

SPOOKTOBER UX TECH EXCHANGE

Tricks Not Treats: UX Dark Patterns

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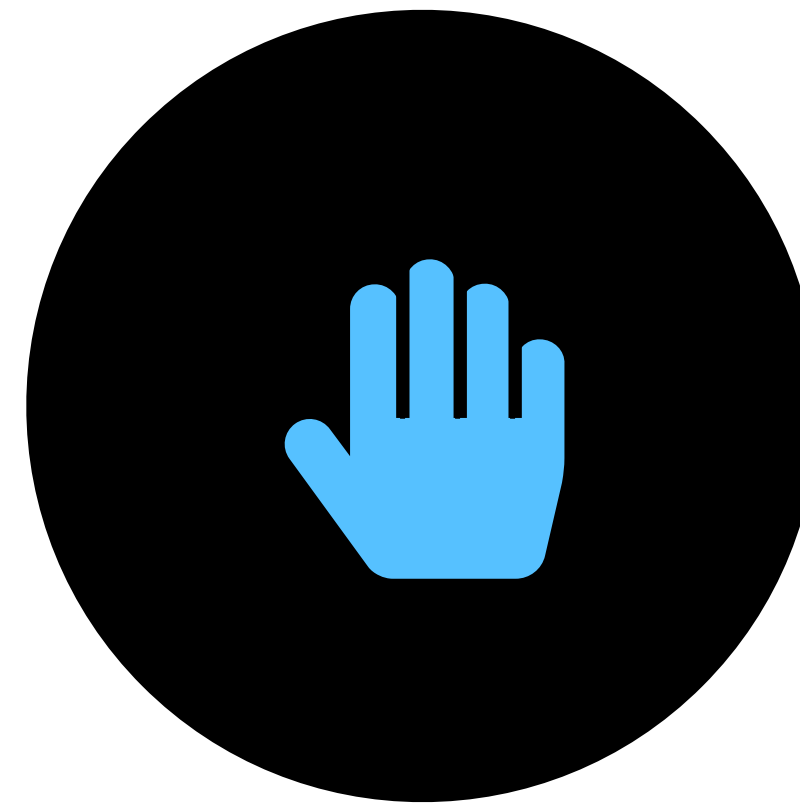
Tips, house rules, and warnings



Turn off your video



Mute your mic



**Questions or comments?
Raise your hand**



This might get spooky

If that's not your thing, I won't
be offended if you leave!



There may be barking

Temporarily out of chicken
treats. I am sorry.

Agenda

1. What's a dark pattern?
2. Psychology behind dark patterns
3. Types of dark patterns
4. Spot the dark pattern
5. Wrap-Up

WHAT'S A

dark pattern?

Design tricks that get users to do things they didn't mean to do, usually through psychological manipulation.

Three elements of dark patterns

1. Intentional — see Hanlon's Razor
2. Tricks the user to do something they otherwise wouldn't do
3. Benefits the designer and/or affiliates more than the user



A QUICK REVIEW OF (SPOILER-FREE)

