

# Dark Patterns

Andrei Dumitru  
M<sup>3</sup>AAWG Engagement Series

# Dark Patterns

deceptive design

deceptive user interfaces

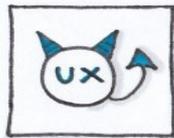
A user interface that has been carefully crafted to trick users into doing things, such as buying overpriced insurance with their purchase or signing up for recurring bills

# Dark Patterns

deceptive design

deceptive user interfaces

Neologism coined by user  
experience designer Harry Brignull  
in 2010 when he registered  
[deceptive.design](http://deceptive.design)



# DARK PATTERNS

UX Knowledge Base Sketch #29



DARK PATTERNS ARE

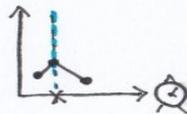


## TRICKS

THAT MAKE THE USERS DO THINGS THEY DID NOT MEANTO.

FINE LINE BETWEEN INFLUENCING USERS' BEHAVIOR AND TRICKING THEM!

DARK PATTERNS CAN WORK IF SOMEONE IS LOOKING FOR SHORT-TERM RESULTS.



ONLY INITIAL SUCCESS, NOT SUSTAINABLE

USING DARK PATTERNS HAS A NEGATIVE IMPACT IN THE LONG-TERM



USERS WILL SWITCH TO MORE ETHICAL PRODUCTS / SERVICES

vs.

## THE MOST COMMON TYPES

### FORCED CONTINUITY

FREE TRIAL → CHANGES TO A PAYING SCHEME WITHOUT WARNING

### DELIBERATE MISDIRECTION

FOCUSING THE USERS' ATTENTION ON THE MORE EXPENSIVE OPTION, HIDING THE CHEAPER WAY

### BAIT & SWITCH

USE A CONVENTION, PATTERN IN A WAY TO MAKE THE USER FALSELY ASSUME SOMETHING

### HIDDEN COSTS

AT THE CHECKOUT, A NEW, UNEXPECTED COST APPEARS



### ROACH MOTEL

THE START IS EASY (SIGN UP / SUBSCRIPTION), QUITTING IS HARD



### OBSCURED PRICING

MAKING IT HARD TO COMPARE THE PRICES



### DISGUISED ADS

AN AD LOOKING LIKE ANOTHER TYPE OF CONTENT / NAVIGATION



### PRIVACY ZUCKERING

SHARING MORE PRIVATE INFO THAN YOU WANT



### GROWTH HACKING THROUGH SPAMMING

YOU BECOME THE SPAMMER WITHOUT KNOWING IT



### SNEAK INTO BASKET

A RANDOM ADDITIONAL ITEM APPEARS IN YOUR BASKET (WITHOUT YOUR CONSENT)



### ROADBLOCK

A POP-UP INTERRUPTS YOUR INTENDED ACTION



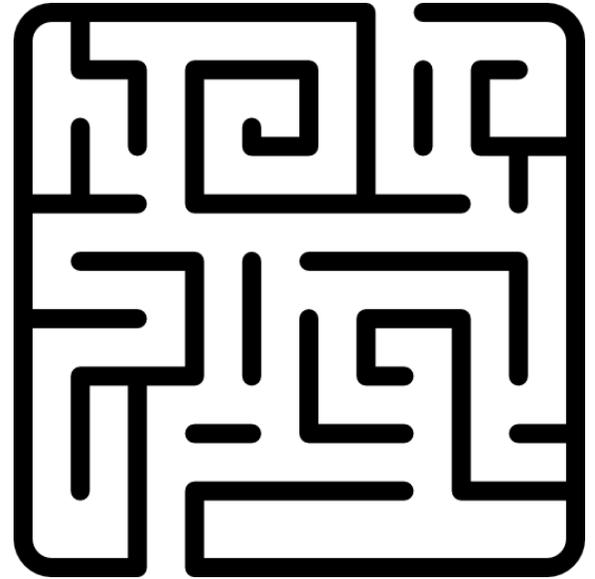
### MISINFORMATION

E.G. CONFUSING COLOR, CONTRAST LANGUAGE

TRICK QUESTIONS  
CHECK BOX  
TREACHERY

## Roach motel

You get into a situation very easily, but then you find it is hard to get out of it(e.g. delete an account).





## Créer mon compte

 Créer mon compte avec Google

Inscription simple, rapide et sécurisée

ou

Civilité \*

Madame  Monsieur

Prénom \*

ex : Jean

Nom \*

ex : Dupont

Adresse électronique \*

ex : jean.dupont@email.fr

Mot de passe \*

Votre mot de passe doit contenir les éléments suivants :

- × 8 caractères minimum
- × 1 majuscule / minuscule
- × 1 chiffre
- × 1 caractère spécial

Je souhaite recevoir de Carrefour France des communications personnalisées ou non afin de profiter de bons d'achat réguliers, suivre l'actualité de mon magasin et recevoir des promotions adaptées à mes habitudes d'achat et mes envies du moment.

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J'accepte de recevoir de Carrefour France des publicités personnalisées en ligne me proposant les bons plans adaptés à mes habitudes d'achat et mes envies du moment.

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J'accepte que Carrefour France partage mes données avec ses [partenaires](#) afin qu'ils puissent me proposer des publicités personnalisées en ligne, me proposant des offres\*\* adaptées à mes habitudes d'achat et mes envies du moment.

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\*\* Promotions et offres spéciales

J'ai lu et j'accepte les [conditions générales](#) du site Carrefour.fr. \*



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\*champs obligatoires

# Delete account ? N/A

- ▷ No option available
- ▷ Contact customer support
- ▷ Ticket transferred to “service informatique”
- ▷ Account deleted...  
(no notification received about it)

# Delete account - workflow

easy in

Input  
minimal  
info to  
open new  
account

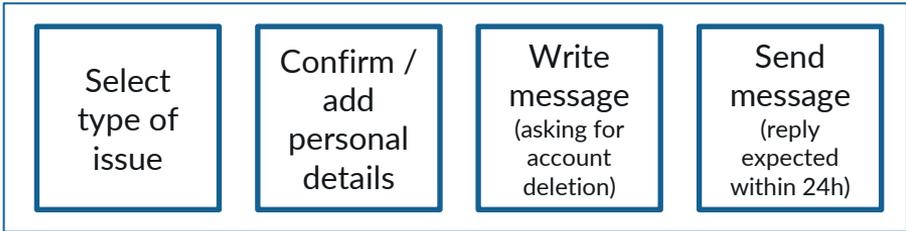
*name, email, password*

difficult out

Go to  
Help &  
Support

Select  
support  
topic

Select  
problem  
category



*steps to open support ticket*



## Create account

Your name

Mobile number or email

Password

i Passwords must be at least 6 characters.

