

# Five Reasons Angry Birds Is So Damn Addictive

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<http://www.makeuseof.com/tag/5-reasons-angry-birds-damn-addictive/>



## Simplicity

Why is simplicity addictive? Because your brain equates simplicity with ease. That means you know you should be able to beat the game. There is no real skill involved, just using angles of attack and working out where each variety of bird should be deployed. This harkens back to gameplay of old. Think *Frogger*, *Pacman*, *Tetris*, *Space Invaders*. All of which were also highly addictive.



## Success/Failure

Why is success/failure addictive? Because it keeps you playing, quite simply. Get it wrong once and you immediately want to try again, just tweaking the angle or point of delivery by a tiny increment in order to affect the outcome. And you'll keep trying until you succeed, and move on to the next level.



## Progress

Why is progress addictive? Because you're always working your way towards a conclusion. With modern video games it's often hard to see any progress being made; the levels are long, and the markers are few and far between. *Angry Birds* rejects that concept completely and returns us to a time when games comprised of dozens of separate levels.



## Satisfaction

Why is satisfaction addictive? Because it makes you happy, releasing endorphins into the system. It's really no wonder you want, or even need, to keep on playing and keep those feelings rolling in. The more you play the more you laugh, the more you laugh, the more you feel a rush, the more of a rush you feel, the more you want to keep on playing!



## Competition

Why is competition addictive? Because no one wants to be beaten, no matter how uncompetitive and non-combative they may be. You play a level and finish it fine, but you're still only number two or number three in the pecking order. You need to play again, to up your score, to overtake whichever friends are beating you on *Angry Birds*.

Also, check out the great infographic and story about Angry Birds Addiction Syndrome:

<http://aytm.com/blog/research-junction/angry-birds-addiction/>



# THINK About It.

- Over 1,000,000,000 people have downloaded Angry Birds
- People play Angry Birds 200 million minutes per day
- That's equal to 16 years of game play *every hour of every day*
- 82% of players say that "they occasionally feel addicted"

# ANGRY BIRDS

Citing research by Steven Grant, the chief of the clinical neuroscience department at the National Institute on Drug Abuse in Bethesda, Maryland, Michael Chorost, Ph.D., explains in *Psychology Today* that Angry Birds actually elicits a *neurophysiological response* in players. He refers to Angry Birds as a "masterpiece of addictiveness" because it's "simple, realistic, rewarding, and funny, but it's also a terrific manipulator of the brain's dopamine system."

## How can teachers use similar qualities in their classrooms to engage, inspire, and make students addicted to learning?