horroristics

Visibility of system status

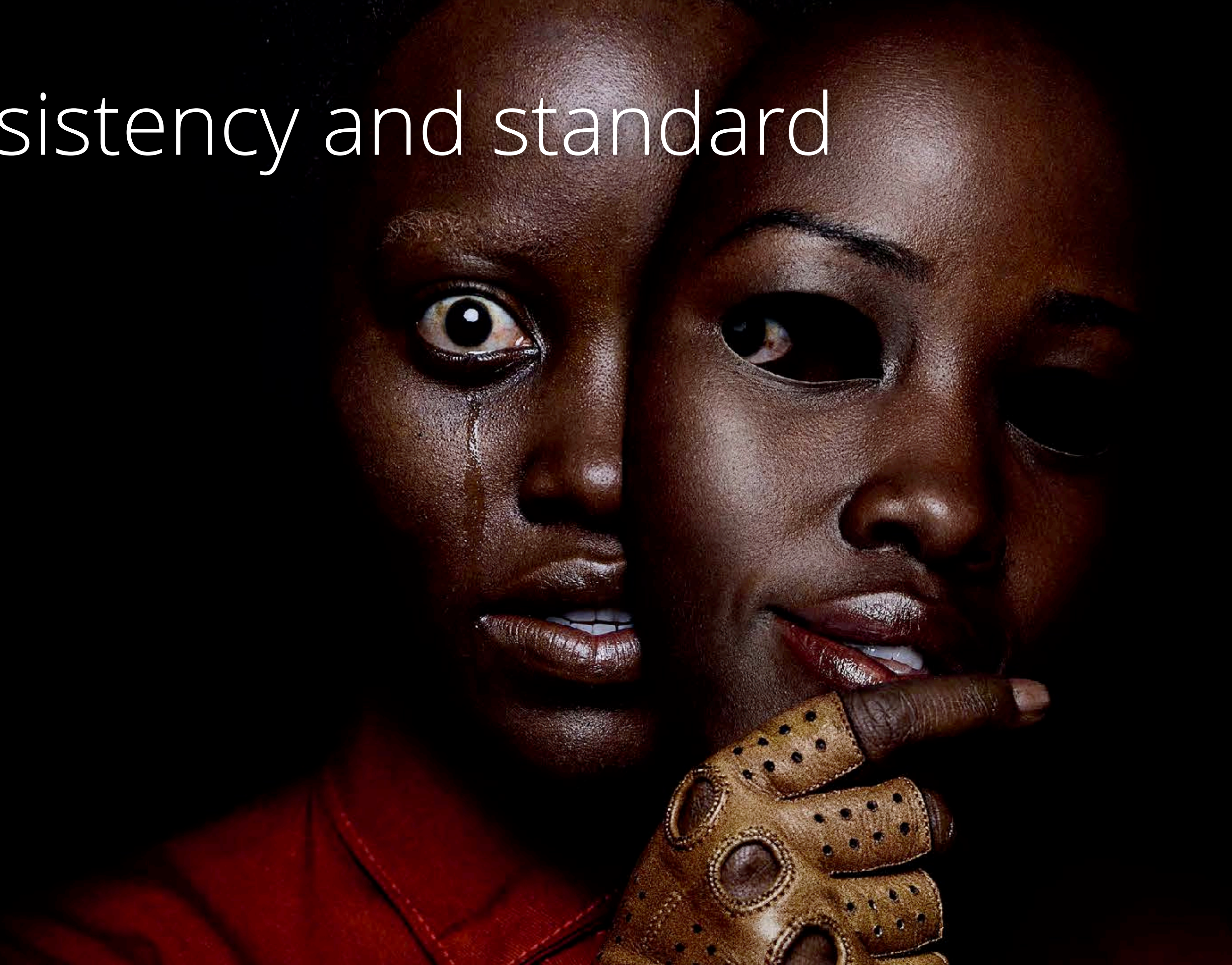


Hush, 2016

Match between system and real world



Consistency and standard



User control and freedom



Saw, 2004

Error prevention



Recognition over recall



Birdbox, 2018

Flexibility and efficiency of use



Cube, 1997

Aesthetic and minimalist design

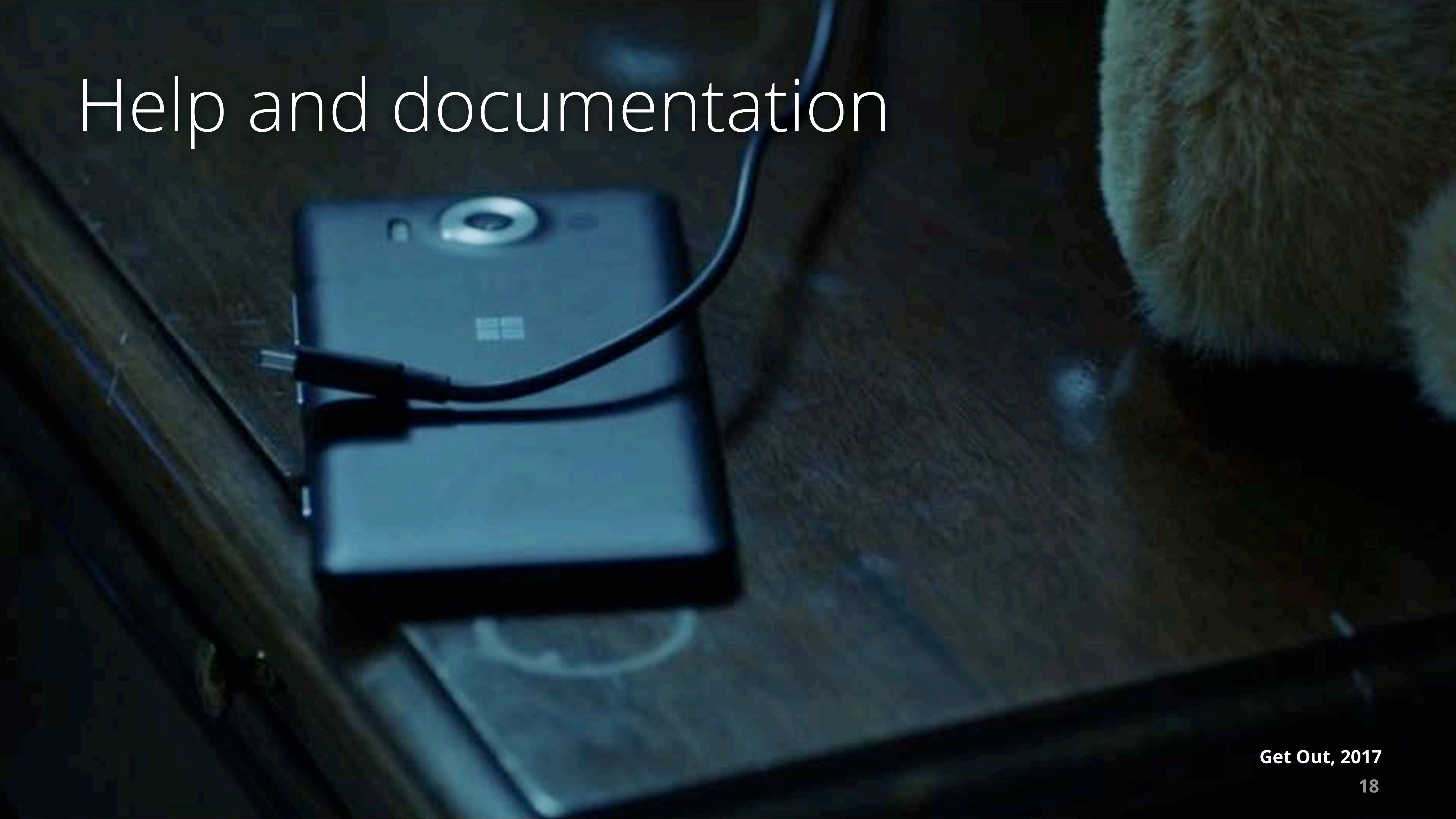


A Nightmare on Elm Street, 1984

Help users recognize, diagnose, and recover from errors



Help and documentation



ANY QUESTIONS?



Frustration

1. Internal and external
2. Can be positive or negative
3. Tolerance

Cognitive Load

1. Intrinsic
2. Extraneous
3. Germane
4. Everyone has their own limits

Pattern Recognition

1. We do this a lot!
2. We also see patterns that don't exist (apophenia)



Peer Pressure

1. Active

“Put your seatbelt on.”

