

PART 2

When you post your first review on Google... and you never stop.

Applying the EAST Behavioral Design
Framework



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Hello!

In my previous post, I shared **how Google has been applying the EAST behavioral design framework** to encourage me to consistently write reviews.

As promised, in this post, I'll reveal additional behavioral tricks Google has used to encourage my engagement.

[Link to my previous post](#)

You'll find the link to the first part of this case study in the description.

This is the email I received, loaded with behavioral design techniques.



500

Review views



Restaurante Mik...

19/7/22



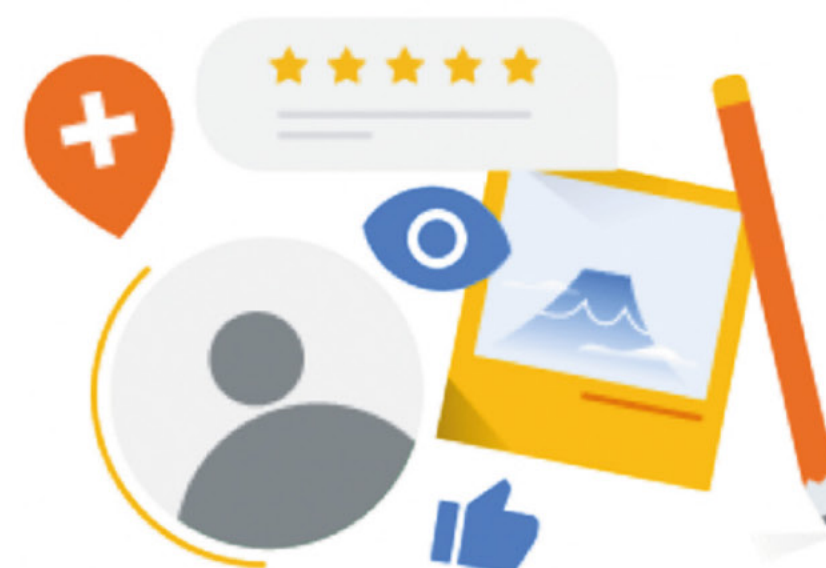
Discovered Mikado when I visited Madrid a long, long time ago! The 90s! And I keep coming back regularly. It's not the most dazzling place, it's even very.

[Check your reviews >](#)

Your review is being very helpful

Congratulations! Your post has just broken a new record. It has been viewed over 500 times and has provided many users with the information they needed.

[Contribute more](#)



Keep it up!

We're excited to see your next contributions.

[Contribute now](#)

Google's ultimate goal? To transform reviewing into a seamless habit.

The key to habit formation lies in delivering unexpected rewards. This entire email is strategically crafted to feel like a reward.



- **An unexpected surprise:** I received this email completely out of the blue.



- **A celebratory design:** Bright visuals with a confetti background that celebrate my “achievement.”



- **Feel-good content:** Every element is carefully designed to make me feel appreciated and valued.

Your reviews are making an impact on Google Maps!

That's the subject line of the email I received. Knowing my inbox is likely crowded, **they deliver a precise and engaging message to instantly grab my attention.**

In just nine words, Google manages to tap into at least five psychological principles: Endowment Effect, Social Influence, Present Bias, Authority Bias and Confirmation Bias.



Note

Since these concepts are also repeated in the body of the email, I've decided to explain them below.

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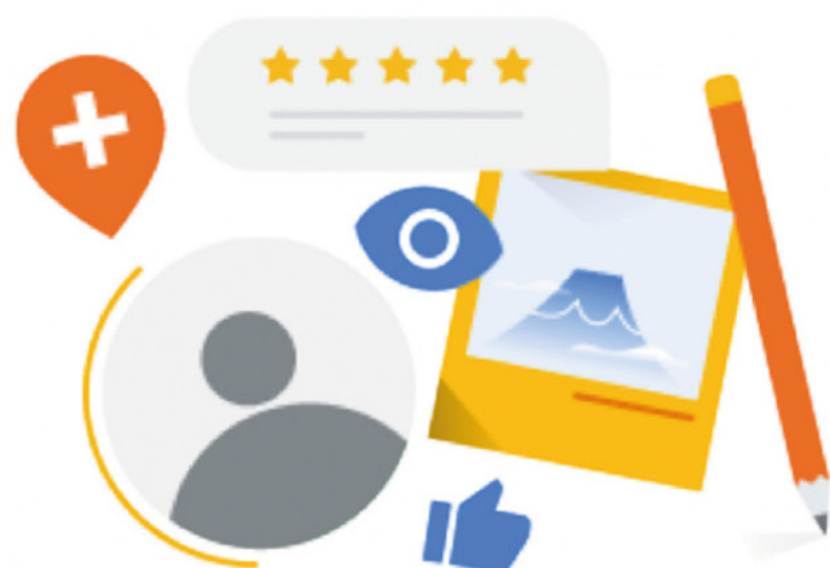
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Attention Bias

The bold "500" immediately grabs my attention alongside the concise headline.

