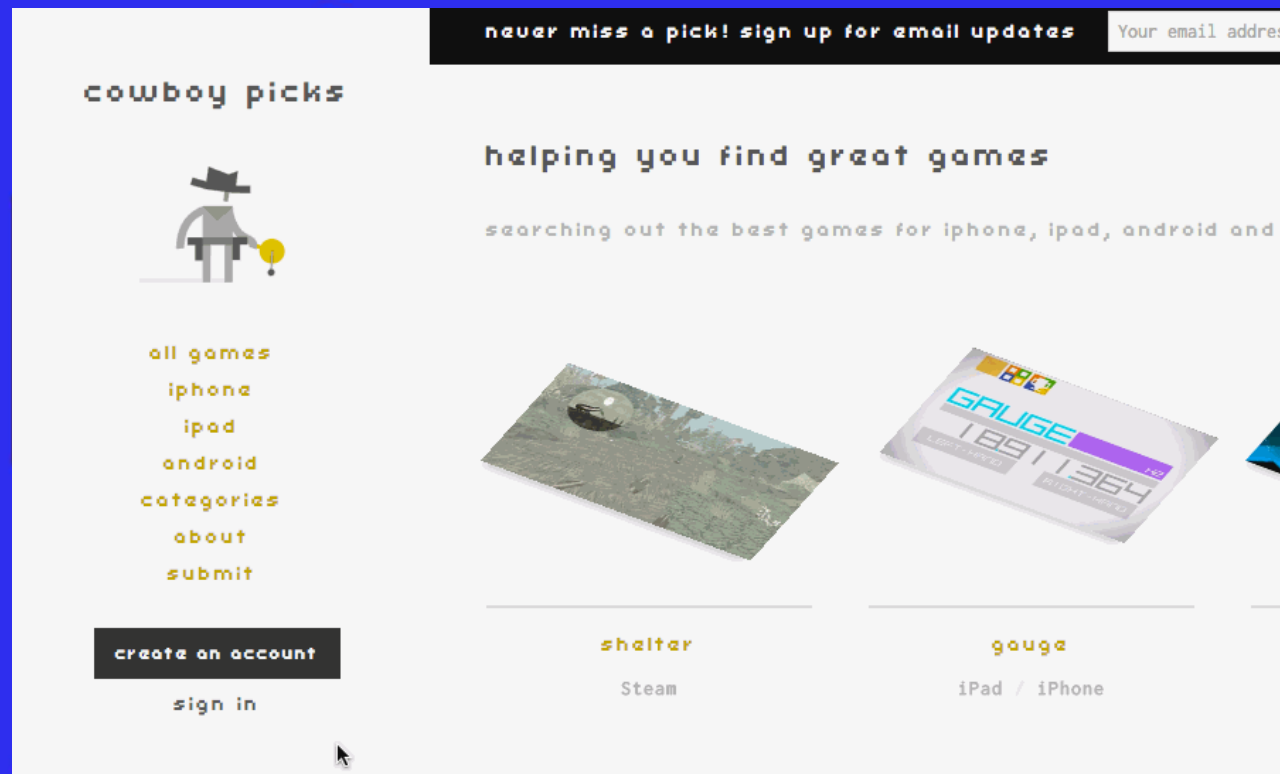
My name is Alan.

I write fiction.