2. Passive

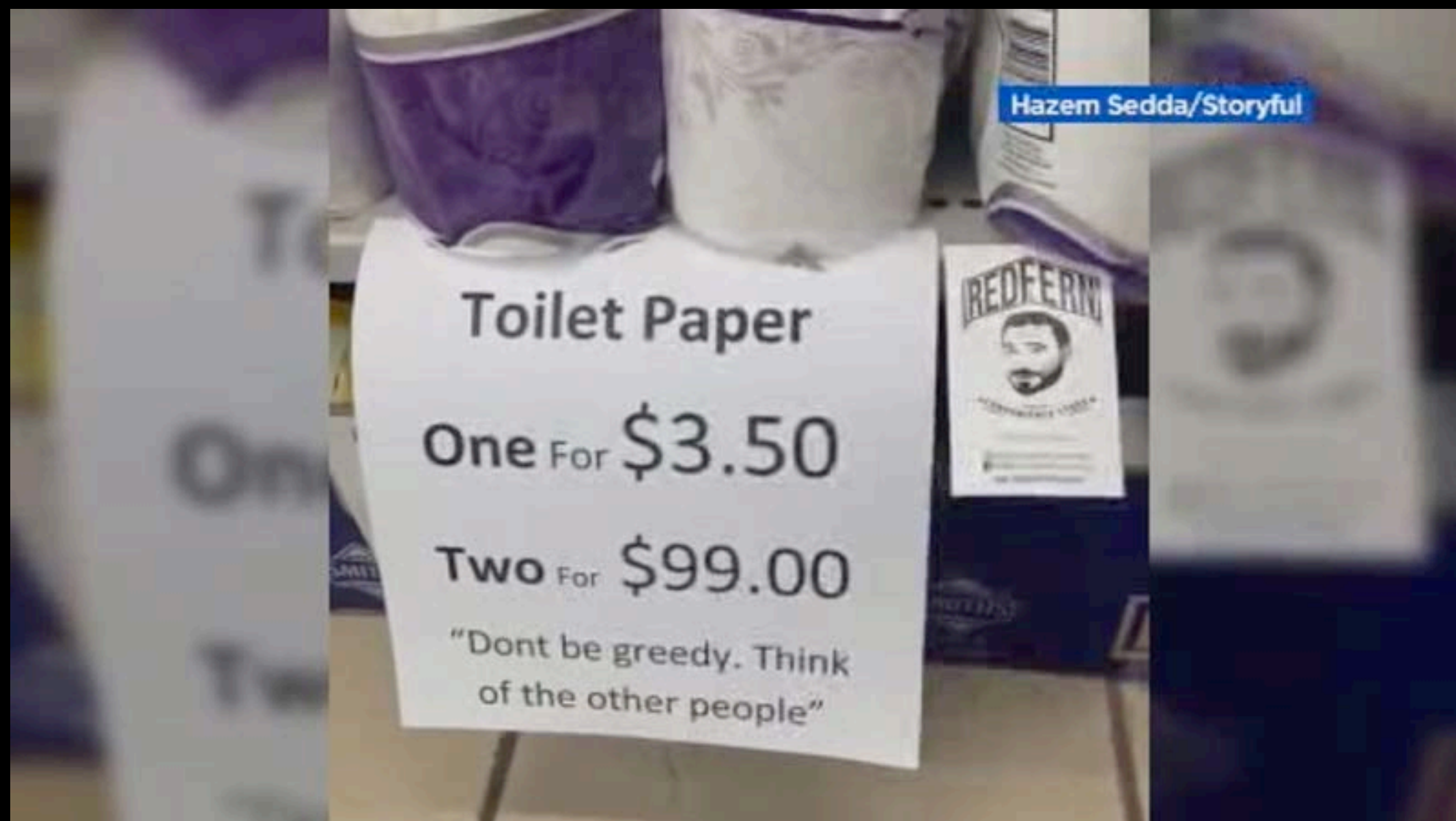
(Everyone else has their seatbelt on so I should too)




Scarcity

1. Shorter supply = more value


2. "Perceived value"





3M 1860 Medical Mask N95

2 other options
sorted by price + delivery: low to high



3M 1860
HEALTH CARE PARTICULATE RESPIRATOR
AND SURGICAL MASK
NIOSH N95 LOT # 123

New
\$251⁹⁰
Arrives: March 6 - 13 ... [More](#)

Ships from LOL shop
Sold by LOL shop
★★★★★ (55 ratings)
80% positive

3M 1860 N95 Health Care
Particulate Respirator and Surgical
Mask (Box of 20)
SKU:3MM1860
★★★★★
6 reviews

Special Price \$18.99

New
\$253⁶⁹
Arrives: March 6 - 13 ... [More](#)

Ships from Partyware Essentials
Sold by Partyware Essentials
★★★★★ (118 ratings)
89% positive

Negative Emotions

1. Shame

2. Guilt

3. Both are used against us in dark patterns

Center Stage Effect

1. If given a number of choices, we tend to prefer the one in the middle

Trick Questions

Answering a question that tricks you into giving an answer you didn't intend. When glanced at quickly the question appears to ask one thing...but when read carefully it asks another thing entirely.

Please enter your details to reserve your item(s)

Title :

First name * :

Last name * :

Email * :

Phone number * :

☐ Please do not send me details of products and offers from Currys.co.uk

☐ Please send me details of products and offers from third party organisations recommended by Currys.co.uk

Reserve items

Sneak Into Basket

Sneaking an additional item into your basket, often through the use of an opt-out radio button or checkbox on a prior page.

What will you do with your domain name?

We've added privacy. Here's why.

When you register a domain, your name, address, email address and phone number are automatically published for the world to see. Protect yourself from spam and scams with GoDaddy Privacy Protection, which replaces your personal information with ours. [See Example](#)

We highly recommend domain privacy, but it is an optional feature.

