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Captivology The Science Of Capturing

Psychologist Dr Helen Driscoll of Sunderland University compares these relationships to “an intense crush” — but are

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they healthy? “It’s okay to be in a parasocial relationship,” says Ben Parr, President and Co-Founder of Octane AI and author of Captivology: The Science of Capturing People’s Attention.

Are you in a parasocial relationship?

Author and investor Ben Parr went through this research and conducted interviews with experts in the field to isolate seven of what he calls “captivation triggers,” which he explores in his book “Captivology: The Science of Capturing People’s Attention.” We’ve summarized the seven triggers you can use to grab anyone’s attention.

7 scientifically proven ways to capture someone’s ...

مأمأ ككركرش ققوسل عسعس ادعاص لامعأ دئارت نكءاوس
كردم باعإ رثت نأ لمح لواحت أفظوم وأ، نرمتتسملا
تنأف، كئلإ عصى كروهمل عجل عسعس اثدحتم وأ كدوهجمب
كئلإ نرخال المامتوا ببح لواحت تالاحل لمظعم ف

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بنیخ آلا هابتنا بزجل ایملع ةت بثم قرط 7

He is an award-winning entrepreneur, investor, journalist and the author of best-selling book "Captivology: The Science of Capturing People's Attention". Previously, Ben was the Co-Editor and Editor-at-Large of Mashable, where he wrote more than 2,400 articles on technology, media, and startups.

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