

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?

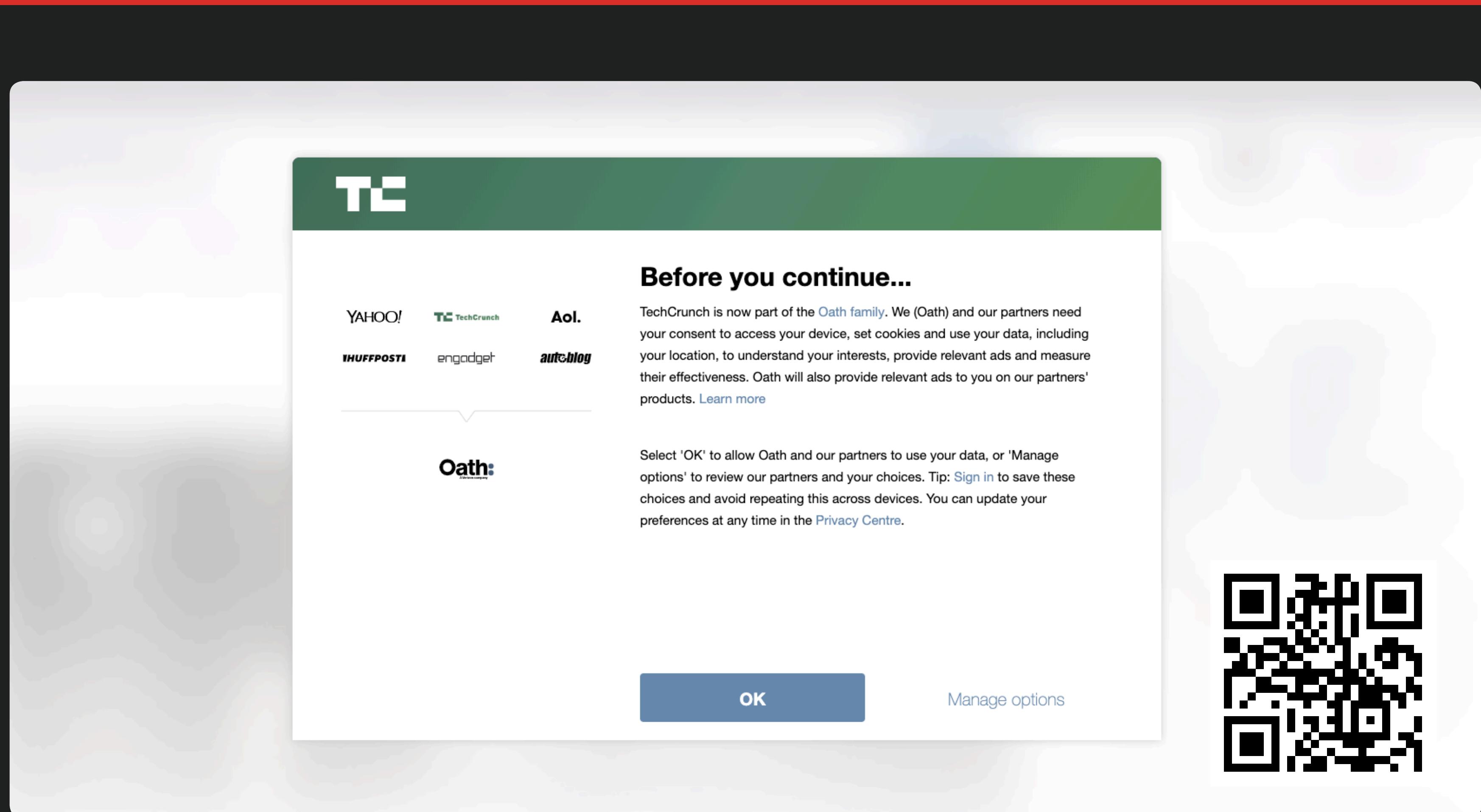
RQ 2: How to recognize the “dark intention” and the deceptive element?