Select plan

<input checked="" type="radio"/> Privacy Protection View Details	\$9.99/domain per year
<input type="radio"/> Ultimate Protection & Security View Details	\$14.99/domain per year \$27.98
<input type="radio"/> No Thanks	

Roach Motel

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

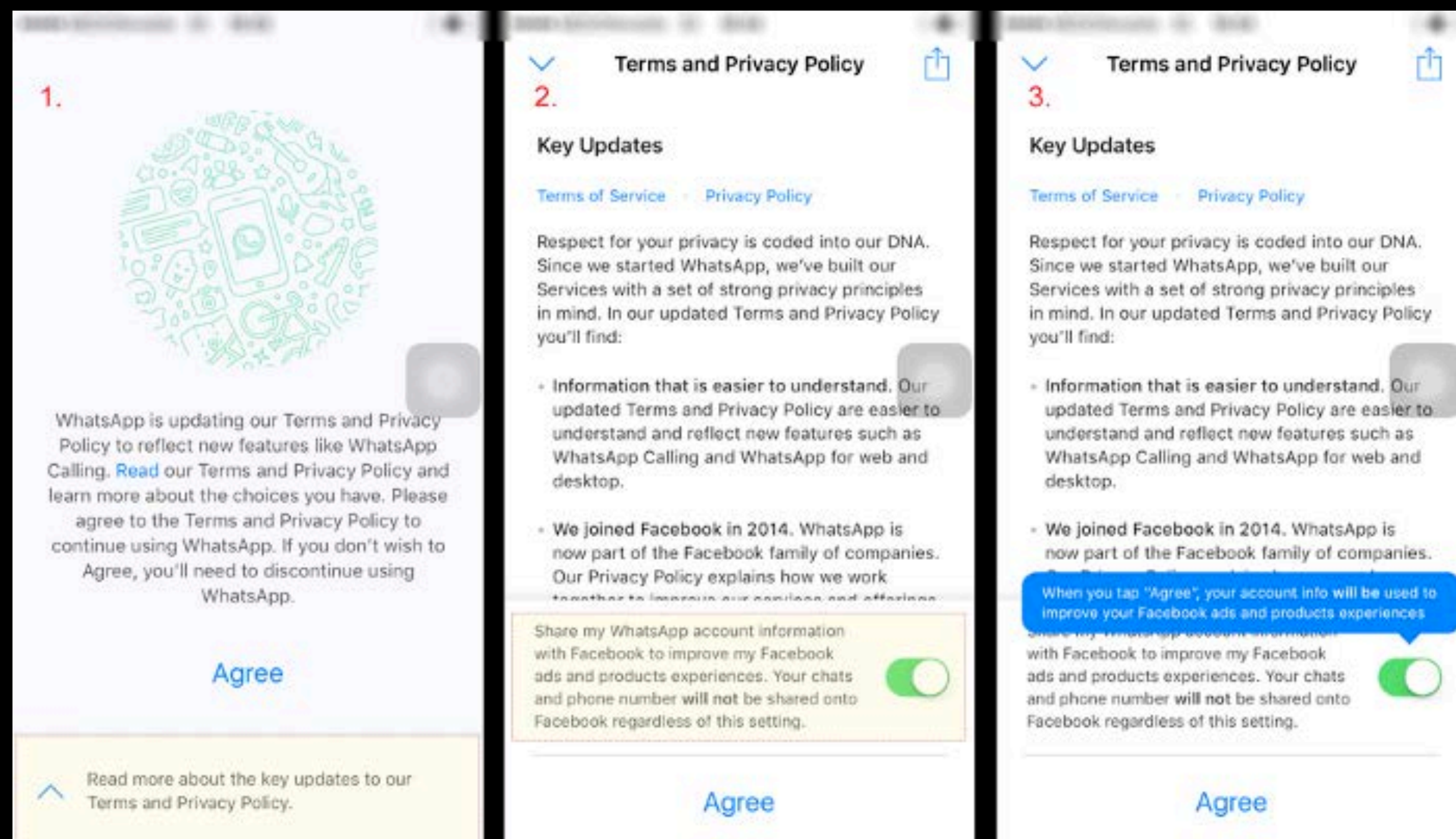
How do I close my Stamps.com account?

We are sorry to hear that you want to discontinue your Stamps.com service. In order to do so, please call us at our toll-free number 1-855-608-2677 Monday through Friday, 6 a.m. to 6 p.m. and Saturday, 6 a.m. to 3 p.m. Pacific Time. One of our Customer Care Representatives will be happy to assist you.

Privacy Zuckering

Publicly sharing more information about yourself than you really intended to.

Named after Facebook CEO Mark Zuckerberg.



Price Comparison Prevention

Making it difficult to compare the price of an item with another item, so you can't make an informed decision.

PREMIUM

Join the millions of LinkedIn members using Premium to get ahead.
Start your free 1-month trial today.

Career Get hired and get ahead	Business Grow and nurture your network	Sales Unlock sales opportunities	Hiring Find and hire talent
<ul style="list-style-type: none">• Stand out and get in touch with hiring managers• See how you compare to other applicants• Learn new skills to advance your career	<ul style="list-style-type: none">• Find and contact the right people• Promote and grow your business• Learn new skills to enhance your professional brand	<ul style="list-style-type: none">• Find leads and accounts in your target market• Get real-time insights for warm outreach• Build trusted relationships with customers and prospects	<ul style="list-style-type: none">• Find great candidates, faster• Contact top talent directly• Build relationships with prospective hires
Select plan	Select plan	Select plan	Select plan

Misdirection

The design purposefully focuses your attention on one thing in order to distract you attention from another.

The screenshot shows the Ryanair.com booking interface. At the top is the Ryanair logo and a navigation bar with links: Search » Select » **Services** » Payment » Itinerary. The main section is titled "Passenger Details - All passenger names must match those in the passport/accepted travel document". It contains a form for passenger information (Mr Michael Heraghty, 0 Bags, 0.00 EUR) and options to buy priority boarding (0.00 EUR) and travel insurance (0.00 EUR). Below this is an "SMS Confirmation" section with radio buttons for "Receive a text message confirming your Reservation" and "No Thanks." (selected). A "Ryanair Approved Cabin Bag" section features a Samsonite logo, images of bags, and text describing the bag's approval. A "Free Delivery!" starburst is also present. A dropdown menu for "Please select a country of residence" is open, showing a list of countries including Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Latvia, Lithuania, Malta, Netherlands, Norway, Poland, Portugal, and Slovakia.

Hidden Costs

You get to the last step of the checkout process, only to discover some unexpected charges have appeared, e.g. delivery charges, tax, etc.

