

# INSIGHTS

Why is it that we humans love to compete?

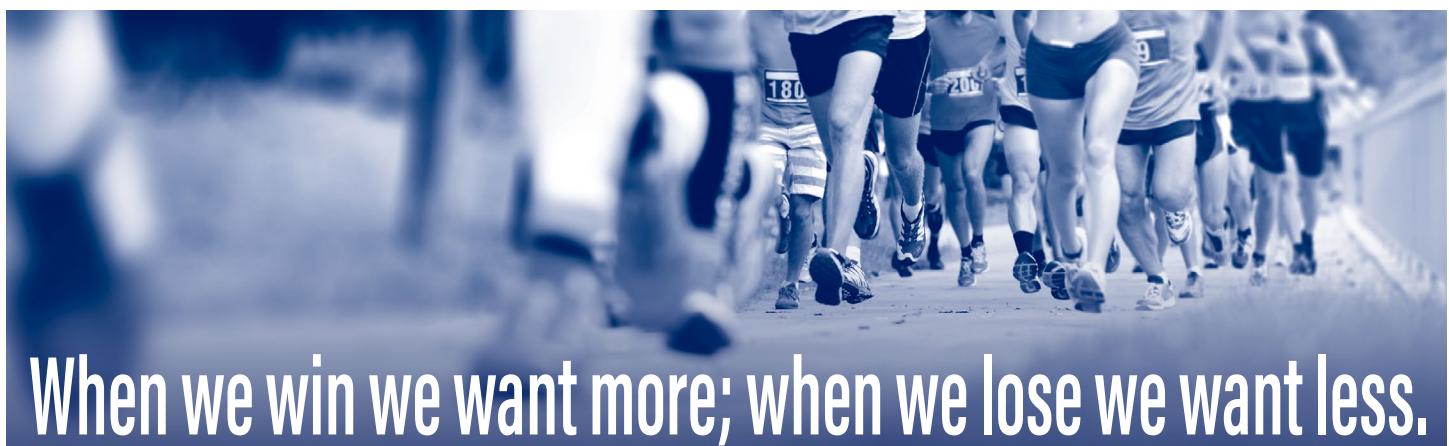
## Tapping into Our Nature

### THE STORY:

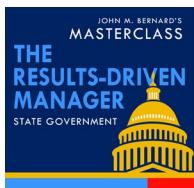
If you've ever played a sport and won, you've had a taste of why we humans compete. Not because we love competing, but because we love winning. It feels good when you beat your buddy on the golf course, play on the winning team, or even simply root for the winning team. And that feeling brings us back for more.

### INSIGHT:

Scientists believe that winning causes a happy cocktail for our heads of dopamine, serotonin, and oxytocin. **Winning makes us feel good.** This reward is designed to promote survival in humans causing them to seek out wins. On the other hand, according to scientists who study such things, losing actually hurts. It makes our stomachs churn, changes our blood pressure, constricts thousands of muscles, impairs our decision making, elevates our stress, reduces testosterone, deprives us of dopamine, to name some of the consequences.



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