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Save the Children

BEHAVIOURAL **DISORDERS** FACILITATED BY **PERSUASIVE TECHNOLOGIES**





THE QUESTION

Companies invest huge sums of money into developing applications and content aiming at increasing users' screen time.

Does it induce addiction?



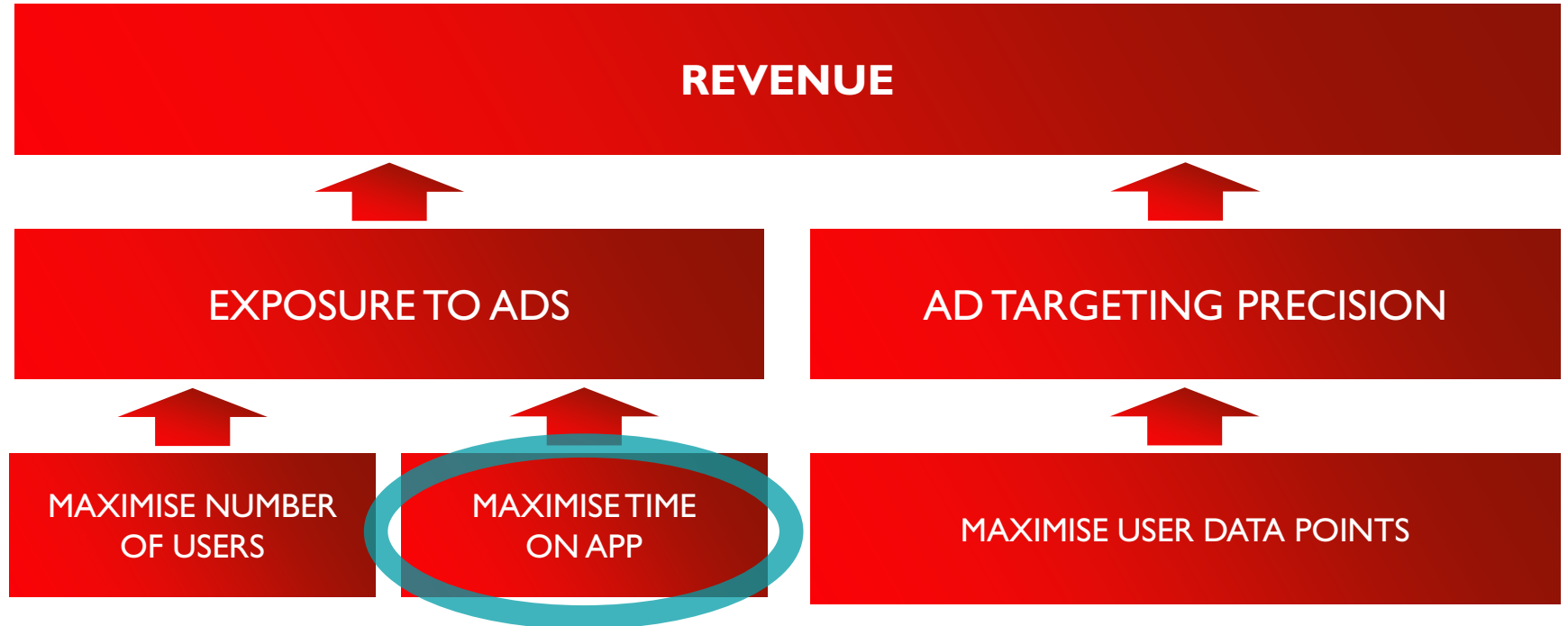


QUESTION #1

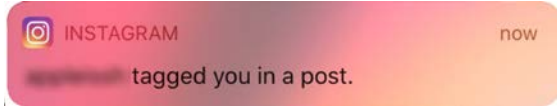
What exactly are companies doing?



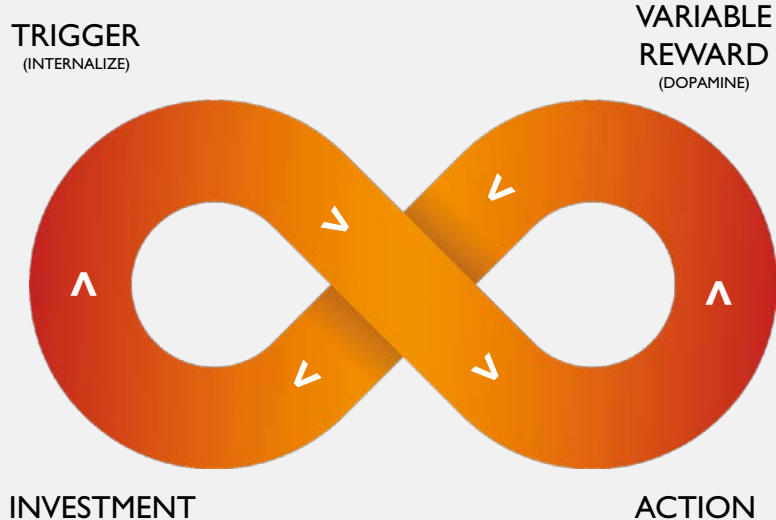
SOCIAL MEDIA COMPANIES' INCENTIVES



PERSUASIVE TECHNOLOGIES



NIR EYAL'S HABIT BUILDING MODEL



OTHER MEANS

- Social feedback and metrics
- Rewards (e.g. milestones, trophies, compliments etc.)
- Never-ending content (e.g. autoplay)
- "Cliffhangers" (series)

**Who's ends is the
technology serving?**



QUESTION #2

What about addiction?



