Deadline: Friday, 12th November 2021 at 11:59 pm. The submission portal will be open until Monday, 15th November 2021 at 11:59 pm.

Before developing persuasive technologies, it is common to evaluate existing systems to identify how persuasive features were implemented. In this assignment, students will **evaluate an existing system to identify how persuasive strategies were implemented using the Persuasive Design (PSD) framework.** Recall from class that the PSD framework is used for developing and evaluating persuasive systems. It is made up of four categories of persuasive system design principles listed in the table below.

Categories

* Persuasive system design principles
* Primary task
* Reduction, tunnelling, tailoring, personalization, personalization, self-monitoring, simulation, rehearsal
* Dialogue support
* Praise, rewards, reminders, suggestion, similarity, liking, social role
* System credibility
* Trustworthiness, expertise, surface credibility, real-world feel, authority, 3rdparty endorsements, verifiability
* Social support
* Social learning, social comparison, normative influence, social facilitation, cooperation, competition, recognition

Task

* You are required to evaluate one social media platform and identify how the design principles were implemented.
* Select one of Facebook, Instagram or Twitter.
* Select three design principles from each of the 4 categories of the PSD framework and briefly state how it was implemented.
* For any principle that you can not identify, suggest how it can be implemented.
* You are required to work on your own; this is not a group assignment.

Deliverable

* A document of a maximum of 3 pages that lists the 12 persuasive principles you selected and how they were implemented (or how they could be implemented for any principles that you could not identify).
* Present your points in a clear and easy-to-understand format. You can use a table, bullet points or paragraphs.
* Please review your document for spelling and grammar errors.
* Please exclude repetitions or unnecessary words/sentences.

Grading scheme (100%)

* You evaluated Facebook, Instagram or Twitter and selected 12 persuasive principles, three from each of the four categories. (20/100)
* You clearly explained how the social media platform of choice implemented each principle. (60/100)
* For principles that could not be identified, you clearly stated how they can be implemented
* Your report is free of spelling or grammar errors. (10/100)
* Your report is well-formatted, the information contained is well presented and easy to read. (10/100)