Re-enter password

Continue

By creating an account, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#).

Already have an account? [Sign-In](#) ▶

Buying for work? [Create a free business account](#) ▶

# Delete account

Currently

1. Go to [Close Your Amazon Account](#).
2. Sign into the account you want to close.
3. Review the products and services associated with your account.
4. If you still wish to proceed, select a reason in the drop-down menu, tick the box next to Yes, I want to permanently close my Amazon account and delete my data and click Close my Account



In the past

- 12 step process, hidden, only possible by contacting support
- Pictures at <https://www.wikihow.com/Delete-an-Amazon-Account>



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**As-tu des questions à poser ou du feedback à donner?  
Contacte-nous!**



Écris-nous



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https://www.radioshack.com/products/radioshack-alkaline-batteries-aa?variant=736414826512

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With

★★★★★ (236)  
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4-PACK  16-PACK  36-PACK  60-PACK

- 1 + **ADD TO CART**

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Home > All Batteries > RadioShack AA Alkaline Batteries



EXCLUSIVE



RadioShack AA Alkaline Batteries

4-Pack

### RadioShack AA

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Catalog No: 2302213

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★★★★★ (234)

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- 1 +

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Batteries  
4-Pack

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Rewards (-\$0.40)

1 +

Remove



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Remove

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Home > Radios & Headphones > JBL Quantum 100 Wired Over-Ear Gaming Headset

## JBL Quantum 100 W Headset

Vendor: C2 Wireless  
\$39.99  
*Free Shipping Over \$49\**  
Or 4 Interest-Free Payments Of \$10.00 With **ZIP**

Shipping calculated at checkout.

COLOR: BLACK

1

*Hurry up! Only 12 left in stock.*

**Standard Shipping: Arrives between**  
November 03

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 2
- 
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Dark Blue  
 1
- 
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Rewards: (\$0.80)
- 
**RadioShack AA Alkaline Batteries**  
4-Pack  
~~\$9.99~~ **\$3.59**  
Rewards: (\$0.80)

Subtotal: **\$164.33**  
or 4 interest-free payments of **\$21.09** with **ZIP**

rewards  **\$9.99/Mo.** **\$69.99/Yr.**

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Windows taskbar: 2:03 AM 10/26/2022

# LUXMO EXEC Series Hand-Crafted Horizontal Leather Case with Belt Clip, Black For iPhone SE 3rd Gen 2022

★★★★★ 392 reviews



Item ID: DW-LPSAMI717LU4HBK

 200 sold in the last 22 hours

**LIST PRICE:** **\$24.99**  
**INSTANT SAVINGS:** **-\$13.00 (52%)**  
**TODAY'S WHOLESALE PRICE:** **\$11.99**

**WHY BUY FROM US?**

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**03** **33** **09**  
HRS MIN SEC

 **In stock:** [Ready to ship!](#)

QTY:

1

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Assurance  
Warranty



90 Day  
Return  
Policy



110% Low  
Price  
Guarantee



**CellularOutfitter Universal Phone Stand Holder, Black**

~~\$74.99~~ **\$2.99**

Add To My Cart



200 sold in the last 22 hours

DEAL EXPIRES IN:

03 33 09  
HRS MIN SEC

ADD TO MY CART



**CellularOutfitter Universal Phone Stand Holder, Black**

~~\$74.99~~ **\$2.99**

Add To My Cart

Product

Price Qty Subtotal



**IPHONE SE 3RD GEN 2022 - LUXMO EXEC SERIES HAND-CRAFTED HORIZONTAL LEATHER CASE WITH BELT CLIP, BLACK - PHONE CASES & COVERS**

\$11.99  
~~\$24.99~~

1

\$11.99



 **In Stock:** Ready To Ship!



**CELLULAROUTFITTER UNIVERSAL PHONE STAND HOLDER, BLACK - PHONE HOLDERS, HOLSTERS & BELT CLIPS**

\$2.99  
~~\$14.99~~

1

\$2.99



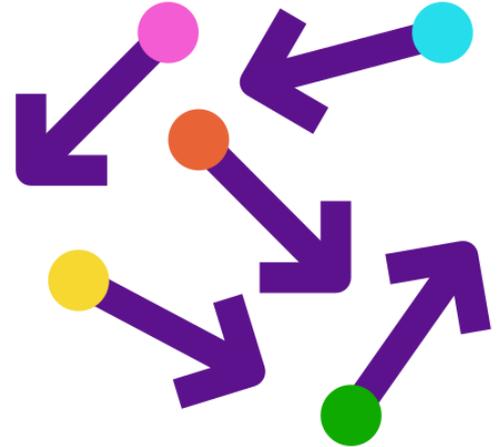
 **In Stock:** Ready To Ship!

**Total**

**\$14.98**

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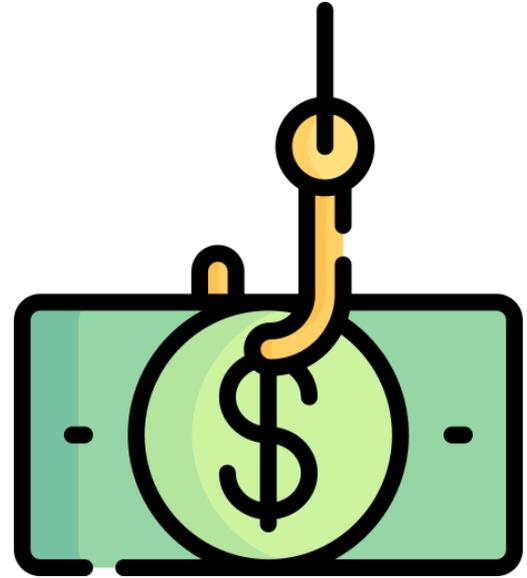


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COMME TOUTES LES SALADES EN SACHET

**WITHOUT PRESERVATIVES**  
LIKE ALL BAGGED SALADS

## Bait & Switch

You set out to do one thing, but a different, undesirable thing happens instead.



