What Parents & Carers Need to Know about PERSUASIVE DESIGNONLINE

WHAT ARE THE RISKS? Persuasive design' refers to the techniques that companies employ to influence our thoughts and behaviours when we're on the internet. These approaches can be spotted on websites, in apps and even as part of some video games. Persuasive design means that this content has been deliberately presented in a way that's intended to encourage you to spend your time or money (or both). These methods often prove highly effective at keeping people engaged and invested for longer than we might expect.

POTENTIAL ADDICTION

in the digital world, persuasive design can make certain activities more addictive and harder to walk away from: some people may begin to feel anxious or inflated without access to their device or their favourite opp, for example, it can also often leave users feeling isolated, as — if they spend most of their time on social media — they may start to find it difficult to talk to other needs in real-life.

MENTAL HEALTH CONCERNS

scroking online or gaming without regular breaks is proven to be harmful to our ment of health. The constant bombardment of news stories (many of them negative), images and influencers' posts can create sensations of unease, uncertainty and FOMO (fear of missing out). Young people can get so immersed in this environment that they become less likely to spot misleading posts.

PROLONGED SCROLLING

Social media can draw any of us - regardless of age - into a continuous pattern of refreshing our screen, following posts and links down rabbit holes or reading countiess comments made by others. This aimless scrolling can eat up time which could have been spent on more productive activities. It could also lead younger users into areas of the online world which ment? age appropriets.

SENSORY OVERLOAD

Repetitively scrolling clicking on links or playing gernes can create an unending stream of new information and visual stimuli. Put it this way: social media isn't exactly renowned as a carefree, chilled-out environment. Such overstimulation can become too much for young people to handle, resulting in sensory overload and cousing them to feel stressed, overwhelmed and exhausted.

COSTLY ADDITIONS

Video games sometimes display offers for downloadable content or loot boxes which can be bought with real money. While these microtransactions' temptingly promise to improve a player's gaming experience, most of the time they are money sinks. Young people in particular, excited by the chance of enhancing their game, could spend quite a sizeable sum very quickly indeed.

PHYSICAL

Hours spent sitting and scrolling means for less time moving around and getting exercise. I hardly ideal for a young person's physical health. Additionally, prolonged exposure to the light given of by a phone's screen can lead to eye latigue and discomfort, especially it viewing it in the dark. Extended phone use before bed can else impact on sleep quality, affecting mood and energy

Advice for Parents & Carers

ESTABLISH LIMITS

Talk to your child about setting some time limits on how long they can use their phone, tablet or console in the evenings or at weekends - or perhaps how often they can go on a specific app, game or website. You could also decide to involve the whole tamily in creating this shared screen time agreement, making things fair (and healthier) for everyone.

NIX NOTIFICATIONS

Stop knee-jerk responses at the source by turning off push notifications and alerts. Whether it's a gaming notification or a social media update, these not-so-gentle reminders are designed to catch our attention and ture us back to our device. Switching them off - or even deleting any particularly intrusive ages. - can be a reserved your pility from being realed back into the notice world.

Meet Our Expert

Rebeace Jennings has more than 20 years' experience in the field of relationatips, see and health education (SSR), As well as delivering workshops and truling for young people, parents and achoos, let also a subject matter expert on ISLH for the Department of Education



ENCOURAGE MINDFULNESS

Acknowledging any addiction is key in overcoming it - and computate scrolling is no different. If anything mentioned in this guide sounds familiar, it could help to have an honest, open chat with your child about how much time they spend online. Get them to think about how often they scroll through social media affects or hobitually cape it up whenever they have a stage moment.

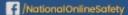
MAKE A CHECKLIST

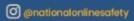
Considering a list of relevant questions can be an effective way of helping children figure out with they're scrolling an certain sites or consuming particular pieces of content. A checklist can prompt young people to ask themselves if they're learning anything or benefiting from this activity – or if they're wasting their time. Taking a step back can sometimes help us to see things more clearly.



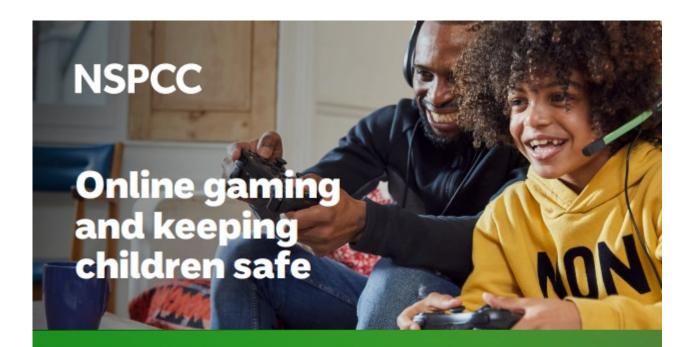












Do you know your whispers from your skins? Your Fortnite from your EA Sports FC 24?

As part of the NSPCC Game Safe Festival, we're encouraging parents, carers and those working with children and families to have conversations about online gaming. GamCare will be sharing expert advice, and you'll hear directly from young people.

Our webinar will help you:

- understand how young people game online.
- learn about tools and resources that support safe play.
- gain the knowledge you need to keep children safe.



7 February 2024, 7pm-8pm, via Zoom. Book your place via this link: nspcc.org.uk/gamesafe/tickets

EVERY CHILDHOOD IS WORTH FIGHTING FOR

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