

# DARK PATTERNS

## DEFINE ► DETECT ► REACT

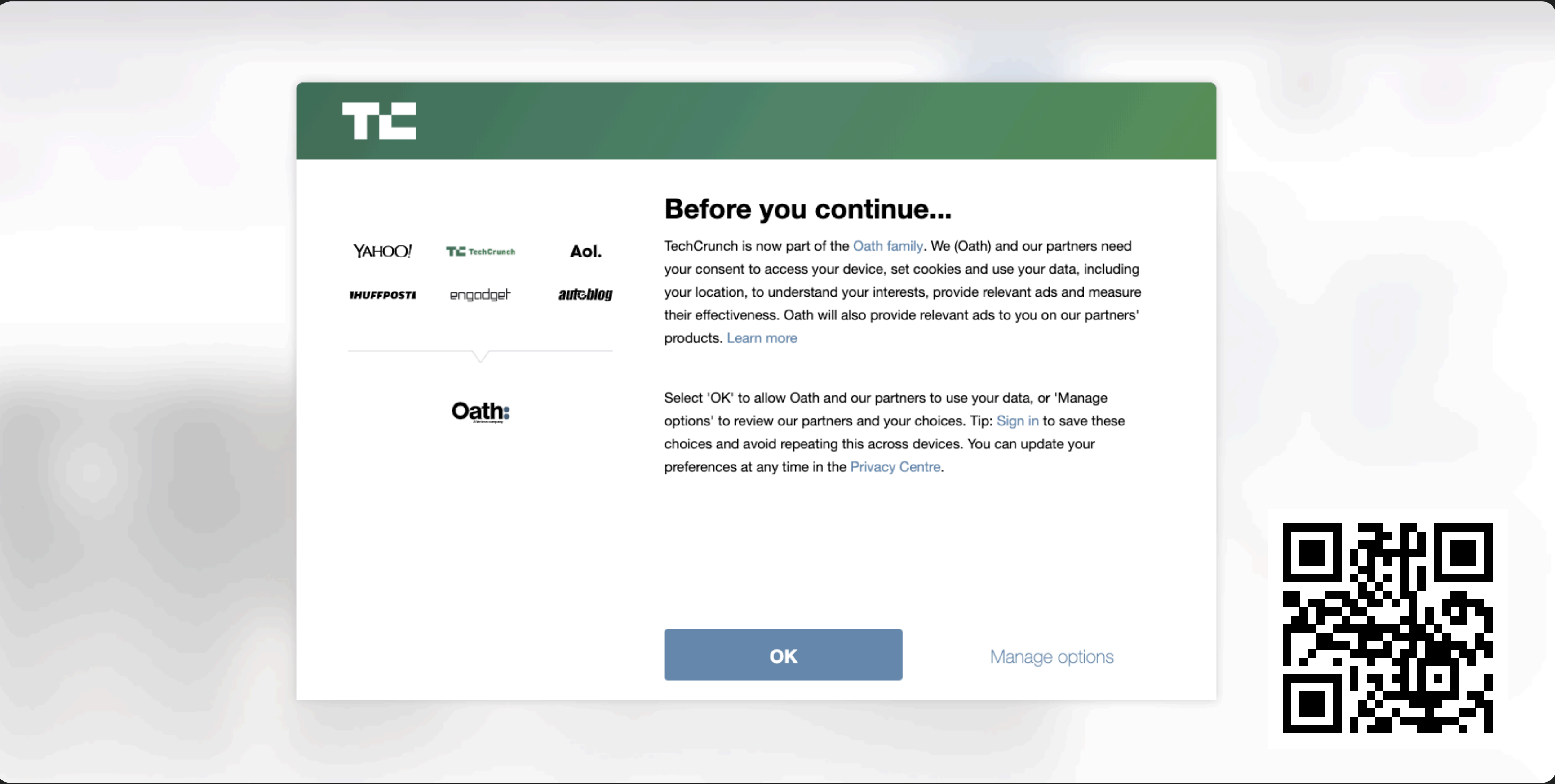
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Dark patterns are “design choices that benefit an online service by coercing, steering, or deceiving users into making decisions that, if fully informed and capable of selecting alternatives, they would not make.” (Mathur et al., 2019)