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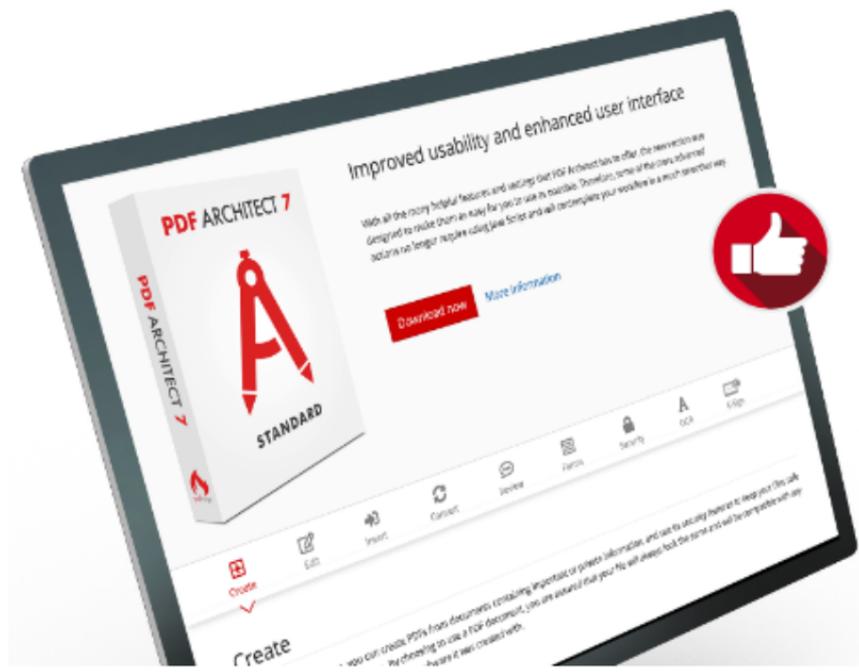
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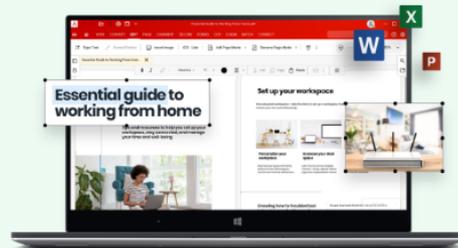
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Essential guide to  
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Increase your desk  
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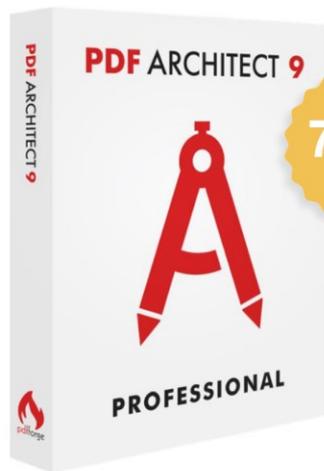


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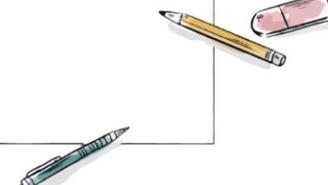
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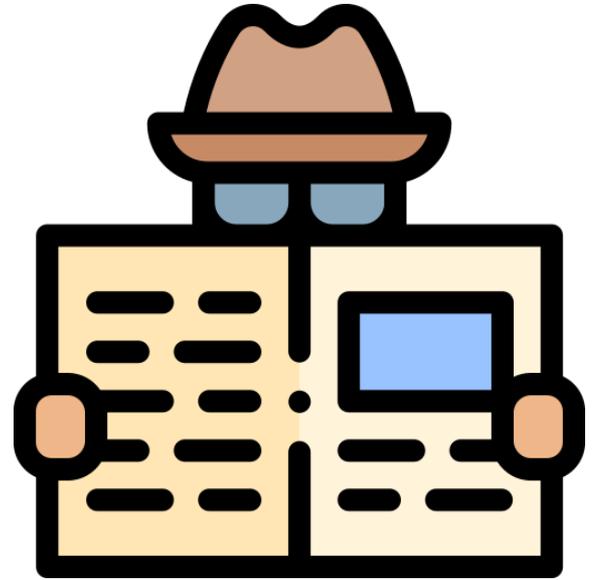
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Google (FREE)

User rating ★★★★★



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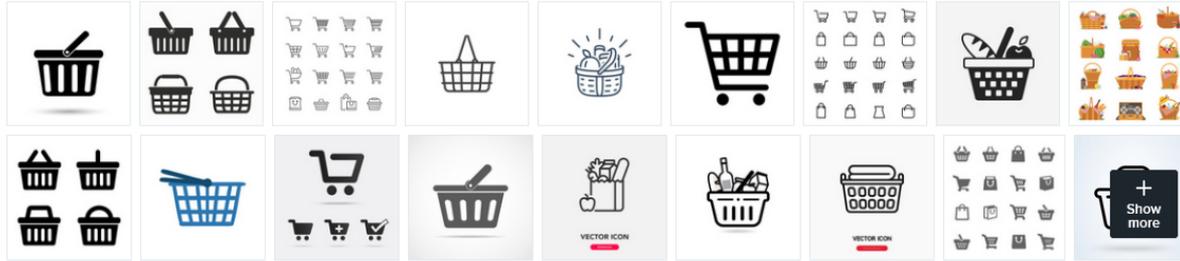
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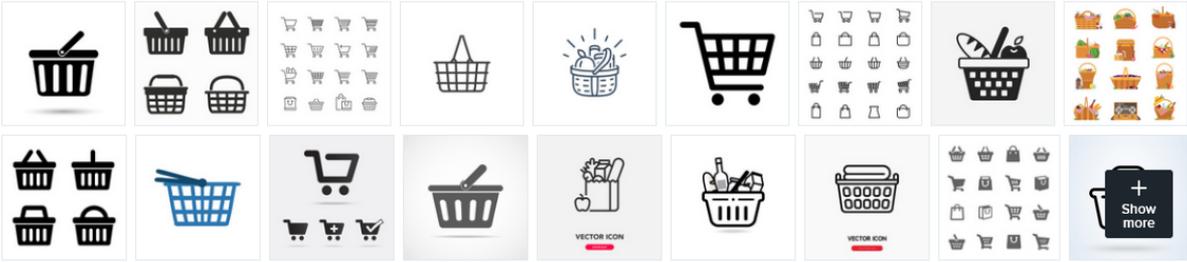
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SUVs