Rewards

Celebratory visuals with confetti and vibrant colors give me a sense of accomplishment, making me feel valued and inspiring further engagement.

Gamification

By saying, "You just hit a new milestone!" and emphasizing the impact of my reviews, the email celebrates my contributions as personal achievements, motivating me to keep contributing.

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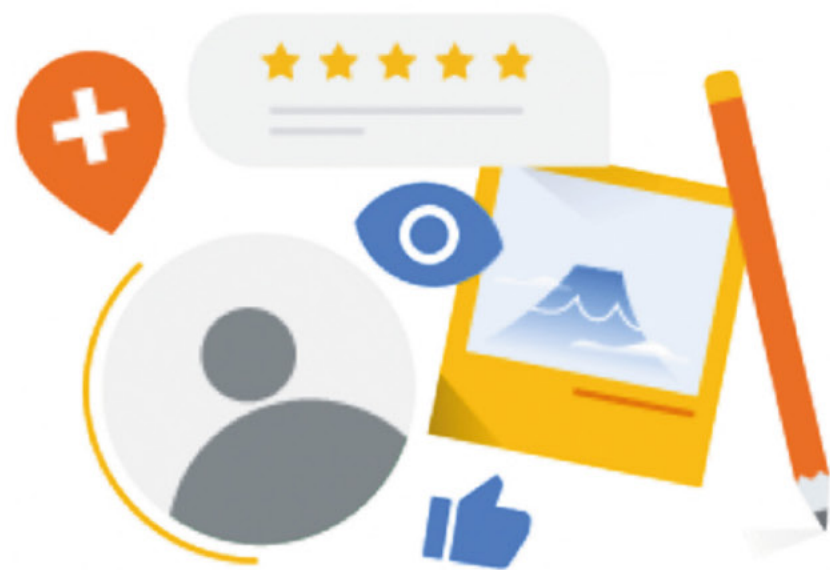
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Confirmation Bias

We all love feeling knowledgeable and useful. This email reinforces that idea by highlighting how my review is helping others, boosting my self-worth.

Consistency Bias

Phrases like "Contribute more" and "Keep it up" strengthen my identity as a valuable contributor, reinforcing my commitment to stay engaged with the platform.

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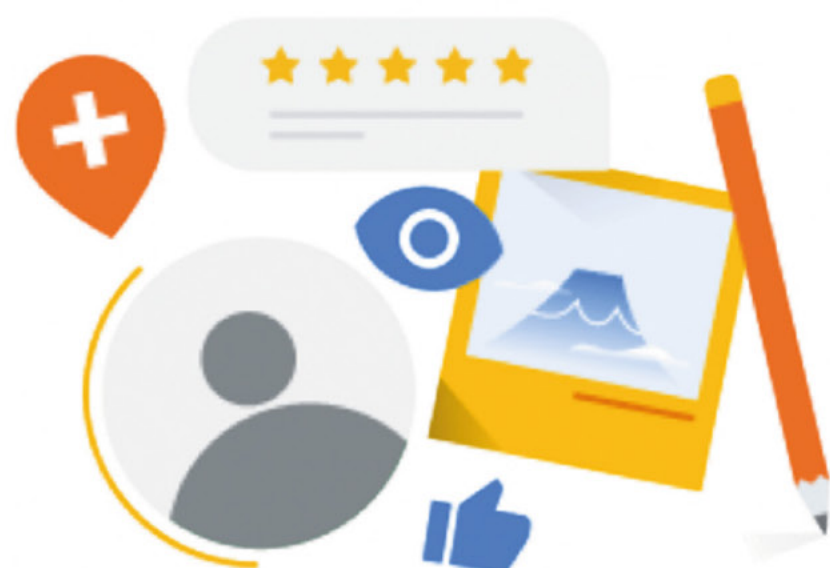
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Availability Heuristic

The "Check your reviews" button brings my past contributions to the forefront, prompting me to continue the habit of reviewing.

Illusion of Control

Even though both buttons ("Contribute More" and "Contribute Now") lead to the same action, the design gives the illusion of choice, which taps into our innate preference for autonomy.

