

# AI-01905 Neomania

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Explain the concept of neomania. What is the origin and who nicknamed the concept. What are the psychological foundations of neomania? List 22 examples in the domain of quality of life, health, relationships, jobs, finances and investing. List 22 examples of each domain.

Neomania is a term used to describe an obsessive desire for and pursuit of newness or novelty. It reflects a strong bias towards anything new, often leading to an undervaluation or disregard for what is existing, proven, or enduring. This constant craving for the "latest and greatest" can manifest in various aspects of life.

## Origin and Who Nicknamed the Concept

The term "neomania" was notably popularized and used by Rolf Dobelli, a Swiss author and entrepreneur, particularly in his book *The Art of Thinking Clearly*. While the underlying human tendency has been observed throughout history, Dobelli used "neomania" to encapsulate this cognitive bias and its implications in modern life. Some sources also attribute its usage in discussions of advertising and consumerism to Roland Barthes, though Dobelli is widely credited with bringing it into a more mainstream discussion of cognitive biases.

## Psychological Foundations of Neomania

The psychological foundations of neomania are complex and draw from several areas of human psychology:

- **Novelty Seeking:** Humans are inherently curious creatures. Our brains are wired to pay attention to new stimuli, as this was crucial for survival in ancestral environments (e.g., discovering new food sources or potential threats). The release of dopamine, a neurotransmitter associated with pleasure and reward, is often triggered by novel experiences, reinforcing the behavior.

- Hedonic Adaptation (Hedonic Treadmill): This phenomenon describes our tendency to quickly return to a relatively stable level of happiness despite major positive or negative events or life changes. When we acquire something new, the initial excitement and satisfaction are often short-lived. To maintain that "high," individuals prone to neomania constantly seek out new things, creating a cycle where each new acquisition or experience provides diminishing returns, requiring even more novelty to achieve the same level of satisfaction.
- Social Comparison and Status Seeking: In a consumerist society, new possessions or experiences can be symbols of status, success, or belonging. The desire to keep up with trends, impress others, or signal one's position in a social hierarchy can drive neomaniac tendencies. Marketers heavily leverage this by constantly introducing "improved" versions of products.
- Fear of Missing Out (FOMO): The pervasive nature of information and social media amplifies FOMO. Seeing others acquire new products, experiences, or embrace new trends can create anxiety about being left behind, prompting a desire to jump on the bandwagon of the latest novelty.
- Cognitive Biases:
  - Availability Heuristic: We tend to overemphasize information that is easily recalled or widely publicized. New products and trends often receive significant media attention, making them more "available" in our minds and seemingly more important or beneficial.
  - Sunk Cost Fallacy (indirectly): While not direct, the unwillingness to abandon an old approach or product due to previous investment can paradoxically lead to neomania in other areas, as individuals seek novelty to compensate for perceived stagnation elsewhere. Or, conversely, the absence of this fallacy might enable neomania if one easily discards what they have for what is new.
  - Confirmation Bias: Once a person believes that "new is better," they will actively seek out and interpret information that confirms this belief, further reinforcing their neomaniac tendencies.
- Impulsivity and Instant Gratification: Modern society often caters to instant gratification. The ease of online shopping, rapid technological advancements,

and constant stimulation can foster impulsive behaviors driven by the immediate pleasure of acquiring something new rather than considering long-term value or need.

## Examples of Neomania

Here are 22 examples for each of the specified domains:

### Quality of Life

- Constantly redecorating your home with the latest interior design trends, discarding perfectly functional items.
- Upgrading to the newest smartphone model every year, even if your current phone is working perfectly well.
- Buying new clothes every season to follow fleeting fashion trends, rather than building a timeless wardrobe.
- Frequent, expensive overseas trips to "experience new cultures," often without fully appreciating the local nuances, and immediately planning the next new destination.
- Always seeking the newest "superfood" or dietary fad, abandoning balanced eating habits for the latest health craze.
- Continuously trying new hobbies and abandoning them quickly once the initial novelty wears off.
- Obsessively buying new gadgets for your home (e.g., smart kitchen appliances, advanced home security systems) without thoroughly using or integrating previous purchases.
- Frequently changing your car for the latest model, even if the current one is reliable and meets your needs.
- Subscribing to numerous streaming services and constantly searching for new content, rather than re-watching beloved classics or engaging deeply with a few shows.
- Feeling compelled to visit every new restaurant that opens in town, even if you have favorite, consistent eateries.