## Accommodation booking

 **89% of places to stay are unavailable for your dates on our site.**



Home > Gigastone H1 Wireless Bluetooth Over-Ear Headphones



## Gigastone H1 Wireless Bluetooth Over-Ear Headphones

Vendor: Gigastone

\$34.99

In Stock

[Free Shipping Over \\$49\\*](#)

Or 4 Interest-Free Payments On Orders Over **\$35**

With **ZIP**

★★★★★ (9)

Shipping calculated at checkout.

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FREE shipping & returns on select items + 10% off this order and all future orders while a rewards member

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Home > Gigastone H1 Wireless Bluetooth Over-Ear Headphones



## Gigastone H1 Wireless Bluetooth Over-Ear Headphones

Vendor: Gigastone

\$34.99

In Stock

[Free Shipping Over \\$49\\*](#)

Or 4 Interest-Free Payments On Orders Over **\$35**

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\$34.99

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Hurry up! Only 8 left in stock.





Hurry up! Only 7 left in stock.





Hurry up! Only 6 left in stock.





Hurry up! Only 5 left in stock.



 Hurry up! Only 4 left in stock. 



Hurry up! Only 3 left in stock.





Hurry up! Only 2 left in stock.





### Gigastone H1 Wireless Bluetooth Over-Ear Headphones

Vendor: Gigastone  
\$34.99 In Stock  
**Free Shipping Over \$49\***  
Or 4 Interest-Free Payments On Orders Over **\$35**  
With

★★★★☆ (9)  
Shipping calculated at checkout.

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Gigastone H1 Wireless Bluetooth Over-Ear Headphones

## Gigastone H1 Wireless Bluetooth Over-Ear Headphones

Vendor: Gigastone

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~~Standard Member Price: \$49.99~~ ~~Member Price: \$39.99~~ ~~Weekend Price: \$34.99~~

\$34.99

- 1 +

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Items in your cart are in high demand. But we have reserved your order.

Your order is reserved for 06:11 minutes!



1

### RadioShack Rewards

Membership

\$9.99

RadioShack Rewards \$9.99/mo



2

### JBL Quantum 100 Wired Over-Ear Gaming Headset

Black

\$79.98



1

### Lexon Tykho 3 Portable FM Radio with Bluetooth Speaker

Dark Blue

\$59.99



1

### RadioShack AAA Ni-MH Rechargeable Batteries, 900 mAh (4-Pack)

~~\$7.99~~

REWARDS (-\$0.80)

\$7.19



3

### RadioShack AA Alkaline Batteries

4-Pack

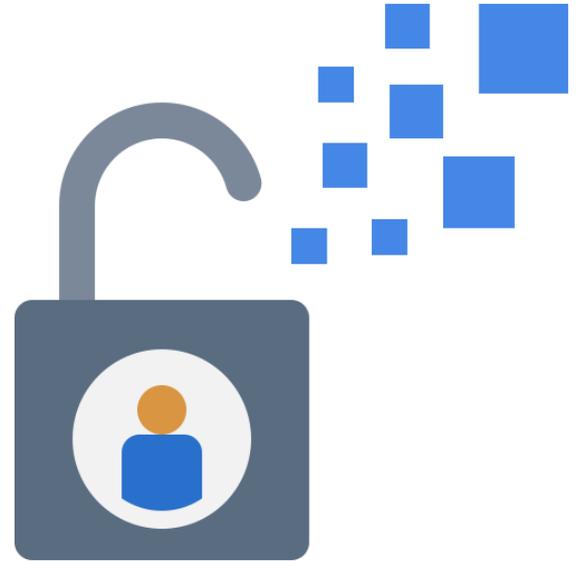
~~\$11.97~~

REWARDS (-\$1.20)

