



## 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
- 3) 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 Tumblr](#)

# 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



**Think Before You Act!**

# What's Next?

I'm sorry, but I have to cancel next week.

April 22 – Internet Searching Tips

THANKS FOR LISTENING 😊

# What's The Next SIG Topic



Have you got a topic idea? Want to learn about something special?  
Tell me anytime you see me or contact me online.

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