

# TAPPING THE SIX CURIOSITY QUESTIONS

**Curiosity is an innate part of the human experience. Tapping into it increases engagement, willingness to invest time and energy in learning, memorability of information, the desire to interact with others, and a host of positive emotions like wonder, tension relief, excitement and joy. We can tap into human curiosity by understanding the questions that most commonly drive us:**



## WHO AM I ANYWAY?

Humans hunger for greater self-understanding, especially in terms of our similarities and differences relative to others. Examples: the Myers-Briggs Type Indicator and the Cosmo Quiz (with its many offspring)



## HOW DOES THAT WORK?

We long to understand the causal nature of the world: how things are made, how they work, why they succeed or fail, and how we can intervene to change them. We find particular satisfaction in "connecting the dots."



## WHAT CAN I DO TO... ?

Humans love agency - the feeling that our choices and actions have the power to influence our world. We are especially driven to discover what actions we can take to live longer, better lives and to help others, especially our own children.



## WHAT WOULD IT BE LIKE IF... ?

Each of us has access to just one set of human experiences. Getting a taste for what it would be like to be to have a disability or near superpower, to live in another time or place, or be "different" in some way is inherently engaging.

(\*Great for exploring in virtual reality)



## WHAT WOULD HAPPEN IF... ?

Children explore the world by testing the properties that determine how a thing could be used and what it's capable of. Adults don't lose this interest in pushing the limits and exploring the possibilities of augmented things.

(\*Great for exploring in virtual reality)



## WHAT DON'T WE (COLLECTIVELY) KNOW?

In a world awash in information, it can be hard to hold onto the idea that there is much still to be discovered. Not everyone is a natural explorer or scientist, but most of us find some thrill in experiencing the frontiers of discovery.



Worldview Studio believes that mapping curiosity leads to more compelling, engaging, and memorable learning experiences. Our approach maps audience curiosity in light of the neuroscientific research on curiosity and the best practices we have observed in successful media and learning experiences.

**SURFING THE CURIOSITY WAVE:** Effectively engaging curiosity demands that we know where our audience is coming from, both in terms of the questions they naturally ask about the world, and their existing cognitive schema. Psychological research has shown that curiosity follows a wave form, one that peaks in the zone in which people have some knowledge and limited confidence in what they know. Curiosity can't exist without a frame of reference, and it becomes saturated with too much information or familiarity.