DIGITAL DISORDERS IN DIAGNOSTIC SYSTEMS

ICD-11 – Gaming disorder (6C51; 2018 onwards)

Persistent or recurrent gaming behaviour, manifested by:

1. **impaired control** over gaming (e.g., onset, frequency, intensity, duration, termination, context);
 2. **increasing priority given to gaming** to the extent that gaming takes precedence over other life interests and daily activities; and
 3. **continuation or escalation** of gaming despite the occurrence of negative consequences.
- Distress or significant impairment in personal, family, social, educational, occupational, or other important areas of functioning
 - Over a period of at least 12 months (unless symptoms are severe)

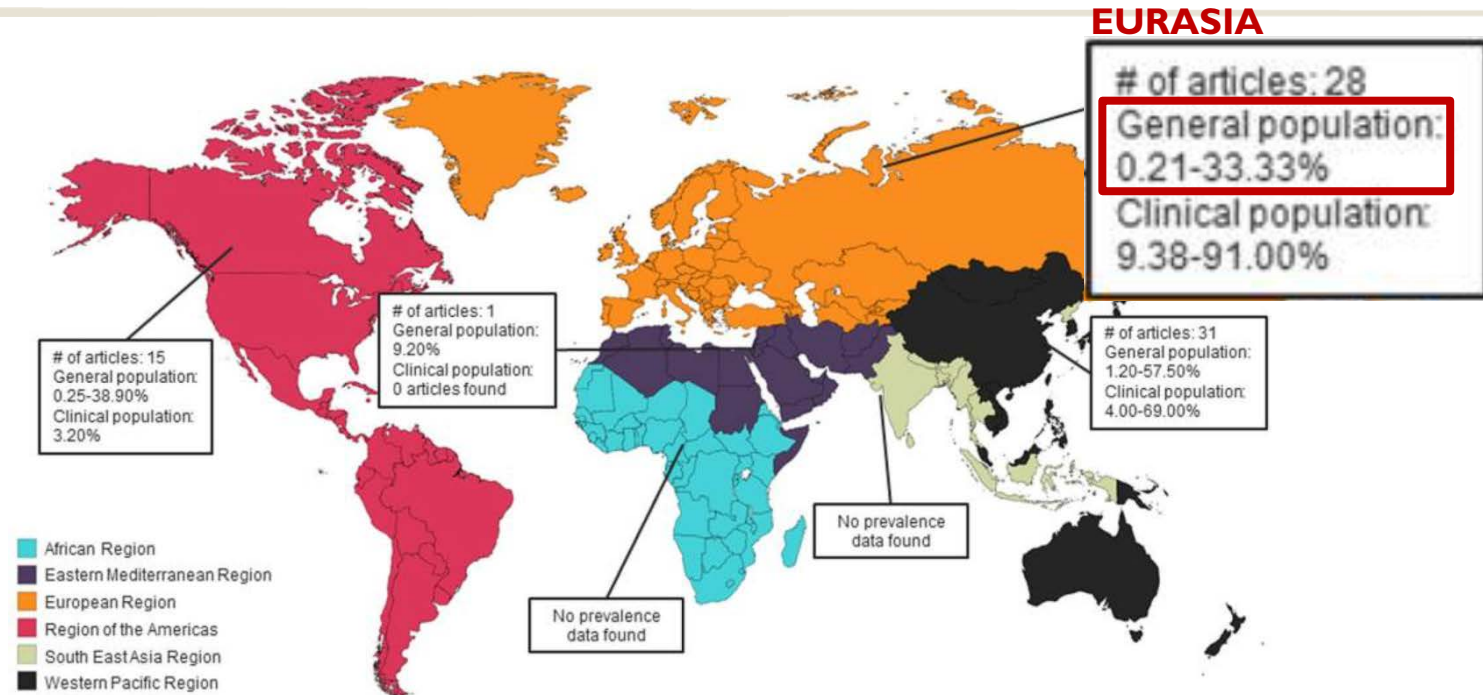
DSM-5 – Internet gaming disorder (2013 onwards)

Criteria:

