

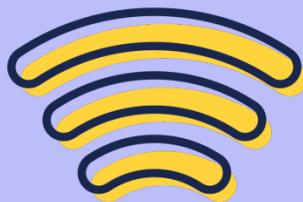
# Presentation Outline



- Overview of Brain Development
- Dopamine Detectives
- Algorithms
- Popular Apps
- Questions

# Share Your Thoughts...

What apps do you use or know about?  
Can you imagine life before this technology?

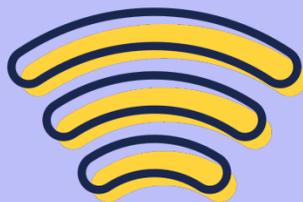


# Today you will learn...

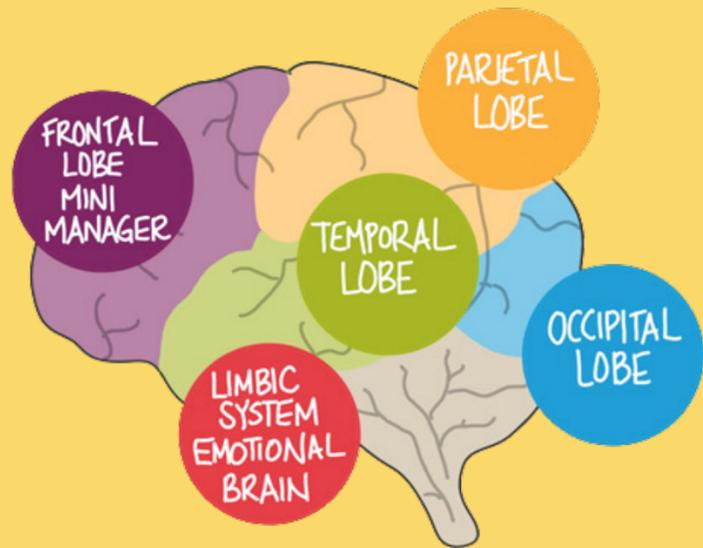
- Why the apps that you use are intentionally designed to steal your focus and attention.
- Why apps and virtual games can be hard to quit!

## Ensnare:

If you ensnare someone, you gain power over them, especially by using dishonest or deceitful methods.



# Brain Under Construction



## DOPAMINE



# The Dopamine Detectives

Tech developers aren't just designing apps, they are designing minds.

This app is sticky!





# ALGORITHMS

A set of rules and signals that will automatically choose what the app shows you based on how likely the person is to like it and spend time watching it. No two people will see the same content!

## Negativity Bias

If it's enraging, it's engaging!



## Addictive

Tech companies intentionally design platforms with manipulative features that make children addicted to their platforms while lowering their self-esteem.

# Share your thoughts

What prompts do you see when you download an app?



# PLATFORM

Snapchat



Loss Aversion - Snap Streak

Instagram



Variable Reward - withholding likes. Negative Self Image

TikTok



TikTok Brain. Stealing Focus

# PLATFORM

You Tube



Autoplay

Discord



Constant notifications and FOMO.

What next.....??



# Question....

Do you notice  
any family or  
friends trapped in  
their apps?

