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**#131: Persuasive Design**



This week in the Year 10 tutorial program we’ve been looking at ways in which we can find [balance](https://docs.google.com/presentation/d/e/2PACX-1vSkrCP-eR9jTW-ji8eSd1vwndvsV9zbyYPPL_r2T2KY9YUN6E0AWcG9FiBkGImPrpTC-Xge6ujTXRIn/pub?start=false&loop=false&delayms=3000) in our digital and analogue lives. We familiarised ourselves with the persuasive design and [dark pattern](https://www.youtube.com/watch?v=kxkrdLI6e6M) techniques that technology companies use to ‘trick’ us into using their products for longer than we know we should. As an educator, we need to shed light on these tactics, to dispel the naivety. Only then, when we are equipped with the knowledge, can we make an informed, objective decision as to whether we want to give more of our valuable time over to them. As [Dan Pink](https://www.youtube.com/watch?v=u6XAPnuFjJc) puts it, motivation to change comes from Mastery, Autonomy and Purpose. In other words, if you’re knowledgeable, intrinsic motivation, coupled with a ‘why’, then you are likely to change a habit. The technology we have at our fingertips is an incredibly powerful, creative, connective tool – we just need to get a little bit better at knowing when to put it down to help curate our analogue relationships. I hope to see you at the PTG Tech Talk morning on Wednesday 2nd October, 8am PTG Room.

Have a great weekend.

**Brian Taylor**

**Assistant Principal, Campus Curriculum Technology Integration**