IV

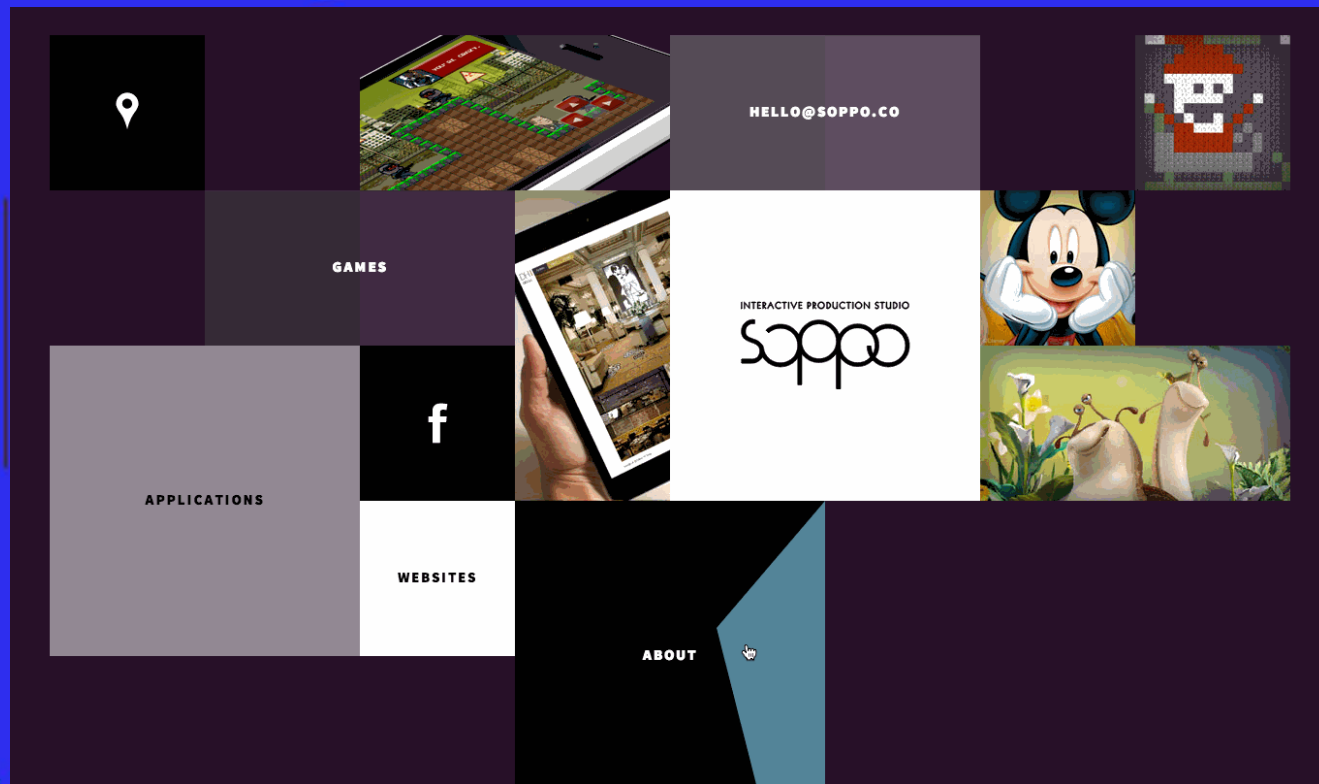
<http://greaterthanorequalto.net/>

? Неожиданность и анимации



cowboypicks.com/

? Неожиданность и анимации



soppo.co/

? Неожиданность и анимации

Ray-Ban

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<https://made-of-music.com/498865808152334337>



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from Ali Ro and more.

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Maggy London Women's Elbow Sleeve Window Pane Belted Dress

★★★★★ ▾ 3 customer reviews

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Color: Black/Red

- 96% Polyester/4% Spandex
- Imported
- Hand Wash
- Top lined in tricot rest of dress unlined
- Zipper at side with hook and eye

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Choose from options to the left

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? Неожиданность. Monoface

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monoface™

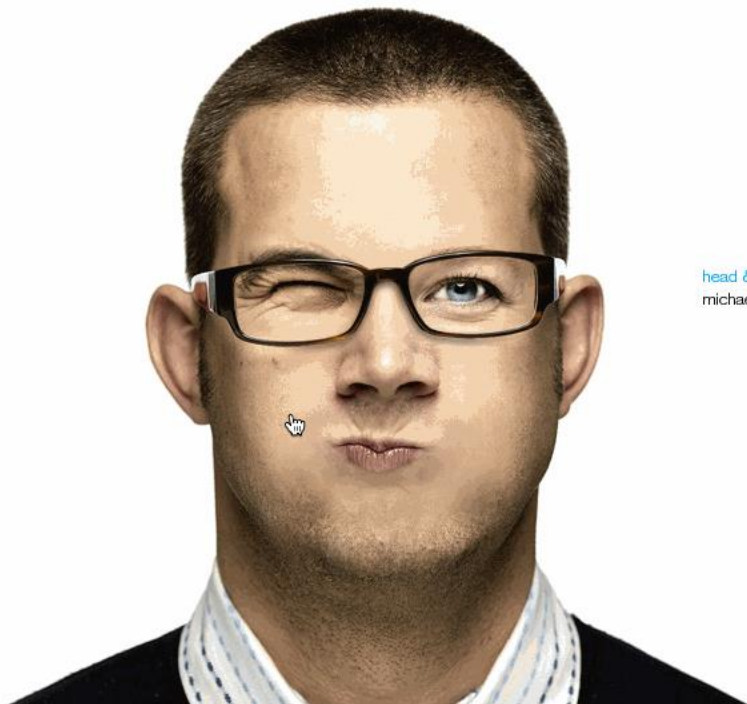
happy new year from all of us.

what do i do?