The screenshot shows a checkout page for a flower delivery service. The header includes the logo, phone number, and a progress bar with steps: GIFT OPTIONS, GIFT MESSAGE, SIGN IN, DELIVERY, PAYMENT INFO, REVIEW, and SECURE CHECKOUT. The main content area has a light blue box with delivery details and two large buttons: 'CONFIRM ORDER NOW' and 'CONFIRM ORDER & CONTINUE SHOPPING'. Below this are sections for Delivery Information, Billing Information, Card Message, Special Codes, and Payment Information. A sidebar on the right shows the selected bouquet, gift options, and a detailed order total breakdown.

Flowers
888.776.2664

GIFT OPTIONS GIFT MESSAGE SIGN IN DELIVERY PAYMENT INFO REVIEW SECURE CHECKOUT

You're Almost Done! Click "Confirm Order Now"

For Delivery To: Matt Damon
Delivery Date: 12/30/2016

CONFIRM ORDER NOW

CONFIRM ORDER & CONTINUE SHOPPING

By placing your order, you agree to our [Privacy Policy](#) and [Terms Of Use](#)

Delivery Information:

Recipient:
Matt Damon
1600 Pennsylvania Ave NW
Washington, DC 20500
759-823-9855

Billing Information:

Billing Address:
Matt Damon
1600 Pennsylvania Ave NW
Washington, DC, 20500
759-823-9855
test@example.com

Card Message:
No card message included
Gift will be sent anonymously

Special Codes:
[+] Click here to enter your code(s)

Payment Information:
ending in 5100

Delivery Information:
Fri, Dec 30th

Delivery Type:
Standard Delivery

Birthday Frills
Gift options selected: None

Order Total:

Birthday Frills	\$34.99
Standard Delivery	\$14.99
Delivery Rebate	
Care & Handling	\$2.99
Taxes	\$0.00
Order Total	\$52.97

CONFIRM ORDER NOW

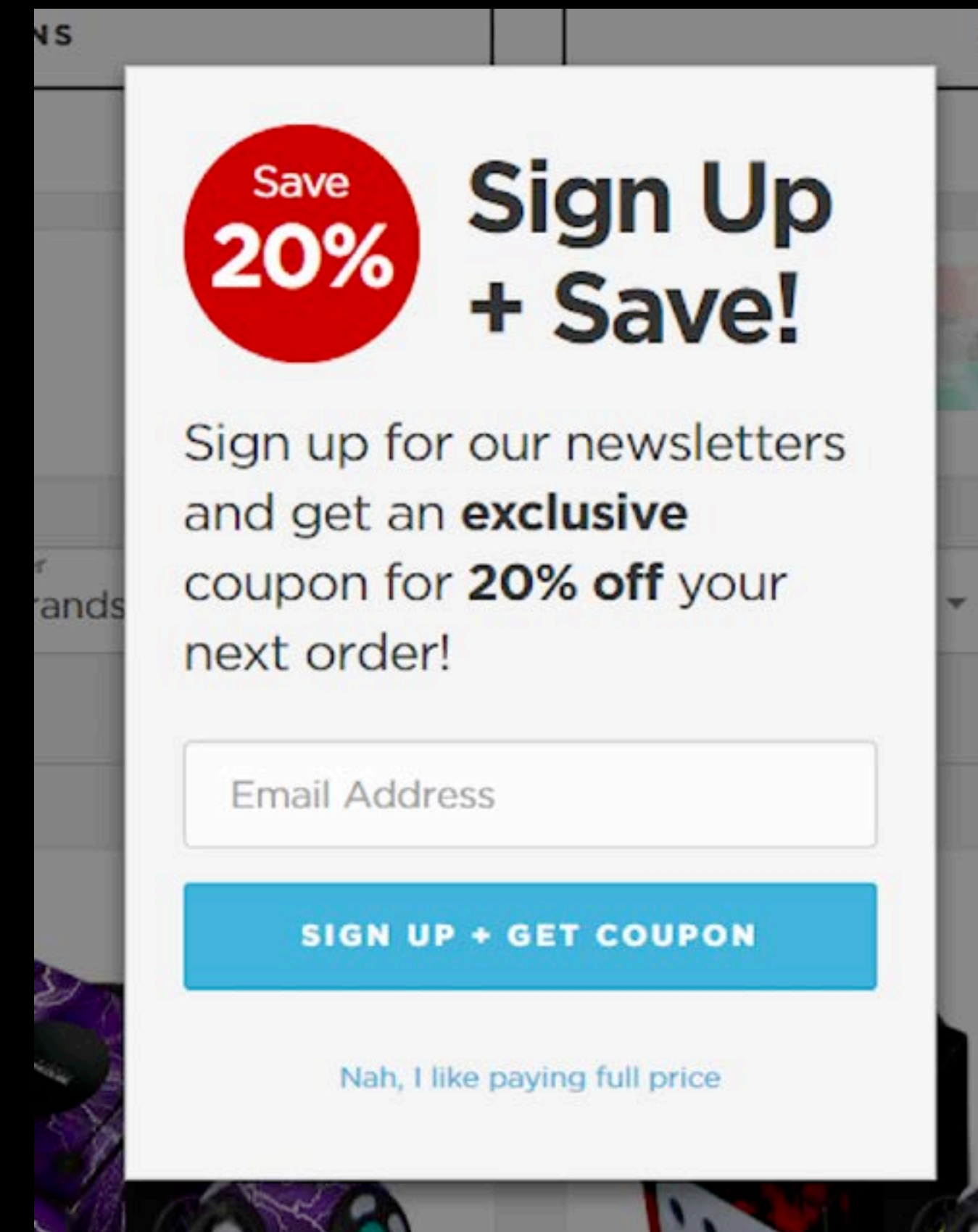
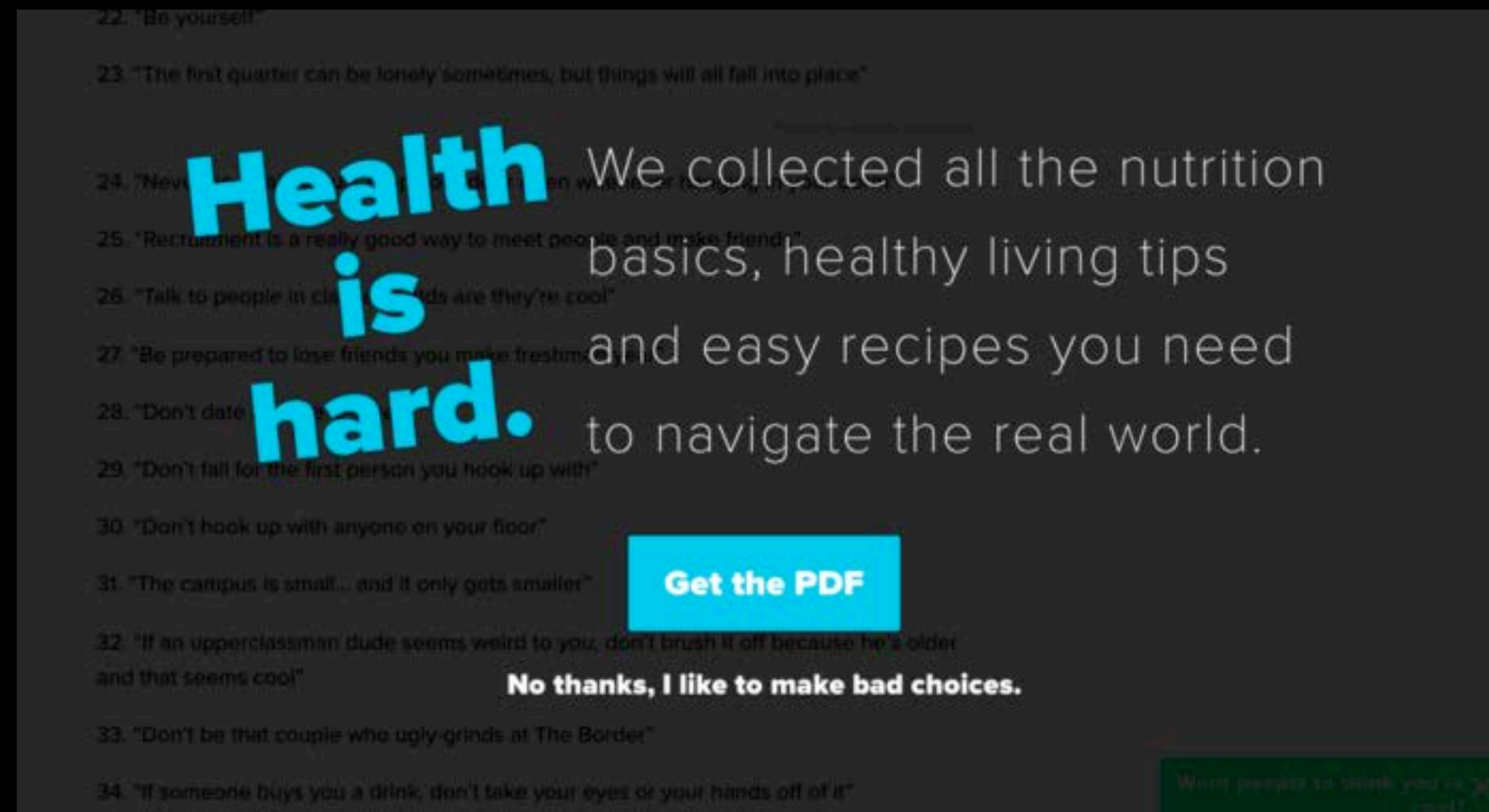
Bait and Switch

