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From: Joi Ito
Sent: Sun 8/4/2013 5:27:39 PM
Subject: Foo Camp

The session went pretty well. As expected, the discussion devolved a bit in the middle into the morality of deception, but my observation at the end was that morality is a self-deception. There were some interesting thoughts. One explanation framework was to think about deception as an element of asymmetric information that leads to power and to think about the nature of power.

The useful conversation was about the deception as a design pattern. Kevin brought up a book that described how video slot machines have much higher revenue than mechanical slot machines because while the payout is the same, they are set to make you feel like you almost won much more often and it makes them more addictive.

Have you seen this video? It's brilliant deception.

<http://www.youtube.com/watch?v=S0qjK3TWZE8>

Kevin and I talked a lot about game theory, deception, religion and a lot of other things I'll share with you when we meet next.

- Joi