

## Digital Literacy Key Concepts

# Digital Media Experiences Are Shaped by the Tools We Use



How we use digital tools like social networks and search engines is affected by how they're designed.

Sometimes this is because of questions the designers didn't think to ask, like whether a tool might be used to harass people or whether news stories should be treated differently from ads.

Sometimes it's so they can make more money: for instance, social networks are designed to make you use them more often.

Either way, how they're made affects how you use them.

***Think of your favourite website or app. What is it about the design that makes you come back to it?***