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What you need to know about... PERSUASIVE DESIGN

What is it?

'Persuasive Design'

Social media can be really addictive, and sites want to keep users on their platforms for as long as possible. The more people scroll and consume there, the more money the social networks make from advertisers. Because of this, the platforms have invested heavily in designing themselves to be super addictive, persuading you to stay with them online. Have you ever noticed that you can seemingly scroll forever on Facebook or Instagram? That's because these platforms collect content from right across the internet so they can keep giving you, or your child, stuff to look at.

Know the Risks

Hard to disengage

The most powerful trick used by social media platforms is to show you things they know you're interested in. Most platforms use algorithms to work out what content they should show you. These equations are highly complicated and very effective and keep you engaged for long periods of time. They avoid showing you things you'll find boring.

Limitless scrolling

If you were reading a book, you'd put it down once it ended. It's the same with a newspaper, magazine, or television show. Social media has no natural end, so it's easy to keep on scrolling and lose track of time.

Notifications addiction risk

Whether you're using a social media app or website, notifications from the platform keep you coming back for more. Notifications and alerts are addictive. We generally keep them turned on because we don't want to miss out. They're usually red because red signals danger. Social networks want you to feel like you MUST check your notifications!

Plays on emotions

Social networks are great at reminding you of people's birthdays and past special occasions. This means that lots of meaningful memories and messages between friends and families are documented on social media. This creates an almost emotional bond with social networks, leading to people's reluctance to stop using them.

Safety Tips

Set non-phone times

Have some time in the day when no one uses their phone. A good starting point is meal times. This gives you the opportunity to make sure everyone is off social media and interacts in real life. Perhaps when you go for a walk, you could all leave your phones at home or set a phone-free day each week.

Use screen time controls

There are lots of apps that monitor how long someone is spending on their phone and on specific apps. You can also set phones to restrict when certain apps can be used. iPhones have a 'downtime' feature, which automatically shuts apps off between specific times and needs you to manually override the setting if you want to keep using them.

No phones at night

Keeping a phone in another room at night means there are no temptations to check social media or scroll while in bed. This will definitely help improve sleep patterns too. Phones emit blue light, which can trick people into thinking it's day time and keep them from feeling tired.

Turn off notifications

There's nothing you can do to change the design of social media platforms. However, if you're concerned that someone's spending too long on social media, turning off their notifications can help put an end to those alerts that can tempt you back into the platform and break the cycle of 'alert, check, scroll'.

Action & Support

Monitor the situation

See if you can link your child's mood with the time they spend on their phone. Do they start scrolling when they're feeling bored or sad? Is the link the other way around? Perhaps it's the scrolling that affects their mood in which case it's a good idea to intervene and talk to them about how they're feeling.

Practice what you preach

If you're always scrolling, your children will think it's normal that they do too. Look at limiting your own usage and following the same rules for your own social media consumption. If there does seem to be an unhelpful relationship with social media developing, this is probably made worse by spending longer there.

Our Expert Jodie Cook



Jodie Cook is a leading expert on social media. She is the founder of JC Social Media, an award-winning team of social media managers and trainers, and was included in Forbes' 30 under 30 social entrepreneurs in Europe 2017. Jodie has appeared on ITV News and CNBC and has worked as a social media expert for The Telegraph, New York Post and Forbes Online.