

LOG OUT PODCAST FACT CHECK

#015: HOW TO MANUFACTURE AN ADDICTION: 6 HIDDEN TACTICS APPS USE TO KEEP YOU SCROLLING

Claim 1: Siara claimed Nir Eyal wrote Hooked in 2014 and Indistractable five years later in 2019 — TRUE

Hooked: How to Build Habit-Forming Products was published in late 2014, and Indistractable: How to Control Your Attention and Choose Your Life followed in October 2019, almost exactly five years later. Both books are widely reported as being read and passed around internally at companies including Google, Facebook, PayPal, and Slack.

Source: [Nir Eyal: Instead Of Complaining Your Phone Is Addictive, Become 'Indistractable' - Forbes](#)

Claim 2: Siara claimed BJ Fogg founded Stanford's Persuasive Technology Lab and coined the term captology — TRUE

Fogg coined “captology” (Computers As Persuasive Technologies) and directs Stanford's Persuasive Technology Lab, publishing the first book on the subject, Persuasive Technology: Using Computers to Change What We Think and Do, in 2003.

Source: [Captology - Wikipedia](#)

Claim 3: Siara claimed in 2007 BJ Fogg co-taught a Stanford class where students built Facebook apps, optimized them using behavioral data, and were partly graded on engagement. — PARTIALLY TRUE

Fogg's 2007 Stanford course (officially titled Creating Engaging Web Applications Using Metrics and Learning on Facebook) is well documented: students built Facebook apps that collectively reached millions of installs in weeks, with a heavy focus on engagement metrics and viral growth. The core story checks out, but the detail that grades were partly based on a combined engagement score could not be confirmed

Source: [It's Who You Know \(Or Don't\) - Stanford Magazine](#)

Claim 4: Siara claimed TikTok has openly said its recommendation system deliberately introduces videos outside a person's established preferences to improve discovery — TRUE

This matches TikTok's own public documentation of its recommendation system, which describes an “exploration” mechanism that intentionally surfaces content outside a user's typical viewing pattern to gather new signal and avoid overly narrow feeds.

Source: [TikTok's Algorithm Explained Like You're 5 - Medium](#)

Claim 5: Siara claimed as of August 2, 2026, Article 50 of the EU AI Act requires people be told when they're interacting with AI, requires machine-readable markers on AI-generated content, requires deepfakes to be visibly disclosed, and requires disclosure when someone is exposed to emotion recognition or biometric categorization — TRUE

All four requirements match Article 50 of the EU AI Act, which took effect on August 2, 2026. The Commission adopted formal guidelines on July 20, 2026, and penalties for noncompliance can reach 15 million euros or 3% of global turnover.

Source: [EU AI Act: Transparency Obligations Take Effect 2 August 2026 - Cooley](#)

Claim 6: Siara claimed about a week before this episode, Claude chats that users had turned into shareable public links started showing up in Google search results, including chats with medical information, internal company documents, resumes, API keys, login credentials, and personal contact information — TRUE

Between July 25 and July 27, 2026, publicly shared Claude conversations and Artifacts became indexed and searchable on Google, discoverable through search operators like `site:claude.ai/share` rather than requiring the original link. Reported exposed content included health records, private company documents, crypto wallet keys, and personal contact information. Google removed the pages from search results within days; Anthropic said it does not submit shared chat links to search engines and that indexing occurred after users posted links publicly elsewhere.

Source: [PSA: Your Claude shared chats and Artifacts may have ended up on Google - TechCrunch](#)

Claim 7: Siara claimed one of Log Out's guests actually helped produce The Social Dilemma — PARTIALLY TRUE

Aza Raskin, who appeared on Log Out in episode 10, is widely described in his own bio and press materials as an “architect and subject” of The Social Dilemma, reflecting substantial creative involvement in shaping the film's ideas. However, the film's official production credit belongs to producer Larissa Rhodes; Raskin is not credited as a producer.

Source: [Aza Raskin - Center for Humane Technology](#)