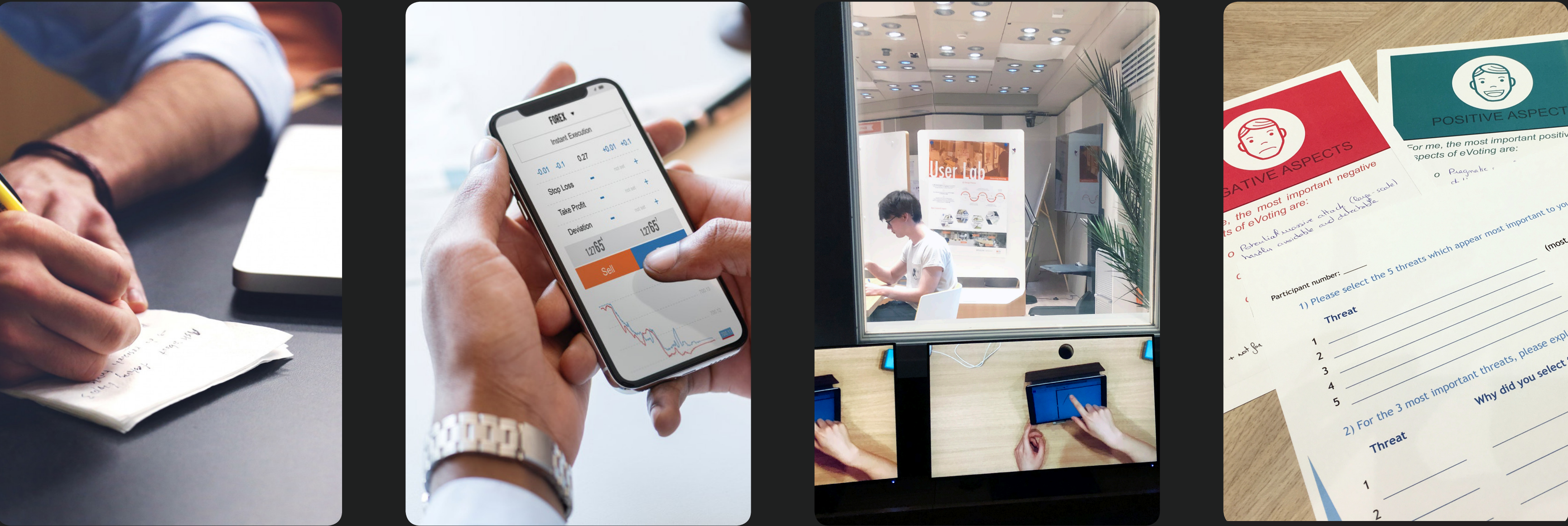
DEFINE

- RQ 1: What is an operationalizable and comprehensive definition of dark patterns?
- RQ 2: How to recognize the “dark intention” and the deceptive element?



CATEGORIZE

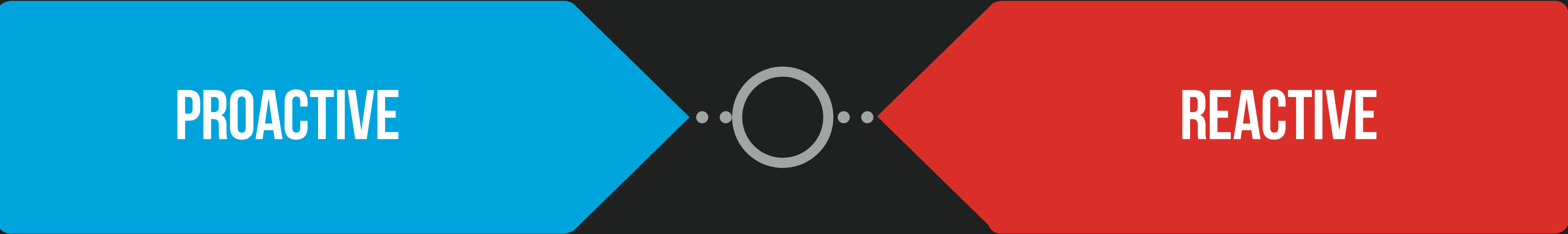
- RQ 3: What strategies and persuasive/manipulative practices do dark patterns use?
- RQ 4: Which cognitive biases do dark patterns exploit?
- RQ 5: What are other relevant variables for classification? e.g. degree of harm



EXPERT REVIEW      LOG ANALYTICS      TASK ANALYSIS      QUESTIONNAIRE

DETECT

- RQ 6: Which research methods might be used to detect dark patterns?
- RQ 7: Which research methods might be used to prove dark patterns effects?



- Light patterns library
  - Pre-auditing of interfaces
  - Standards & certifications
- Machine learning for automated scrutiny
  - Regulatory interventions

PROPOSE

- RQ 8: Which light patterns might be proposed to counteract dark patterns?
- RQ 9: Which (automated) measures can be employed to counteract dark patterns?
- RQ 10: Which policy solutions can this research have an impact on?