

Free AI Learning Has a Hidden Friction Tax

Why most courses fail to change behavior

Swipe for insights →

THE DATA

60+

Intention cards collected

Students in MIT's 'Hack Yourself' course built a personal toolkit of habits using AI-generated reminders.

The course doesn't teach algorithms—it teaches how to use data, feedback, and small experiments to build lasting change. Students earned over 60 physical cards, each a research-backed intervention, as tangible proof of their progress. This isn't just learning; it's behavioral scaffolding.

Source: MIT News • Published October 18, 2026
<https://news.mit.edu/2026/supporting-systems-success-1008>



01

Learning sticks when it's tactile

The most powerful AI learning tools aren't apps or models—they're physical artifacts that force recall and reflection. MIT students didn't just read about habits; they collected, organized, and revisited 60+ cards. This spaced repetition, built into the physical act of handling them, created deeper retention than digital flashcards ever could. The real innovation wasn't AI—it was the design of memory.



02

Friction is the engine of mastery

Free AI learning often removes friction—click, watch, done. But MIT's course shows that intentional friction, like designing surveys, tracking behavior, and reflecting on failed experiments, is what builds durable skills. The course doesn't offer instant mastery; it requires students to engage with bias, measurement, and iteration. The effort isn't a tax—it's the system itself.

MIT, Nvidia, Google & IBM-Trained. Cross Domain-Expert: Quantum, AI, Ethics, Sovereignty, Intelligence, Philanthropy.
Solepoint Planning. VUI AI Cloud Architect. AI Certifications Development. Quant/AI Instructor. Castor Venture Club Member.
Associate Broker.

George Arnold Alexander III, MPA

Director, ALEX Companies

Associate Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574878-B · Broker License #565194-BB

Broker, ALEX Real Estate · North Carolina License #367733

Independent Broker, ALEX Real Estate · Colorado License #II.100112456

george@alex.realestate · +1 713.918.9951



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