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



Confirmshaming

Guilting you into opting into something. The option to decline might be worded in such a way as to shame you into compliance.



Disguised Ads

Adverts that are disguised as other kinds of content or navigation, in order to get you to click on them.



Forced Continuity

When your free trial with a service comes to an end and your credit card silently starts getting charged without any warning.

Name on card:

Card number:

Expiry date:

CVC:

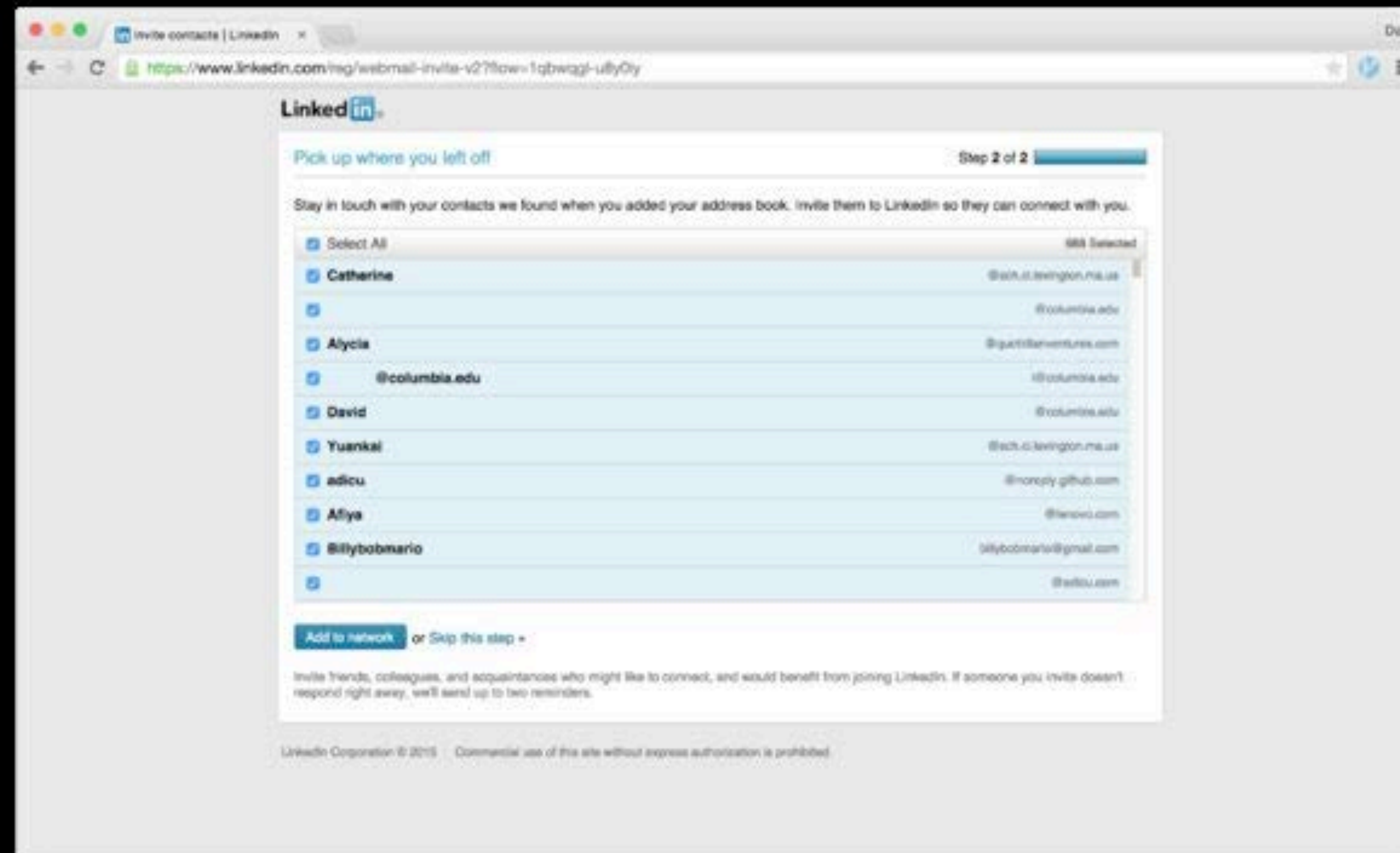
START FREE TRIAL

Free 14 days trial. Your account will be renewed automatically after your trial. You can cancel your subscription at any time.



Friend Spam

Asking for your email or social media permissions under the pretense it will be used for a desirable outcome (e.g. finding friends).



WHY WOULDN'T YOU WANT TO BE
evil?

Avoiding Dark Patterns

- If you're setting out to make something user-friendly, this ain't it.
- Benefits business in the short term; hurts it in the long term.
- But if you feel like being evil, go nuts.

Where have you run into dark patterns?

I WANNA PLAY A GAME...

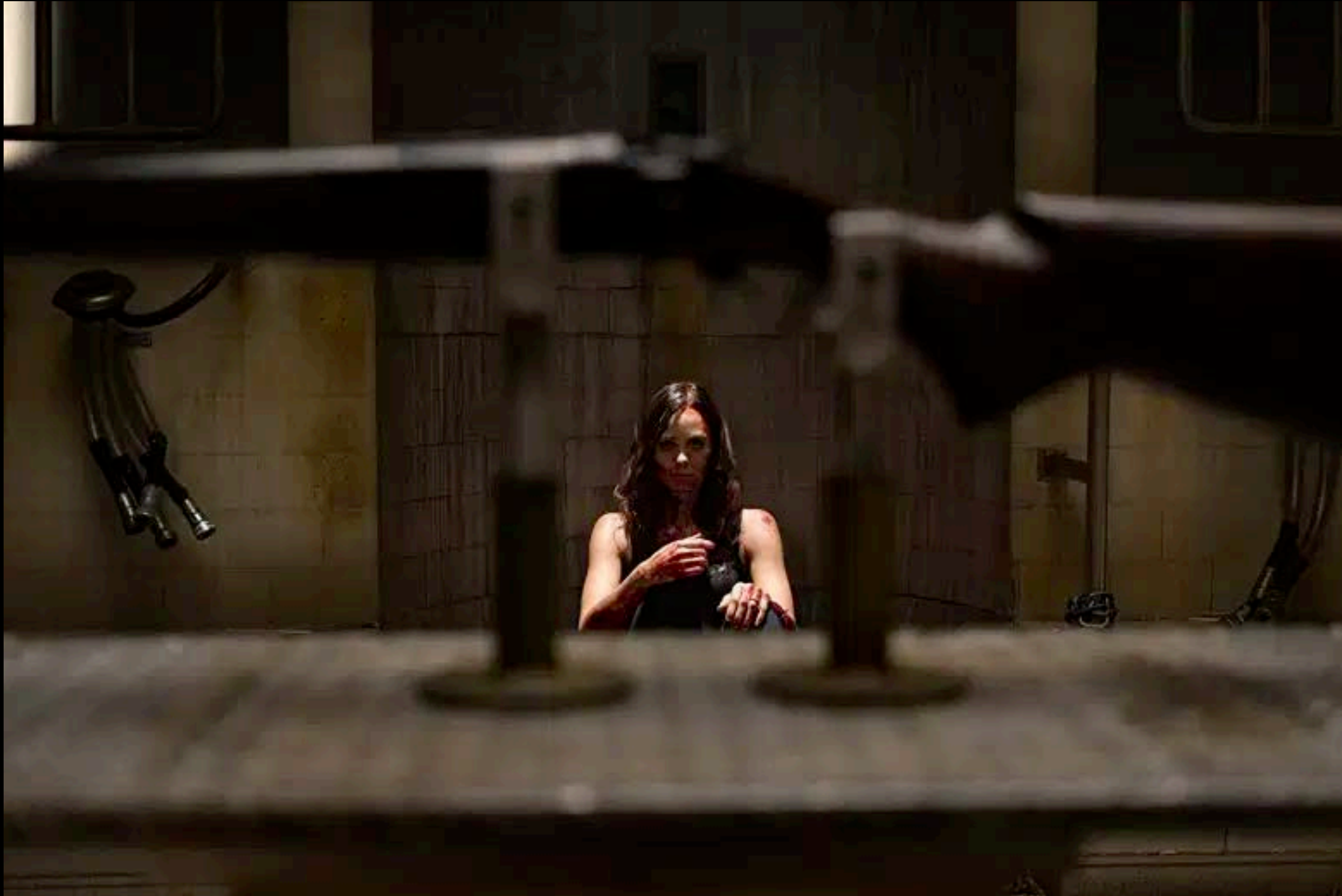
Spot the dark pattern.



