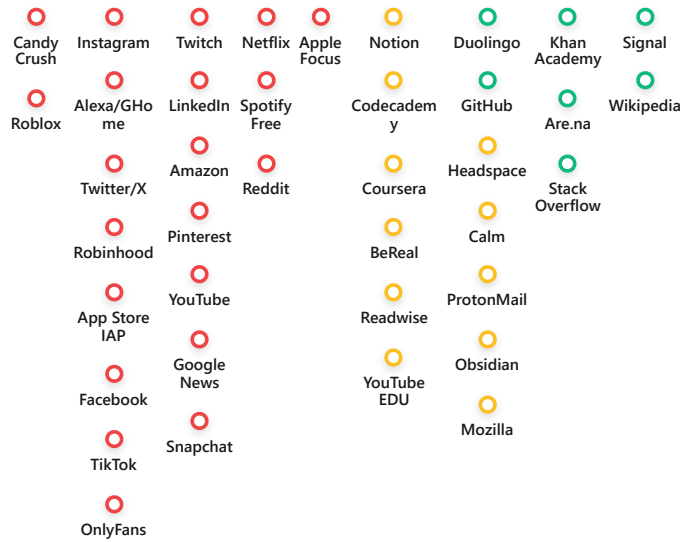
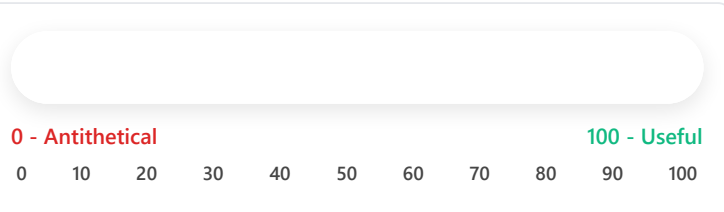


# The Behavioral Design Spectrum: Complete Scoring Methodology

Agency Score = Reflection Mechanics + Goal Alignment – Exploitation Tactics

## Platform Distribution by Agency Score



## Scoring Framework

### 80-100: Useful

Enhances autonomy, reflection, learning

### 60-79: Mixed

Balances utility with engagement tactics

### 0-59: Antithetical

Profits by eroding agency

## Point System

**+10 points** for each mechanic that builds reflection, transparency, or self-control

**-10 points** for each mechanic that hijacks impulse or shortens attention span

**Bonus** if goals align with learning, privacy, or autonomy

**Penalty** if profits depend on addiction, outrage, or vanity metrics

## Detailed Feature Scoring Breakdown

Platform	Reflection Mechanics	Transparency	Self-Control	Goal Alignment	Impulse Hijacking	Attention Shortening	Profit Model	Final Score
Signal	+20	+20	+20	+20	0	0	+10	92
Wikipedia	+20	+20	+20	+20	0	0	+10	90
Khan Academy	+20	+10	+20	+20	0	0	+14	84
Are.na	+20	+10	+20	+15	0	0	+16	81
Stack Overflow	+10	+20	+10	+20	0	0	+20	80
Duolingo	+10	+10	+10	+20	-10	0	+18	78
GitHub	+10	+20	+10	+20	0	0	+16	76
Headspace	+20	+10	+20	+15	0	0	+9	74
Calm	+20	+10	+20	+15	0	0	+8	73

Platform	Mechanics	Transparency	Self-Control	Alignment	Hijacking	Shortening	Profit Model	Final Score
Obsidian	+20	+10	+20	+15	0	0	+6	71
Mozilla	+10	+20	+10	+20	0	0	+10	70
Notion	+10	+10	+20	+15	0	-10	+7	68
Codecademy	+10	+10	+10	+20	-10	0	+7	67
Coursera	+10	+10	+10	+20	-10	0	+5	65
BeReal	+10	+10	+10	+10	-10	-10	+7	63
Readwise	+20	+10	+10	+15	0	0	+7	62
YouTube EDU	+10	0	+10	+20	-10	-10	0	60
Apple Focus	+20	+10	+20	+10	0	0	-2	58
Netflix	0	0	0	0	-20	-20	-15	45
Spotify Free	0	0	0	+10	-10	-10	-8	42
Reddit	0	+10	0	0	-20	-20	-9	41
Twitch	0	0	0	0	-20	-20	-11	39
LinkedIn	0	0	0	0	-20	-20	-12	38
Amazon	0	0	0	0	-30	-10	-14	36
Pinterest	0	0	0	0	-20	-20	-15	35
YouTube	0	0	0	0	-30	-20	-16	34
Google News	0	0	0	0	-20	-30	-18	32
Snapchat	0	0	0	0	-30	-20	-20	30
Instagram	0	0	0	0	-30	-20	-22	28
Alexa/GHome	0	0	0	0	-20	-30	-23	27
Twitter/X	0	0	0	0	-30	-30	-24	26
Robinhood	0	0	0	0	-40	-10	-25	25
App Store IAP	0	0	0	0	-30	-20	-26	24
Facebook	0	0	0	0	-40	-30	-27	23
TikTok	0	0	0	0	-40	-30	-28	22
OnlyFans	0	0	0	0	-40	-20	-29	21
Candy Crush	0	0	0	0	-50	-10	-32	18
Roblox	0	0	0	0	-50	-10	-34	16