\$10.77

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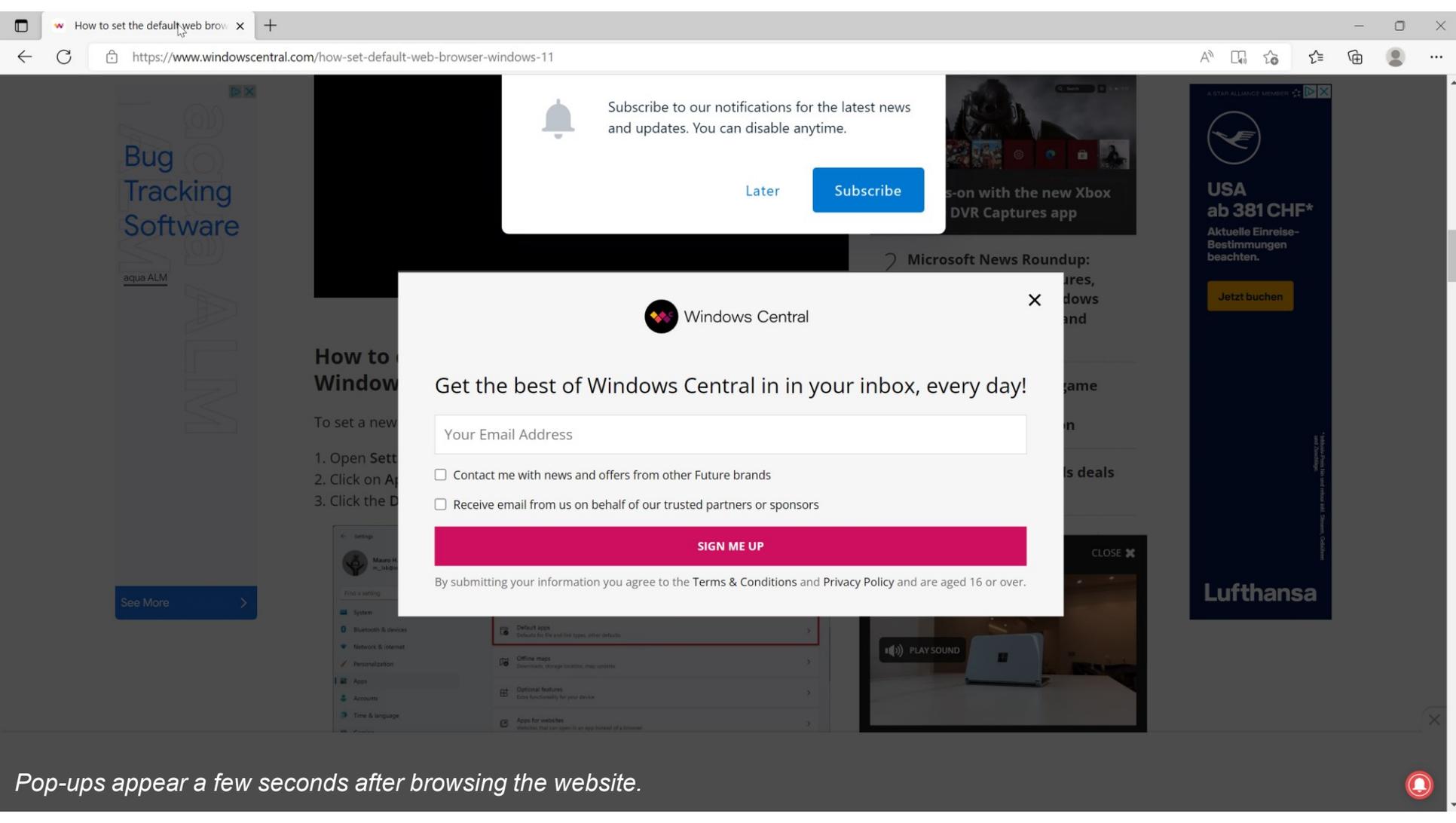




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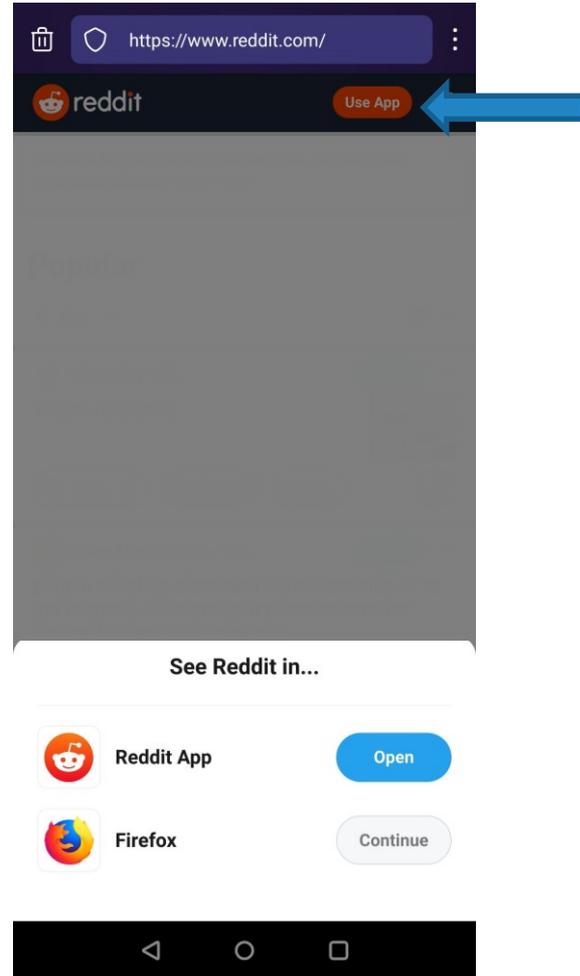
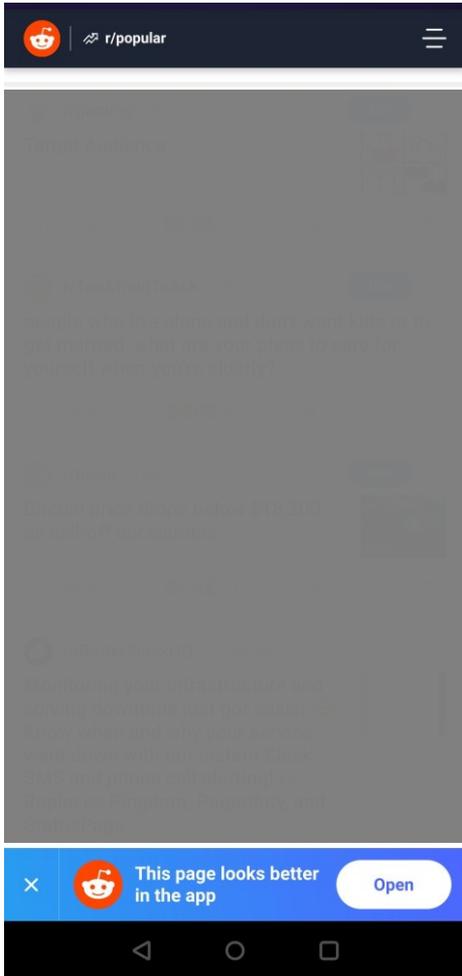
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**Lufthansa**

\*Tabelle: Nicht für alle Städte und alle Flüge. Gebühren und Steuern sind nicht inbegriffen.