- Buying the latest exercise equipment or joining new fitness classes regularly, without sticking to a consistent routine.
- Constantly changing your personal style (hair, makeup, accessories) to align with current beauty trends.
- Seeking out the "next big thing" in entertainment (new video games, music genres, books), leading to a superficial engagement with content.
- Always looking for a "better" or "more convenient" home, even if your current living situation is perfectly adequate.
- Regularly replacing perfectly good furniture because a new style has emerged.
- Signing up for new online courses or learning platforms without completing previous ones.
- Constantly trying new social media platforms, even when established ones meet your needs.
- Discarding old but sentimental items to make way for new, "more modern" possessions.
- Always seeking new experiences for the sake of novelty, rather than deepening existing ones (e.g., always trying a new coffee shop instead of having a regular spot).
- Prioritizing attending "new" and "exclusive" events over spending quality time with close friends and family in familiar settings.
- Continuously upgrading home entertainment systems (TVs, sound systems) even when current models are high quality.
- Feeling bored with routine and constantly seeking out exciting, novel activities to fill free time.

## Health

- Jumping from one diet fad to another (e.g., keto, paleo, intermittent fasting, carnivore) without consistent long-term adherence to any.

- Constantly trying new "revolutionary" exercise routines or equipment advertised as the "latest and greatest" for quick results.
- Purchasing every new health supplement or vitamin advertised as a breakthrough, rather than focusing on a balanced diet.
- Seeking out "cutting-edge" medical treatments or alternative therapies that lack scientific evidence, purely for their novelty.
- Regularly changing doctors or specialists because you heard about a "new" approach or technology at another clinic.
- Obsessing over the latest wearable tech that promises new health insights, often without acting on the data provided.
- Constantly trying new meditation techniques or mindfulness apps, rather than consistently practicing one that works.
- Seeking new, exotic "detoxes" or "cleanses" rather than maintaining consistent healthy habits.
- Frequent self-diagnosis based on the latest health articles or social media trends, rather than consulting a professional.
- Investing in "biohacking" technologies or practices that are new and unproven, rather than focusing on foundational health principles.
- Discarding effective, traditional remedies or practices for new, unverified health trends.
- Trying every new trend in mental wellness (e.g., new types of therapy, specific "brain training" apps) for short periods.
- Purchasing the latest ergonomic office furniture or accessories, even if current setup is adequate, just because it's "new."
- Obsessing over new research findings reported in the news, often leading to anxiety and unnecessary changes in habits.
- Consuming new "energy" drinks or health beverages advertised as innovative, despite potential health risks.
- Buying new, specialized kitchen appliances for "healthier" cooking (e.g., air fryers, spiralizers) but rarely using them consistently.

- Prioritizing new aesthetic health procedures (e.g., latest anti-aging treatments) over fundamental skincare and self-care.
- Continuously updating your gym membership to the "hottest" new gym with the latest equipment, rather than utilizing an existing, good one.
- Seeking new and untested fitness challenges purely for the novelty, potentially risking injury.
- Buying new "sleep tech" gadgets (e.g., smart pillows, sleep trackers) instead of focusing on consistent sleep hygiene.
- Always looking for a "new" and "better" way to manage stress, rather than sticking to proven methods.
- Trying novel "brain-boosting" foods or supplements based on limited or preliminary research.

## Relationships

- Constantly seeking new romantic partners, quickly losing interest once the initial "spark" or novelty fades.
- Frequently changing friendship groups, always looking for "fresher" or "more exciting" connections.
- Using dating apps primarily for the thrill of new matches and conversations, rather than seeking deeper connections.
- Abandoning existing relationships when new, more "interesting" people enter your social circle.
- Becoming easily bored in long-term relationships and craving the excitement of new interactions.
- Constantly seeking validation from new acquaintances rather than nurturing established relationships.
- Prioritizing online interactions with new people over in-person quality time with existing friends and family.
- Being drawn to partners who present a "challenge" or are "different," rather than valuing stability and familiarity.

- Quickly ending relationships at the first sign of conflict, believing a "new" relationship would be free of such issues.
- Seeking out new social events or gatherings just for the opportunity to meet new people, often neglecting current social commitments.
- Being overly impressed by someone's "new" accomplishments or possessions, rather than their intrinsic qualities or history.
- Regularly updating your social media profile with new photos or relationship statuses to signal newness or change.
- Finding it hard to commit to long-term plans with existing friends, always hoping something "more interesting" will come up.
- Expressing boredom with familiar routines or traditions with loved ones, craving novel activities.
- Becoming infatuated with new celebrity crushes or public figures, constantly seeking out their latest news.
- Quickly adopting new slang or communication styles picked up from new social circles.
- Feeling compelled to introduce every new person you meet to your existing friends, seeking their approval of your "new" connections.
- Prioritizing the excitement of a new friendship over the consistent support of a long-standing one.
- Ghosting people after a few interactions because the "newness" has worn off and you're seeking the next thrill.
- Constantly discussing new social trends or influencers with friends, rather than engaging in deeper, more personal conversations.
- Believing that a "new" therapist or relationship coach will have the magical solution to long-standing problems.
- Prioritizing attending novel social events (e.g., exclusive parties, grand openings) over intimate gatherings with close friends.

