Navigating the Pressure to Buy

THE PRESSURE IS REAL

SHINY NEW TECH

Tech companies keep releasing new products, making our devices seem outdated by comparison.

BUY

NEW!

SPONSORED

SALE!
DISCOUNT CODE

UNBOXING

£££ :) £££ :) £££ :)

Ads and marketing try to convince us that we need the latest tech to be happy.

ADD TO CART

70% OFF

YOU NEED THIS!!

Our social media feeds are filled with ads that make the latest tech seem essential.

OK

SWIPE

How Pressure Affects Wellbeing

Owning the latest device can become a status symbol, influencing our sense of worth and social standing.

It is easy to feel left out if friends or influencers have things that we don't.

Not having the newest devices can make us stressed and anxious, especially if we can't afford them.

How to Deal with the Pressure

PAUSE

Separate needs from wants.
Think about what you really need, not just what's new. What works for others might not be right for you.

Question the hype.
Advertisers and influencers are paid to persuade you,so their advice may not be in your best interest.

Spot sponsored posts.
Look for words like 'collaboration,' 'paid partnership,' or 'brand ambassador.' Also, hashtags like #sponsored or #ad mean that a company paid for the post.

Control your feed.
Visit our Safety Centre to learn how to adjust your settings and reduce the number of ads that you are seeing in your feed.

Wait before you buy.
Add items to your wishlist and wait a week to decide if you really want them.

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Take regular breaks.
When you're feeling overwhelmed,it's a sign to stop scrolling and take a breather or talk to someone you trust.

Owning the latest tech doesn't define you

Gifts are great, buying something you've saved up for is even better, but not having the latest tech doesn't take away from **who you are**.

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