THIS IS YOUR SPOILER ALERT/FINAL WARNING.



Jigsaw (2017)



Which pattern(s) does the clip feature?

- A. Misdirection
- B. Privacy Zuckering
- C. Trick questions
- D. Confirmshaming
- E. Disguised ads

Need a cheat sheet? Visit <http://url.sei.cmu.edu/darkux>

Truth or Dare (2018)



Which pattern(s) does the clip feature?

A. Sneak into basket

B. Hidden costs

C. Friend spam

D. Trick questions

E. Forced continuity

Need a cheat sheet? Visit <http://url.sei.cmu.edu/darkux>



The Grudge (2019)



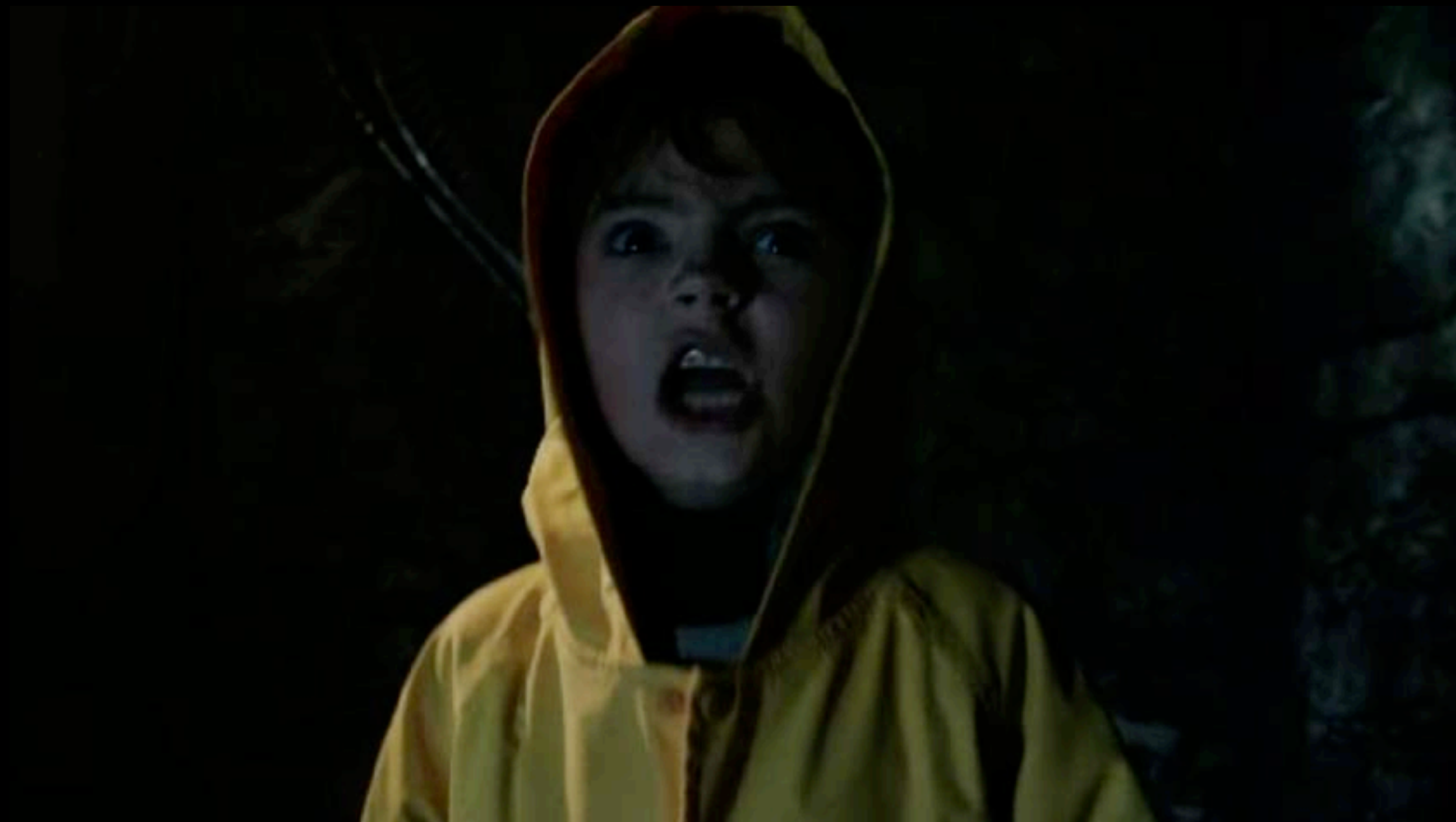
Which pattern(s) does the clip feature?

- A. Roach motel
- B. Price comparison prevention
- C. Hidden costs
- D. Sneak into basket
- E. Trick questions

Need a cheat sheet? Visit <http://url.sei.cmu.edu/darkux>



It (2017)



Which pattern(s) does the clip feature?

- A. Confirmshaming
- B. Friend spam
- C. Roach motel
- D. Disguised ads
- E. Forced continuity

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ANY QUESTIONS?



References

1. Dark Patterns at Scale: Findings from a Crawl of 11k Shopping Websites (ACM Hum.-Compt. Interact., Vol. 3, No. CSCW, Article 81. Publication date. November 2019.) <https://arxiv.org/pdf/1907.07032.pdf>
2. Doug Collins: Dark Designs https://www.youtube.com/playlist?list=PL16TqVZcZiA9j92ctUuJ65uBE_t0ZYmYz
3. Dark patterns: the sinister side of UX. Jennifer Derome, 2015. usertesting.com
4. <https://darkpatterns.org/index.html>