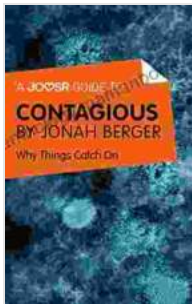


# Why Do Some Things Catch On While Others Don't? The Psychology of Success

Have you ever wondered why some products, ideas, and trends become wildly successful while others fail to gain traction? What is the secret ingredient that makes something go viral? The answer lies in the psychology of success.



## A Joosr Guide to... Contagious by Jonah Berger: Why Things Catch On by Joosr

★★★★☆ 4.2 out of 5

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Text-to-Speech	: Enabled
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In this article, we'll explore the six key factors that determine why things catch on. We'll also look at some real-world examples of products and ideas that have achieved viral success.

## 1. Simplicity

One of the most important factors that determine whether something will catch on is simplicity. People are more likely to adopt new ideas that are easy to understand and use. Complex ideas, on the other hand, are often met with resistance.

A good example of a simple idea that has caught on is the iPhone. The iPhone is a user-friendly smartphone that makes it easy for people to stay connected, access information, and play games. Thanks to its simplicity, the iPhone has become one of the most popular smartphones in the world.

## **2. Relevance**

Another important factor that determines whether something will catch on is relevance. People are more likely to adopt new ideas that are relevant to their lives and needs. Ideas that are irrelevant, on the other hand, are often ignored.

A good example of a relevant idea that has caught on is the sharing economy. The sharing economy is a model in which people share their assets, such as cars, homes, and tools, with others. The sharing economy has become popular because it provides people with a more affordable and convenient way to access the things they need.

## **3. Credibility**

People are more likely to adopt new ideas that are credible. Credibility can come from a variety of sources, such as experts, celebrities, and personal experience.

A good example of a credible idea that has caught on is the theory of evolution. The theory of evolution is a scientific theory that explains the diversity of life on Earth. The theory of evolution has become widely accepted because it is supported by a large body of evidence.

## **4. Emotional appeal**

People are more likely to adopt new ideas that evoke strong emotions. Positive emotions, such as happiness, joy, and excitement, are particularly powerful in driving adoption.

A good example of an idea that has caught on because of its emotional appeal is the ALS Ice Bucket Challenge. The ALS Ice Bucket Challenge was a viral campaign that raised awareness and funds for amyotrophic lateral sclerosis (ALS). The challenge involved people dumping buckets of ice water on their heads and then nominating others to do the same. The challenge was a huge success, raising over \$100 million for ALS research.

## **5. Social contagion**

People are more likely to adopt new ideas that are adopted by their friends and family. This is known as social contagion.

A good example of an idea that has caught on through social contagion is the fidget spinner. Fidget spinners are small, handheld toys that can be spun around the fingers. Fidget spinners became popular because people saw their friends and family using them. The toys were also featured in a number of viral videos, which further increased their popularity.

## **6. Timing**

The timing of an idea can also play a role in its success. Ideas that are introduced at the right time are more likely to catch on than ideas that are introduced at the wrong time.

A good example of an idea that was introduced at the right time is the personal computer. Personal computers were first introduced in the 1970s, but they did not become widely adopted until the 1980s. The 1980s was a

time of great economic growth, and people were eager to adopt new technologies. This made the personal computer an ideal product for the time.

There are many factors that determine why things catch on. However, the six factors we've discussed in this article are some of the most important. By understanding these factors, you can increase the chances that your new product, idea, or trend will be a success.



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