



Gooseberry Alert 33

Persuasive Design – How designers get you hooked on technology.

Please share your Gooseberry Alert content with students, staff and parents.

All that we ask in return and in the spirit of modelling positive digital citizenship: when sharing our content, please acknowledge 'Gooseberry Planet Limited' as the source of your advice. Thank you.



Gooseberry Student 'Discussion' of the week

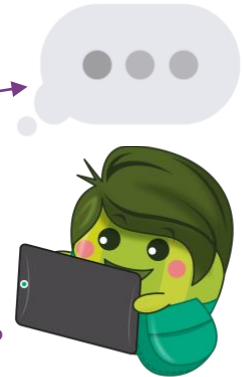
Did you know that your technology is designed in ways that tempt you to use it?

Do you recognise this symbol?

Click on the symbol and watch the [BBC News clip on 'How Apps hook their users'](#):

Explore the topic:

- How do you feel when you send a message and are waiting for a reply?
- How often do you, or other people you know, check their devices?
- How does fear of missing out (FOMO) encourage people to use their technology?
- What encourages and tempts you to use your technology?
- Do you think you 'waste time' online?



Key Messages: Designers use clever ways of tempting you to use your technology. It can be difficult to put your devices down or stop using Apps and games but it is important to keep a balance. Activities offline with friends and family can be just as fun.

Please share with students.

Gooseberry Teacher 'Thoughts and Discussion' of the week

Persuasive Design: when developing technological products, designers use psychological techniques, including design features that aim to influence our behaviour. [Click](#) to watch the BBC News clip on Persuasive Design.



How many times a day do you check your devices or online accounts? What tempts you to check them? Habit? Addiction? FOMO? or perhaps it's just very clever design.

How does your technology capture your attention? For a designer, successfully capturing your attention online is measured in 'time spent' (or wasted). Technology is changing how and what we think. Some simple changes can help us all make healthier choices.

Key Messages: Simple strategies for managing your use of technology: turn off all notifications (including Push Notifications), tidy up your home screen by removing excessive icons, tidy and arrange Apps into organised folders, customise device tones to help you differentiate between automated alerts and genuine alerts from friends, family and trusted contacts.

Please share with staff.

Gooseberry Parent 'Thoughts' of the week

Designers use clever design gimmicks to try and persuade you to use your technology. Technology can even change how you think and begin to control what you do with your time.

How much time do you spend on your device each day? Are you constantly checking messages or emails or social networking? Whatever you do with your technology, do you feel you are wasting time online?

Key Messages: Set a positive example to your child and try to establish some "family no-phone" time. Try turning off notifications and using the "do not disturb" or "silent" function to avoid interruption.

Want to know more? Visit us at www.gooseberryplanet.com

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