



Welcome to the Internet SIG





Dark Patterns



Discussion Topics

- Dark Patterns Defined
- Examples of Dark Patterns
- Are Dark Patterns Legal?
- Final Thoughts

What is a Dark Pattern?

A dark pattern is a user interface that has been carefully crafted to trick users into doing things.

- Definition from Wikipedia



Types of Dark Patterns

I'll discuss these and more:

- 1) Disguised Ads
- 2) Bait and Switch
- 3) Roach Motel
- 4) Misdirection
- 5) Shopping Cart Sneaks
- 6) Shaming
- 7) Other Dark Patterns

Disguised Ads

Usually designed to look legitimate

- Is it really the best?
- 1) Best of articles are often ads for many items
- 2) Review ads are often really a "paid" ad

Here's a typical example. You can often find the same results for other reviews.

Bait and Switch

More often done in print ads and physical stores, Bait and Switch can also be found on the internet.

- Internet Service Providers
- Cell Phone Plans
- Many Retail Sites
- Be Suspicious of Memes

Roach Motel

Easy to Start and Hard to Stop.

- 1) Remember when AOL was the internet?
- 2) Stop Amazon Prime
- 3) Cancel Verizon
- 4) Spotify
- 5) Stamps.com

Misdirection

When the website design nudges users towards a more expensive option and distracts them from the standard option.

- 1) Many airlines do this
- 2) Many websites do this to up-sell products
- Used by sites to trick you into signing up for a newsletter

Sneaky Shopping Carts

Have you ever noticed an extra item in your shopping cart?

- 1) Happened to me last week
- 2) Not used much anymore

Shaming

Sometimes known as Confirmshaming. This is the act of guilting the user into opting in to something.

The option to decline is worded in such a way as to shame the user into compliance.

No thanks, I don't want Unlimited One-Day Delivery Confirm Shaming on Tumbler

Other Dark Patterns

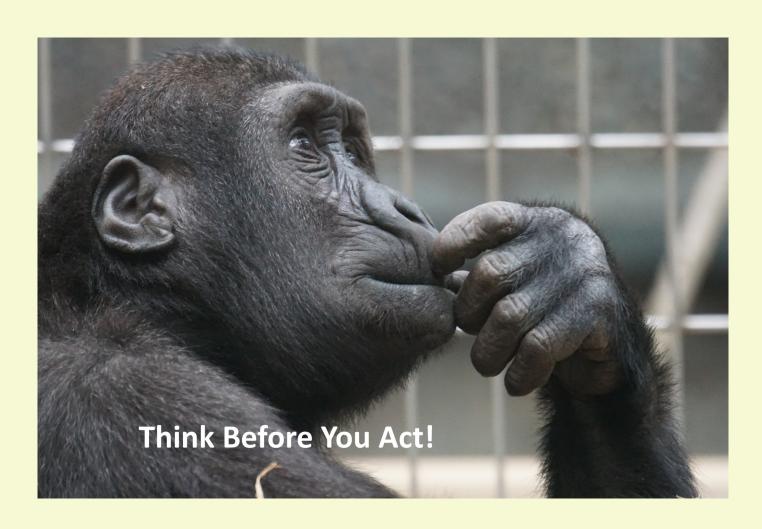
- 1) Privacy Zuckering you are tricked into publicly sharing more information about yourself than you really intended to. Named after Facebook CEO Mark Zuckerberg.
- 2) Price Comparison Prevention a retailer makes it hard for you to compare the price of an item with another item, so you cannot make an informed decision.
- 3) Trick Questions a question that "when glanced upon quickly appears to ask one thing, but if read carefully, asks another thing entirely."
- 4) There are many others.

Are Dark Patterns Legal?

Note: These are my personal opinions:

- When there are regulations, they are usually vague and easily bypassed
- Like speeding, it can be hard to catch all the Dark Patterns
- It is easy to set up a website in a different country

One Final Thought



What's Next?

I'm sorry, but I have to cancel next week. April 22 – Internet Searching Tips



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