

Spotify Wrapped: Why We're Hooked

Quantitative Fixation

We love quantitative comparisons. Seeing minutes listened or time spent with an artist makes our musical journey quantifiable and comparable.

Social Comparison

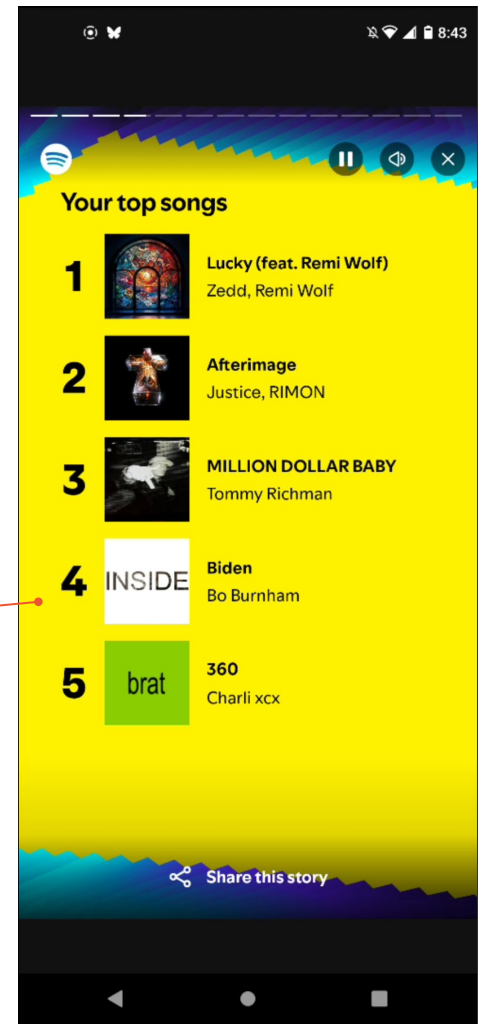
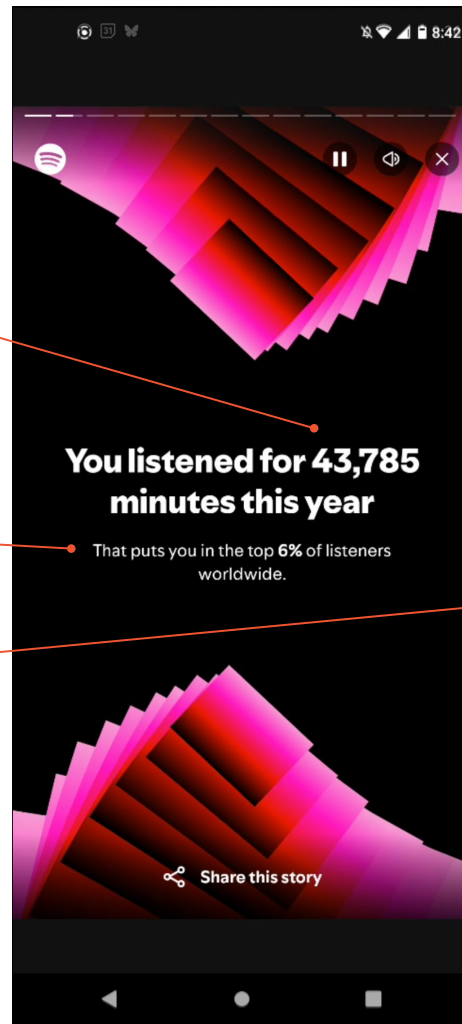
Our relative status to others drives many different human behaviors. Wrapped plays on this to encourage us to share our stats with others.

Curiosity

Who can resist finding out their top songs? Your story becomes shareable, and you get a playlist to make it easy to relive these moments.

Nostalgia Effect

Nostalgia is a powerful emotional conductor. Reliving our musical memories makes us more likely to share our Wrapped.



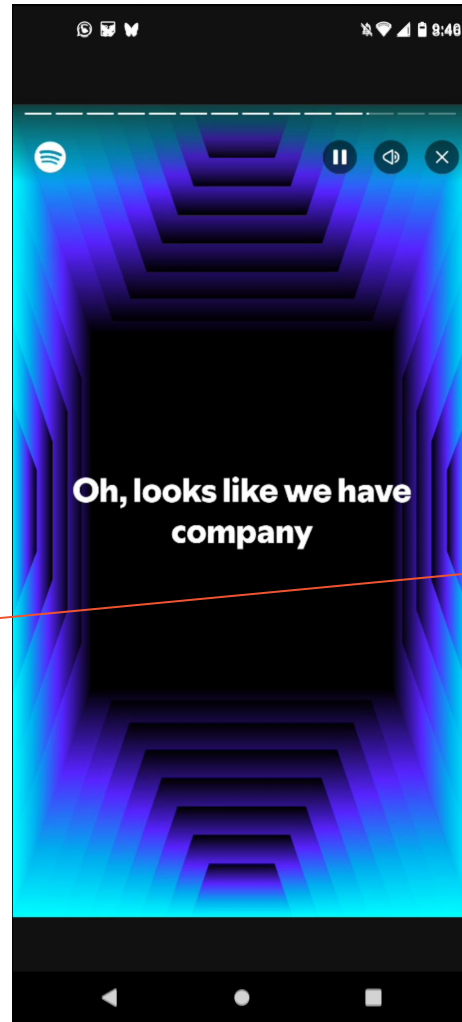
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Halo effect

By including a thank you message from one of our most listened to artists, Spotify leverages the halo effect. Our affection for our favorite artist extends to Spotify, enhancing our overall perception of the platform.

Reciprocity & gratitude

Feelings of reciprocity and gratitude are some of the strongest drivers of connection. By having artists express their gratitude for listening, we get a warm glow and are encouraged to keep listening to get that same feeling again next year.



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End of history illusion & curiosity [New in 2024]

We are much more likely to acknowledge how we have changed in the past, but usually underestimate how much we will change in the future. Spotify leverages our acceptance of past changes to draw our curiosity about **how** we have changed.

Personalization & recognition [New in 2024]

Personalization is most effective when people feel seen and recognized. Spotify does this expertly by being hyper specific about how your music listening habits changed throughout the year.