CATEGORIZE

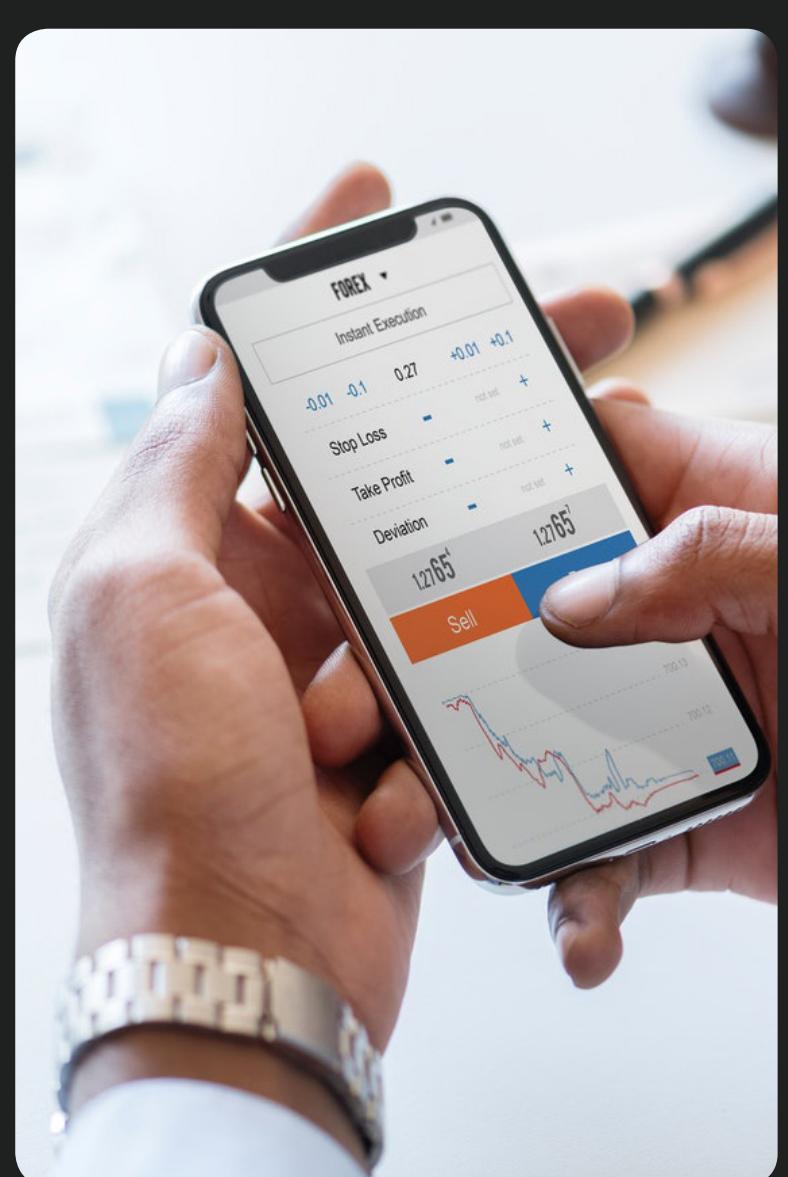
RQ 3: What strategies and persuasive/manipulative practices do dark patterns use?

RQ 4: Which cognitive biases do dark patterns exploit?

RQ 5: What are other relevant variables for classification? e.g. degree of harm



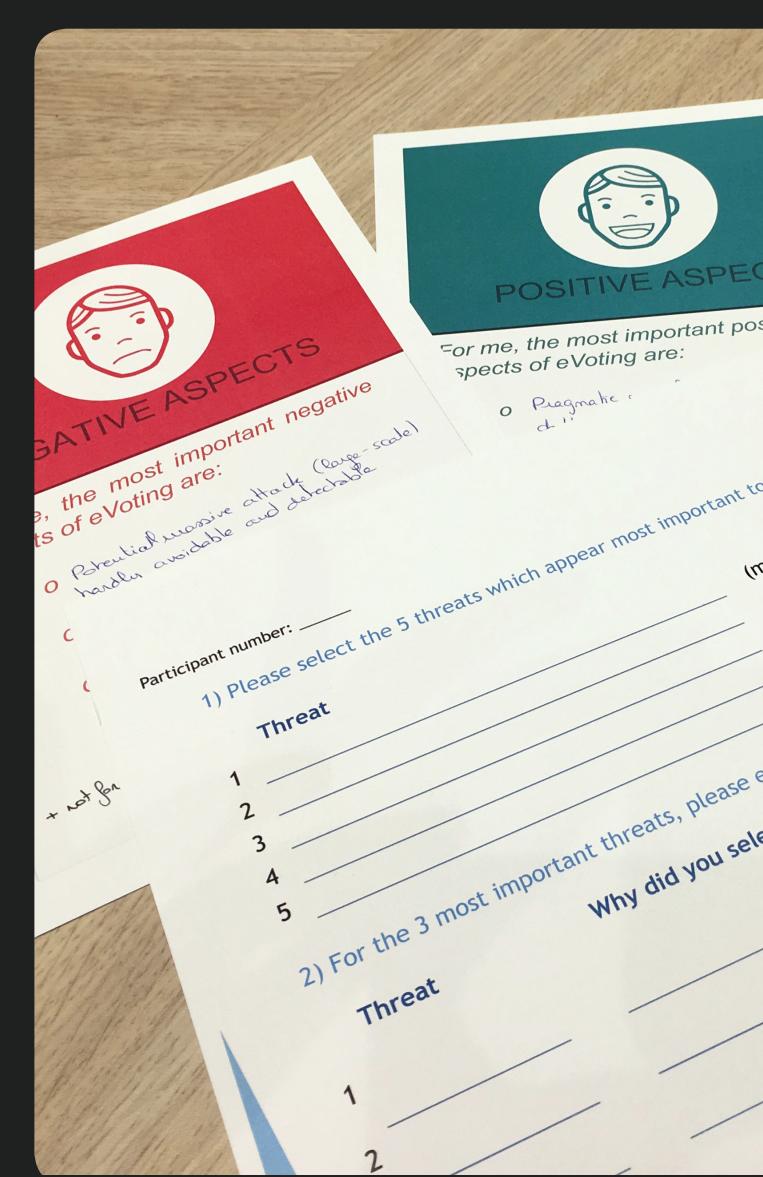
EXPERT REVIEW



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?

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?

PROACTIVE

REACTIVE

- Light patterns library
- Pre-auditing of interfaces
- Standards & certifications

- Machine learning for automated scrutiny
- Regulatory interventions