## Jobs

- Frequently switching jobs or careers every few years, always seeking the "next big opportunity" or "more exciting role."
- Constantly pursuing new certifications or learning new skills without fully mastering previous ones or applying them.
- Becoming bored with routine tasks and always seeking new projects or responsibilities, even if it disrupts productivity.
- Adopting every new management fad or workplace philosophy without critically evaluating its effectiveness.
- Investing in new software or tools for work purely because they are new, without assessing if they truly improve efficiency.
- Always looking for a "disruptive" new industry or startup to join, rather than building expertise in an established field.
- Seeking out new mentors or networking contacts, quickly discarding old connections once their immediate utility is perceived to be exhausted.
- Feeling restless in a stable job and constantly scanning job boards for "shinier" titles or roles.
- Prioritizing being an "early adopter" of new workplace technologies, even if they are buggy or inefficient.
- Constantly redesigning personal branding or resumes to reflect the "latest" industry trends.
- Becoming easily disillusioned with a job once the initial challenge or learning curve flattens.
- Always seeking new training programs or workshops, even if existing knowledge is not fully utilized.
- Prioritizing working on "innovative" or "groundbreaking" projects, even if they lack clear business value.
- Regularly proposing new initiatives or strategies at work that are quickly abandoned once their novelty fades.
- Focusing on acquiring "new" skills listed in job descriptions rather than deepening mastery of existing ones.

- Feeling unsatisfied with a promotion if it's not a "new" or "different" type of role.
- Attending every industry conference or seminar to hear about the "latest" trends, without deeply integrating the learning.
- Discarding proven methodologies for "new" and "untested" approaches in the workplace.
- Preferring to work on new client projects rather than maintaining long-term relationships with existing clients.
- Consistently changing professional development goals based on the "hottest" new skills in the market.
- Being easily swayed by buzzwords like "disruptive innovation" or "agile transformation" without critical analysis.
- Continuously optimizing your workspace with the latest gadgets and accessories, rather than focusing on actual work output.

## Finances and Investing

- Constantly chasing the "next big thing" in investing (e.g., latest meme stock, new cryptocurrency, hot sector), leading to speculative and risky decisions.
- Frequent trading based on new market trends or news headlines, rather than sticking to a long-term investment strategy.
- Investing in every new ICO (Initial Coin Offering) or startup that emerges, without thorough due diligence.
- Abandoning well-diversified portfolios to jump into "trendy" or "innovative" new asset classes.
- Constantly trying new financial apps or platforms, frequently moving money around.
- Being swayed by social media influencers promoting "new" investment opportunities or "get rich quick" schemes.
- Refinancing homes or loans frequently to get the "latest" interest rate, incurring unnecessary fees.

- Buying new financial products or insurance policies based on novelty, rather than actual need or benefit.
- Investing in speculative ventures purely because they are "new" and "exciting," without understanding the underlying fundamentals.
- Frequently changing financial advisors, always looking for someone with the "latest" strategies.
- Purchasing the newest credit cards with "innovative" rewards programs, often accumulating debt in the process.
- Investing in new "green" or "socially responsible" funds without proper evaluation of their actual impact or performance.
- Changing banks or financial institutions frequently to take advantage of new sign-up bonuses or promotions.
- Obsessing over new financial news channels or market commentators, leading to impulsive decisions.
- Buying new luxury items or experiences as soon as they are released, often going into debt to do so.
- Rapidly adopting new payment technologies or digital currencies without fully understanding their security or implications.
- Constantly seeking out new tax loopholes or "innovative" financial structures, rather than consistent, legal planning.
- Buying new financial education courses or subscriptions, but rarely applying the knowledge consistently.
- Investing in "flavor-of-the-month" investment themes (e.g., metaverse, AI, cannabis) without fundamental analysis.
- Feeling compelled to upgrade to the newest version of financial software or budgeting tools, even if the old one works.
- Selling off established, performing investments to buy into "hot" new IPOs.
- Prioritizing investment in "disruptive" technologies that may not yet have a proven business model, purely for their novelty.