shuffle face

view gallery

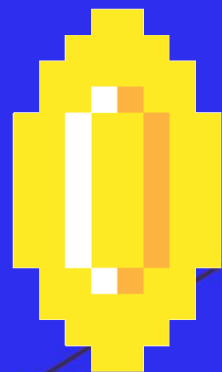
more mono creations



head & shoulders

michael

mono-1.com
©2007 mono LLC



Резюме

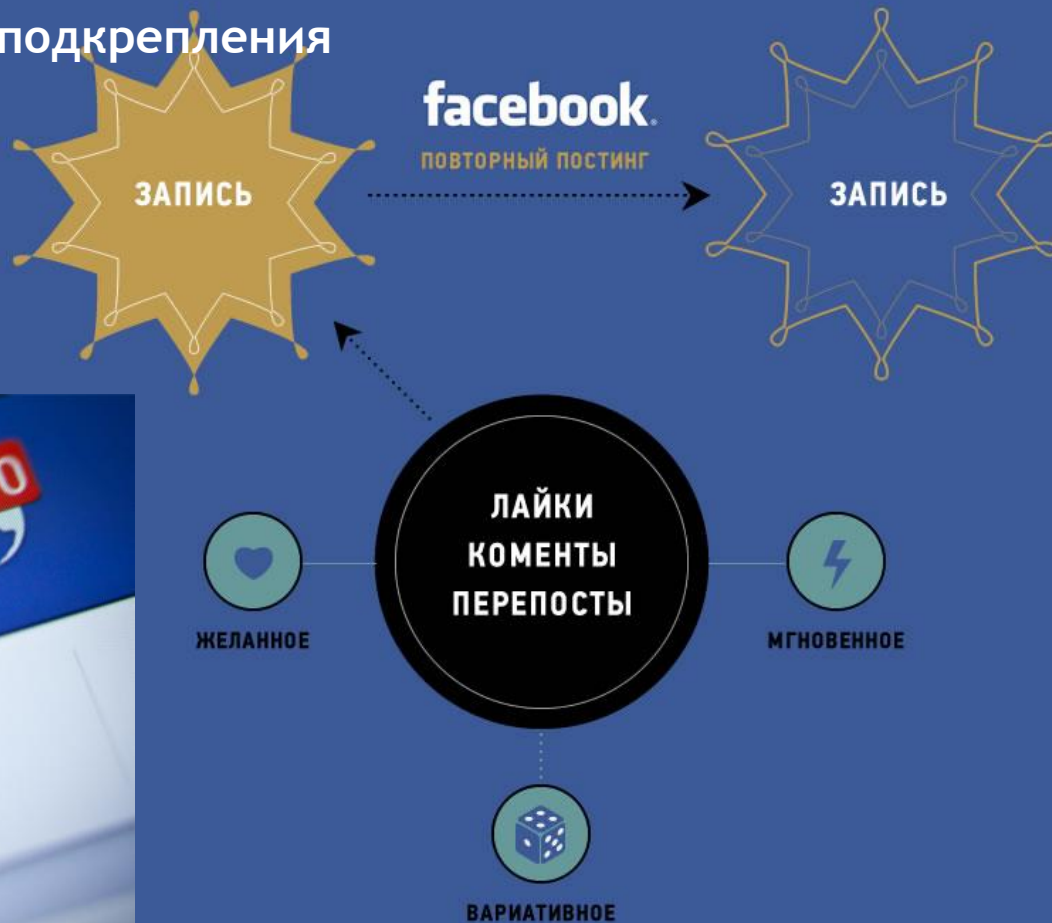


Коварство однорукого бандита





Идеальная машина подкрепления





КНИГИ

DON'T SHOOT THE DOG!

THE NEW ART OF TEACHING AND TRAINING

Karen Pryor

Don't Shoot the Dog

Karen Prior

REVISED EDITION
includes a new chapter
on Clicker Training

СИЛА ПРИВЫЧКИ

Почему мы живем и работаем
именно так, а не иначе



Чарлз Дахигг

Сила привычки

Чарлз Дахигг

[link](#)

Мозг

и удовольствия

Дэвид Линден

[link](#)

Мозг и удовольствия

КАК МОЗГ
ЗАСТАВЛЯЕТ
НАС КАЙФОВАТЬ
ОТ ЖИРНОЙ
ПИЩИ, СЕКСА,
СПОРТА,
ЩЕДРОСТИ,
АЛКОГОЛЯ,
НОВЫХ ЗНАНИЙ
И АЗАРТНЫХ ИГР



МОЗГОВЫЕ ИГРЫ

СПИРАЛЬ

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