Exploration of Addictive Software

Objective: Analyze the addictive design strategies employed by an app or website that you use.

Instructions:

1. **Choose a Technology:** Select a mobile application, website, or software platform that is not explicitly mentioned in Neyman's survey. This could include a more recent app or a niche platform.
    a. Not to be used: TikTok, Facebook, Facebook Messenger, YouTube, Instagram, Twitter, LinkedIn,Snapchat,
2. **Identify Addictive Strategies:** Document and describe at least **three** specific design strategies the technology uses to encourage prolonged engagement and habit formation.
3. **Provide Evidence:** Include **screenshots** or other visual evidence from the technology to illustrate each design strategy.
4. **Psychological Justification:** For each design strategy, explain its psychological basis. Cite relevant psychology studies or theories that support the idea that the strategy is effective in influencing user behavior.
5. **Compare to Neyman's Framework:** Discuss how the observed strategies align with or differ from the addictive design strategies and categorizations outlined in Neyman's survey.
6. **Ethical Considerations:** Briefly discuss the ethical implications of using these addictive design strategies, considering their potential impact on users' well-being and autonomy.

Requirements:

- **Length:** maximum of 3 pages, citations and screenshot appendices are not included in 3 page maximum
- **Citations:** Use APA or MLA format for all citations and references.
- **AI Usage:** List all AI tools used and particularly useful prompts that helped in creating the paper
- **Sources:** Cite Neyman's "A Survey of Addictive Software Design", the chosen technology, and at least **three** additional academic sources related to the psychology of addiction or persuasive technology.
- **Originality:** Ensure that the chosen technology and the specific strategies discussed are not merely paraphrased from Neyman's paper. Demonstrate original analysis and insight.

Rubric

Criteria	Excellent (A)	Good (B)	Fair (C)	Poor (D/F)
Technology Selection	Chooses a technology clearly distinct from those in Neyman's paper and justifies its relevance.	Chooses a technology mostly distinct from those in Neyman's paper with some justification.	Chooses a technology with questionable distinction from those in Neyman's paper; justification is weak.	Chooses a technology that overlaps significantly with those in Neyman's paper; lacks justification.
Identification of Strategies	Identifies and describes at least three clear, distinct addictive design strategies used by the technology.	Identifies and describes three addictive design strategies, but some may overlap or lack clarity.	Identifies fewer than three strategies, or the descriptions are vague and lack detail.	Fails to identify and describe at least three relevant strategies.
Evidence & Illustration	Provides compelling screenshots or other visual evidence that clearly illustrates each design strategy in action.	Provides screenshots or visual evidence, but the connection to the described strategies may not always be clear.	Visual evidence is minimal, poorly chosen, or doesn't effectively illustrate the strategies.	Lacks sufficient visual evidence to support the analysis.
Psychological Justification	Explains the psychological basis of each strategy with insightful connections to relevant studies/theories. Cites at least three additional academic sources.	Explains the psychological basis of each strategy with connections to relevant studies/theories. May lack depth or cite fewer than three additional academic sources.	Explanations of the psychological basis are superficial or lack strong connections to supporting research.	Fails to adequately explain the psychological basis of the strategies or provide supporting research.

Comparison to Neyman	Thoughtfully compares and contrasts the observed strategies with Neyman's framework, demonstrating a strong understanding of both.	Compares and contrasts the observed strategies with Neyman's framework, but the analysis may lack depth or nuance.	Makes a limited attempt to compare the observed strategies with Neyman's framework; understanding may be incomplete.	Fails to adequately compare the observed strategies with Neyman's framework.
Ethical Considerations	Provides a nuanced discussion of the ethical implications, considering multiple perspectives and potential harms/benefits.	Discusses the ethical implications, but the analysis may be somewhat simplistic or one-sided.	Briefly mentions ethical considerations, but the discussion lacks depth or critical analysis.	Fails to address the ethical implications of the design strategies.
Writing Quality & Clarity	Essay is exceptionally well-written, organized, and free of errors. Ideas are communicated clearly and persuasively.	Essay is well-written and organized with few errors. Ideas are generally communicated clearly.	Essay is adequately written and organized, but contains some errors that may impede understanding.	Essay is poorly written, disorganized, and contains numerous errors that significantly impede understanding.
Citations & Formatting	All sources are correctly cited in APA or MLA format. The essay adheres to all formatting guidelines.	Most sources are correctly cited in APA or MLA format. The essay mostly adheres to formatting guidelines.	Citations are inconsistent or incomplete. The essay deviates from formatting guidelines.	Citations are missing or incorrect. The essay does not adhere to formatting guidelines.