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https://www.reddit.com/r/coolguides

reddit Use App

r/coolguides • 9 days ago  
Posted by pig\_n\_anchor

## Dark Patterns

**DARK PATTERNS**  
by Knowledge Sub Dicks #25

**DARK PATTERNS ARE:**  
 TRICKS THAT WINK THE USER, DO THINGS THEY DIDN'T WANT TO.

**DARK PATTERNS CAN BECOME IF SOMEONE IS CONVINCED THEY SHOULD USE THEM.**

**HONING DARK PATTERNS INTO A NEUTRAL TRICK BY THE USER.**

**USERS WILL OPT-OUT OF ANYTHING, EVEN IF IT'S DARK.**

**THE MOST COMMON TRICKS:**

- FORCED CONTINUITY:** REEL TRAIL → CHANGE TO A BETTER OPTION WITHOUT WARNING.
- DECEPTIVE PROJECTION:** TOS/PRIVACY POLICY → THE MORE OPTIONS, THE MORE CHOICE THEY WANT.
- BAIT & SWITCH:** USE A CONVICTION, PRETEXT AS A WAY TO SHOW THE USER, FALSELY ASKING SOMETHING.
- HIDDEN COSTS:** AT THE CHECKOUT, ASK FOR ANOTHER ONE.
- SOFT LOCK:** THE USER CAN'T FIND THE OPTION, BUT THE USER CAN'T FIND THE OPTION.
- PRETEXT BARGAINING:** ASKED FOR SOMETHING, BUT THEY DON'T WANT.
- TRICK QUESTIONS:** YES/NO, BUT THE USER CAN'T FIND THE OPTION.
- SOFT LOCK:** THE USER CAN'T FIND THE OPTION, BUT THE USER CAN'T FIND THE OPTION.
- DECEPTIVE PROJECTION:** TOS/PRIVACY POLICY → THE MORE OPTIONS, THE MORE CHOICE THEY WANT.
- BAIT & SWITCH:** USE A CONVICTION, PRETEXT AS A WAY TO SHOW THE USER, FALSELY ASKING SOMETHING.
- HIDDEN COSTS:** AT THE CHECKOUT, ASK FOR ANOTHER ONE.
- SOFT LOCK:** THE USER CAN'T FIND THE OPTION, BUT THE USER CAN'T FIND THE OPTION.
- PRETEXT BARGAINING:** ASKED FOR SOMETHING, BUT THEY DON'T WANT.
- TRICK QUESTIONS:** YES/NO, BUT THE USER CAN'T FIND THE OPTION.

1K 1 28

28 Comments sorted by Best

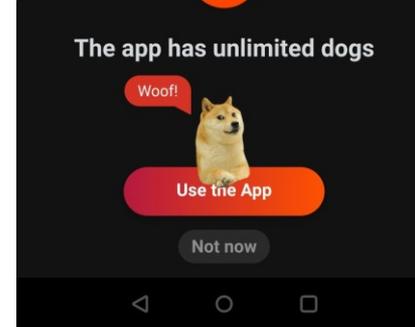
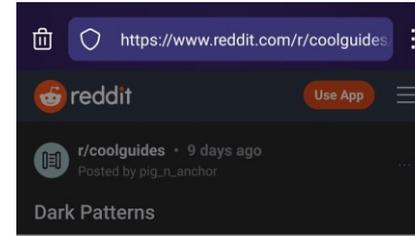
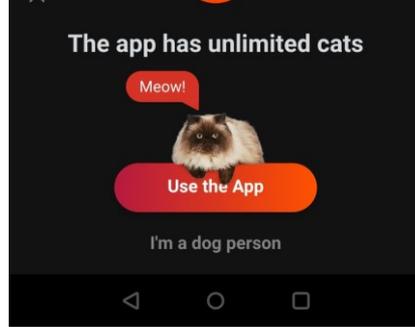
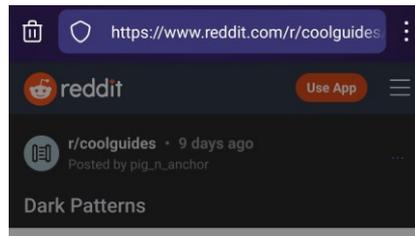
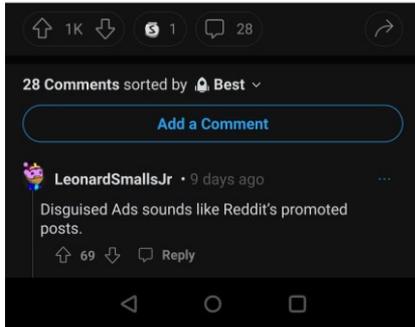
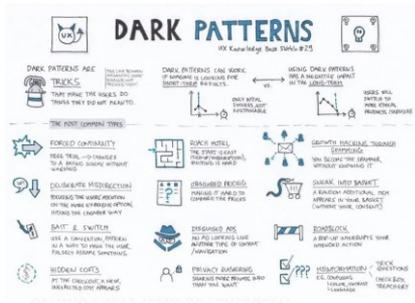
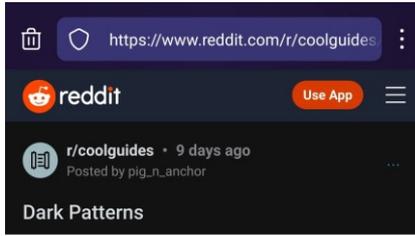
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LeonardSmallsJr • 9 days ago

Disguised Ads sounds like Reddit's promoted posts.

69 Reply







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📅 30 Jun 2022  
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## Genius deal!

DEPARTURE • Air France

 Hand luggage

**AF** **06:45**

1h 25'  direct

**08:10** 

Zurich (ZRH)  
Zurich

Charles De Gaul...  
(CDG)  
Paris

RETURN • Air France

 Hand luggage

**AF** **20:50**

1h 20'  direct

**22:10** 

Charles De Gaul... (CDG)  
Paris

Zurich (ZRH)  
Zurich

**Prime price**

*30-day free trial*

 **41% less CO2** 

~~€185.20~~ **€150.00**

*Prime fare per passenger*

Non discounted fare: **€185.20**

Select

Zurich

Paris

Wed. 23/11

Wed. 30/11

1

Change search

# Your trip to Paris

## Itinerary: flight

**AF** Departure Air France AF1415

06:45 ZRH

Wed, 23 Nov  
Zurich, Zurich  
(Switzerland)



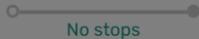
08:10 CDG

Wed, 23 Nov  
Charles De Gaulle, Paris  
(France)

