#2 How to Engage with Apps

Teaching Resource – Keeping Control Online

CURRICULUM ALIGNMENT	8 WAYS	AUSTRALIAN
	Deconstruct/Reconstruct	ACTDIP028; ACPPS073

ACTIVATION

- Ask students: Why it is sometimes hard to put our phones away?

- Split students into small groups of 2-3 and spend a few minutes brainstorming strategies that apps use to keep young people online e.g. 'the algorithm,' infinite scrolling, rewards, streaks, bright colours and exciting sounds)

- Handout the Social Media Worksheet – 1 per group. Explain that each group is responsible for designing the next big app for young people. For their app to be successful they need to think of ways to keep users coming back for more.

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REFLECTION / EXTENSION

- Explain to students that the best way to take back control online is through small practical and behavioral changes that allow them to feel in control

- Ask students which apps and platforms they use the most. Assign each group one of these and task them with researching practical and behavioral ways they can take back control. Share back to the class. Go through the different strategies that are employed by social media companies and allow the students to brainstorm ways to manage them

- Encourage each student to make a change to take back control online

SUPPORTING RESOURCE

- Social Media Design Worksheet

Deadly & Digital

App logo

App Title

Hooked Online

List three ways to keep young people 'hooked' on your app...

1.

2.

3.