

## Teacher Notes - Persuasive Design - Key Stage 2



### Learning Objectives

#### Aim of the lesson:

- Learn why the online world is designed to be fun and engaging.
- Understand what to do when being online doesn't feel good.

### Not familiar with this topic

Here's what you need to know before teaching it!

#### What is persuasive design?

The way something is designed to influence behaviour, often to increase user engagement or spending. In the same way that shops use warm air as you enter to create a welcoming environment that makes you want to stay for longer, online platforms use persuasive design for a similar effect.

#### Why should we educate our young people about this?

Increased engagement in online activities can lead to more screentime. In turn, this can have a negative impact such as anger, distraction, addiction, overspending on in-app purchases, staying up late, and anxiety.

#### What do healthier habits look like?

Advise students to take breaks, set screen time limits, and speak to trusted adults if needed. Emphasise the importance of discussing spending limits with parents before making in-app purchases.

### Definitions

In this lesson, we discuss some of the more age appropriate platforms that feature persuasive design, however, young people may suggest other platforms during the discussion sections of this lesson. It's important to remind them that for platforms like TikTok, Instagram or Snapchat, users must be 13 years old.

## **Platforms**

**Roblox:** An online gaming platform designed to keep users engaged through various game mechanics and social features.

**Minecraft:** A game that employs creative and immersive elements to encourage extended play.

**YouTube:** Utilizes algorithms to suggest videos, keeping users on the platform for longer.

**VR Headsets:** Enhance the immersive experience, making users more likely to stay engaged.

## **Persuasive Design Features**

**Push Notifications:** Messages that pop up on a device to prompt immediate action or engagement.

**Energy Systems:** Game design feature limiting the number of actions or playtime, encouraging users to wait or make in-app purchases to continue.

**Endless Scroll:** Continuous content loading to keep users scrolling and engaged without giving them a stopping cue.

**Loot Boxes:** Virtual items or rewards in games that players can purchase, containing random items of varying value. Loot boxes have been criticised as a form of gambling.

**For more information on any of the content within this lesson,  
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