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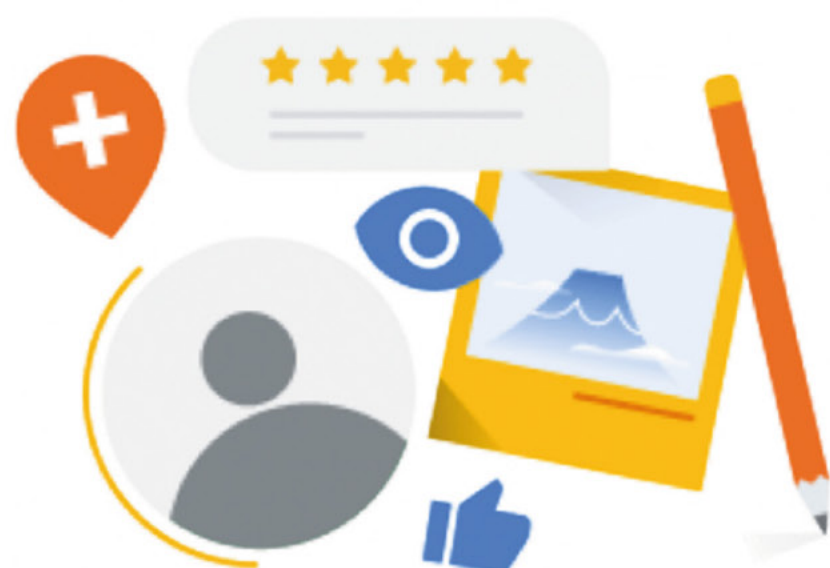
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Social Influence and Reciprocity

As social beings, we instinctively feel the need to reciprocate when we receive something. By highlighting that my review "is being very helpful" or "We're excited to see your next contributions," Google reminds me that I'm part of a community. This reinforces my sense of belonging and makes me feel that my feedback is valued and anticipated by others.

Urgency and Immediacy

Words like "now" trigger the action bias, encouraging me to act immediately rather than delaying.

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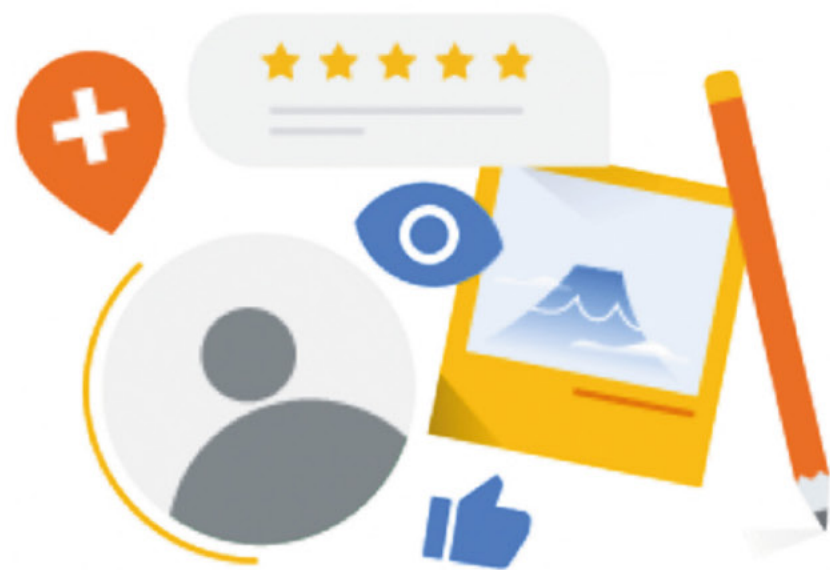
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Endowment Effect

As you may know, the Endowment Effect explains why we tend to assign greater value to things we already own. In this context, Google leverages this principle by encouraging me to attribute more importance and value to my past reviews than they might objectively deserve.

Present tense

Using the present continuous tense (“is being very helpful”) works more effectively on our brains than phrases like “has been helpful” or “is helpful.” It conveys that the action is happening right now, making my contribution feel active and relevant. This emotional urgency motivates me to continue engaging in the behavior.

Pro tip: As my kid would say, this is a game-changer!

Authority Bias

The entire email is crafted to amplify Authority Bias. We naturally trust information more when it comes from authoritative sources.

In this case, Google’s message, as a trusted platform, validates my contributions and reinforces the importance of my input. By telling me that “my review is being very helpful,” Google motivates me to continue writing.

Google has masterfully applied the EAST framework and a variety of behavioral design techniques to motivate me to keep writing reviews.

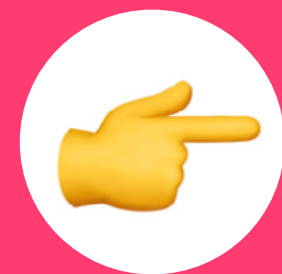
Mastering frameworks like this empowers you to design impactful behaviors that drive engagement and action.

It's that simple.

Thank you very much for your time!



Follow me and turn on notifications to make sure you don't miss any posts, and give me a "like" if you enjoyed it so it can reach more people.



If you'd like support in applying these strategies to influence behavior, I'd be happy to help!



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