1. **Preoccupation** with playing
 2. **Withdrawal symptoms** when not playing
 3. **Tolerance**
 4. **Unsuccessful attempts to reduce** or stop playing
 5. **Gives up other activities** to play
 6. **Continues playing despite problems** caused by it
 7. **Deceives or covers up** playing
 8. **Plays to escape** adverse moods
 9. **Risks or loses relationships or career opportunities** because of excessive playing
- 5 out of 9 criteria in the past 12 months



PREVALENCE OF INTERNET GAMING DISORDER



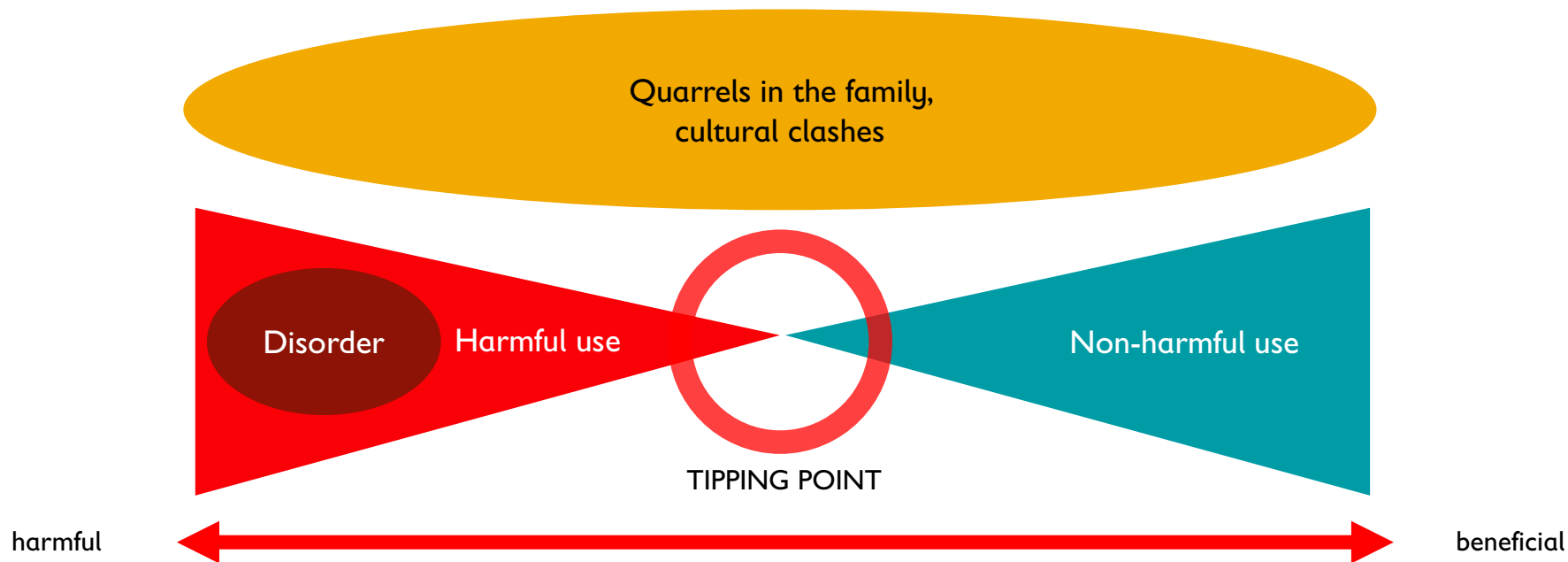
Note: Data from 2 studies are not shown as they cover multiple regions

Map created using Mapchart Tool

Source: Darvesh, Nazia et al. "Exploring the prevalence of gaming disorder and Internet gaming disorder: a rapid scoping review." *Systematic reviews* vol. 9,1 68. 2 Apr. 2020, doi:10.1186/s13643-020-01329-2



ADDING SOME **RESOLUTION** TO DISCUSSION



TIPPING POINT: DIGITAL WELL-BEING

CONSTITUENTS OF HEALTHY LIFE



SLEEP AND REST



PHYSICAL EXERCISE



SOCIAL RELATIONSHIPS



HEALTHY NUTRITION



FAMILY ROUTINES



RESPONSIBILITIES



MEANINGFUL HOBBIES



CONCLUSIONS



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DOES PERSUASIVE TECH INDUCE ADDICTION?

**PERSUASIVE TECH AIMS AT CREATING HABITS
THROUGH TWEAKING OUR REWARD SYSTEM**

What are the intervening factors?

The role of comorbidity?



RECOMMENDATIONS

1. Keep calm, adopt precautionary approach
2. Add resolution to discussion
 - disorder vs. harmful/excessive use vs. cultural conflicts
 - harmful and beneficial persuasion
3. More research: prevalence, comorbidity, health impact
4. Address real disorders, develop evidence-based specialised prevention and treatment
5. Regulate against harmful persuasion
(as with subliminal and neuromarketing)



KIITOS!



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