**AF** Return Air France AF1414

20:50 CDG

Wed, 30 Nov  
Charles De Gaulle, Paris  
(France)



22:10 ZRH

Wed, 30 Nov  
Zurich, Zurich  
(Switzerland)

Save up to **50%**

Prime exclusive deal

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Book a Flight + Hotel now and **unlock huge savings!**

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d, 23 Nov

d, 30 Nov



Your trip to Paris

### Passengers

1 Adult

### Check-in baggage

Departure *No bags*

Return *No bags*

### Services

No extra services selected

# Your trip to Paris

## Itinerary: flight



**AF** Departure Air France AF1415

Wed, 23 Nov

**06:45 ZRH**

Wed, 23 Nov  
Zurich, Zurich  
(Switzerland)



**08:10 CDG**

Wed, 23 Nov  
Charles De Gaulle,  
Paris (France)

1h 25'

Hand luggage included

**AF** Return Air France AF1414

Wed, 30 Nov

**20:50 CDG**

Wed, 30 Nov  
Charles De Gaulle, Paris  
(France)



**22:10 ZRH**

Wed, 30 Nov  
Zurich, Zurich  
(Switzerland)

1h 20'

Hand luggage included

**Don't lose out!** Prices may rise. Nab this deal before it's too late.



## Price breakdown

Tickets	€ 185.20
Base fare	€ 92.00
External taxes and charges	€ 68.00
Service charges	€ 25.20
<hr/>	
Additional services	€ 0.00
<hr/>	
<b>opodo</b> prime	
Prime discount applied	-€ 35.20
<hr/>	
<b>Final price</b>	<b>€ 150.00</b>

Close breakdown



Eligible for Flexible Travel Dates

## Choose your seats

ZRH - PAR

PAR



Aisle or window? Choose

Departure flight  
Zurich - Paris

Passenger 1

(Adult)

--

### Hurry, prices will soon go up!

Remember, we can only hold fares for a limited time. Book now before it's too late.

**GOT IT!**

			15			
			16			
			17			
			18			
			19			
			20			
			21			
			22			
			23			



**Aisle or window?** Choose your seat now to avoid disappointment

## Contact details

Only used to verify your booking and notify you of any important updates

Email

example@example.com

Country code

United States (+1)

Address

Paris

City

Paris

Recommended

Securely

After booking with us, you will receive your booking confirmation by email, plus similar travel offers from time to time. If you do not wish to receive special deals, click [here](#).

So why not add a bag?



Test Test  
1x bag (23kg)



Total baggage  
price

+€ 97.68

Add bags

Continue without bags

Just one-way? [Click here!](#)



You've got no bags

Adding check-in baggage at the airport can cost up to **50% more!**

Continue



## Choose your level of support

Support Option

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Confirmation email on demand <span>(i)</span>	—	—	—
Live updates on your flights and <b>COVID-19</b> travel restrictions <span>(i)</span>	—	—	—
Flight booking confirmation by SMS <span>(i)</span>	—	—	—
Mobile flight alerts notifications <span>(i)</span>	—	—	—
Preferential customer service <span>(i)</span>	—	—	—
Priority refund <span>(i)</span>	—	—	—
	<b>Included</b> no additions	€ 7.99 per person	€ 19.99 per person
	Select	Select	Select



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- ✓ **Delayed** and **missed flight** cover
- ✓ **Baggage** compensation
- ✓ **Repatriation** insurance
- ✓ Medical expenses cover, **including if you contract COVID-19**

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per person and segment

- ✓ **Reimbursement** if you cannot travel for any valid reason, **including if you contract COVID-19**
- ✓ **Delayed** and **missed flight** cover

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I do not want to add any insurance to my booking

## Get travel insurance and enjoy your trip!



NEW: All our insurances now cover you in case you contract COVID-19

I would like to add  
**Cancellation and Medical Assistance Insurance**

- ✓ **Reimbursement** if you cannot travel for any valid reason
- ✓ **Delayed** and **missed flight** cover
- ✓ **Baggage** compensation
- ✓ **Repatriation** insurance
- ✓ Medical expenses cover, **including if you contract COVID-19**

[See full cover](#)

By selecting I confirm that all travellers are EEA residents\* and I accept the [terms and conditions](#) I acknowledge that I have been provided with the [insurance summary](#)

I would like to add  
**Flight Cancellation Insurance**

- ✓ **Reimbursement** if you cannot travel for any valid reason, **including if you contract COVID-19**
- ✓ **Delayed** and **missed flight** cover

[See full cover](#)

By selecting I confirm that all travellers are EEA residents\* and I accept the [terms and conditions](#) I acknowledge that I have been provided with the [insurance summary](#)

I do not want to add any insurance to my booking



Travel without insurance?

[Travel with insurance](#)

[Travel without insurance](#)

€ 14.00

and segment

provided

€ 10.50

and segment

**Continue**



## Opodo Prime

30-day free trial: cancel anytime online



### Prime discounted fare

+ € 0.00

- ✓ Pay less for today's flight and save €100s on all your flights, hotels and car rental bookings
- ✓ Be the first to access exclusive Prime deals and sales events
- ✓ VIP customer support: we answer nearly every call within 60 seconds
- ✓ Try Prime for free for 30 days. Cancel anytime online or stay for €54.99 per year

[Discover Prime](#)

By subscribing, you accept the [terms and conditions](#). You can cancel anytime from your account by clicking "cancel my subscription". By clicking, you authorise Opodo to create a Prime user account with the email entered for your Opodo booking.



### Non discounted fare

+ € 35.20

Full fare without Prime discount



## Opodo Prime

30-day free trial: cancel anytime online



### Prime discounted fare

+ € 0.00

- ✓ Pay less for today's flight and save €100s on all your flights, hotels and car rental bookings
- ✓ Be the first to access exclusive Prime deals and sales events
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[Discover Prime](#)

By subscribing, you accept the [terms and conditions](#). You can cancel anytime from your account by clicking "cancel my subscription". By clicking, you authorise Opodo to create a Prime user account with the email entered for your Opodo booking.



