APP TRAP

The App Trap presentation dives into the captivating world of neuroscience and app development, specifically focusing on the persuasive techniques developers use to intentionally 'trap' casual users into becoming compulsive enthusiasts of technology.
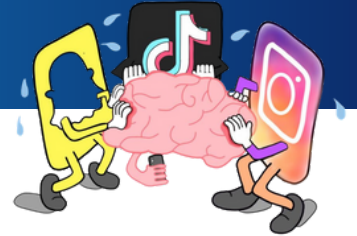
Presentation Overview

The App Trap is an interactive presentation for students, offering neuroscience education tailored to their developmental stage about the addictive nature of the apps they use. It gives students the chance to gain insights into their brain development and understand how the apps they currently use, or might use in the future, are deliberately engineered to capture and hijack their focus and attention.

Content

- An introduction to neuroscience and brain development.

- A brief overview of persuasive design and its significance in app development.

- Introduction to psychological principles like the Fear of Missing Out (FOMO), instant gratification, and social validation that app developers exploit.

- Explore specific strategies like variable rewards, infinite scrolling, and personalized notifications.

- Discussion on the short-term joy vs. long-term effects on mental health, productivity, and social relationships.

Student Objectives

- Develop an understanding of persuasive design in technology linked to neuroscience.

- Identify common persuasive techniques used in app development.

- Self-evaluate own digital consumption habits.

Interactive Discussion

Share personal experiences with addictive apps and what made them hard to resist.

Tips on developing healthier digital habits and using technology mindfully.