### Non discounted fare

+ € 35.20

Full fare without Prime discount



By selecting this option, the Prime discount of € 35.20 won't be applied



Regular price € 185.20

Prime discount not applied ~~€ 35.20~~

**Final price € 185.20**

Taxes and service charges included

opodo prime

Regular price € 185.20

Prime discount applied -€ 35.20



opodo prime

Regular price € 185.20

Prime discount not applied ~~-€ 35.20~~

**Final price € 185.20**

Taxes and service charges included

Credit or debit card



Pay securely

**Total price**

✓ Your payment is 100% safe

€ 185.20

Purchase

**€ 210.20**

Purchase a  
refundable ticket

**Is this the WWW today ?**

**YES**

**NO**

**Is this the WWW today ?**

**YES**

**NO**

# Dark Patterns at Scale: Findings from a Crawl of 11K Shopping Websites

## Study

- analysed ~53K product pages
- from ~11K shopping websites
- to characterize and quantify the prevalence of dark patterns

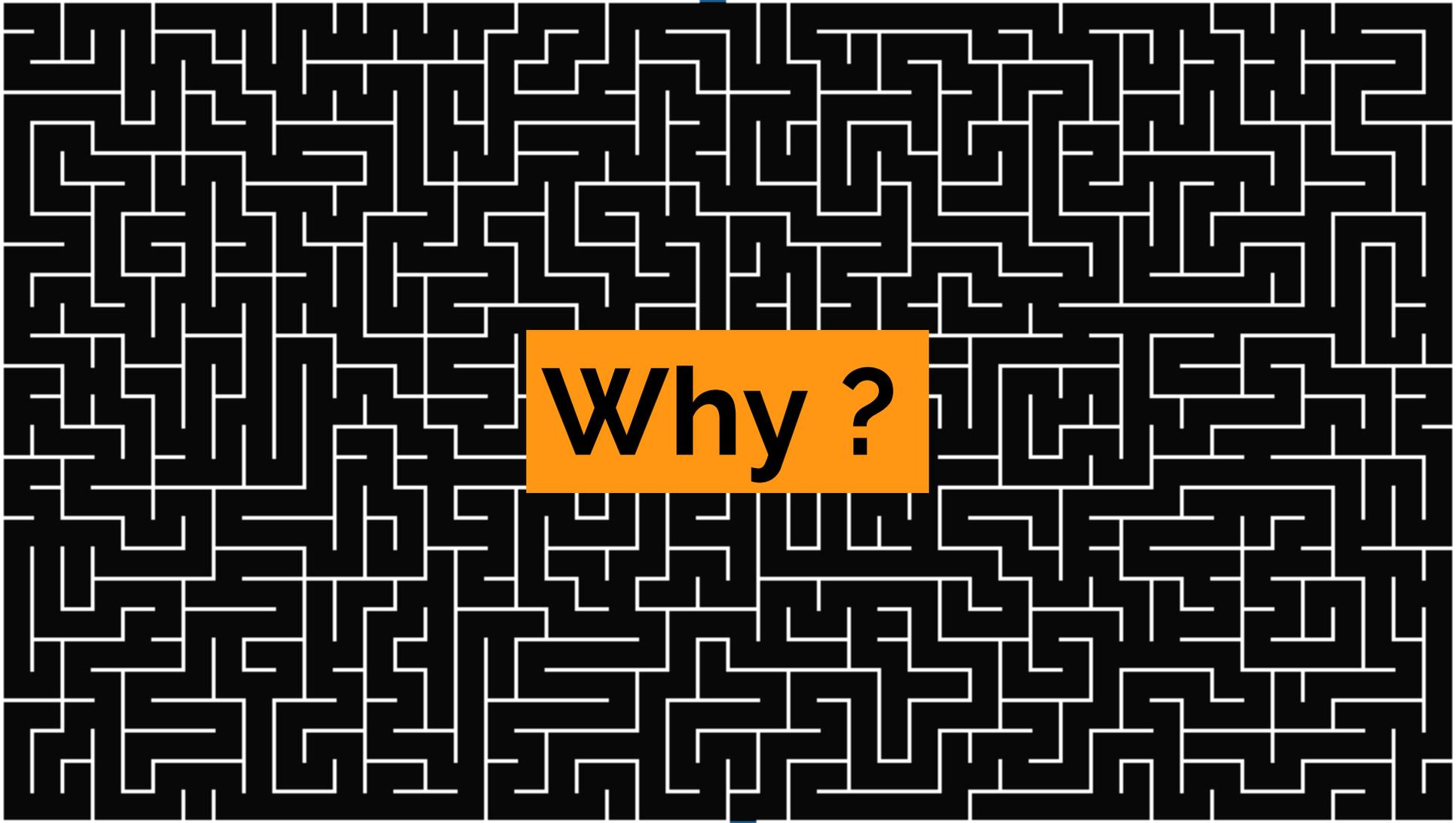
## Findings

- 1,818 instances of dark patterns
- 15 types of dark patterns
- on 1,254 of the ~11K shopping websites (~11.1%)

Dark Patterns at Scale: Findings from a Crawl of 11K Shopping Websites

Arunesh Mathur, Gunes Acar, Michael J. Friedman, Elena Lucherini, Jonathan Mayer, Marshini Chetty, and Arvind Narayanan (November 2019) <https://doi.org/10.1145/3359183>

Study part of the Princeton University's WebTAP project.  
<https://webtap.princeton.edu/>



**Why ?**

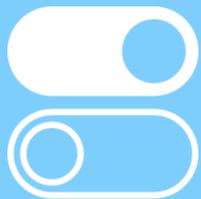
Legal

Illegal



**dark** patterns

**What can we do ?**



## Terms and Conditions Apply

<https://termsandconditions.game/>

A mini-game about pop ups, and the deviousness of websites and apps



## How I experience the web today

<https://how-i-experience-web-today.com>

An interactive site that illustrates how browsing the web *feels* today.



## Click Click Click

<https://clickclickclick.click/>

A browser-based game on online profiling.



# Resources

- ▶ Slide template from  Carnival
- ▶ Designed using resources from [Flaticon.com](https://flaticon.com)
- ▶ *Dark Patterns sketch by Krisztina Szerovay* – [www.uxknowledgebase.com](https://www.uxknowledgebase.com)