

# Dark patterns

[“The Dark (Patterns) Side of UX Design”, Gray et al.]

<https://www.shopify.com/partners/blog/dark-patterns>

# Repetition: Designprincipper og Gestaltlovene

Power point fra sidste år ligger under "Præsentation" i Lectio ☺

## **Don Normans design principper**

- Visibility
- Constraints
- Affordance
- Mapping
- Consistency
- Feedback

## **Gestaltlovene**

- Nærhed
- Lighed
- Lukkethed
- Forbundethed
- Figur/baggrund

# Definition

"We use the term *dark pattern* to define instances where designers use their knowledge of human behavior (e.g., psychology) and the desires of end users to implement deceptive functionality that is not in the user's best interest."

# Bait and Switch (lokkemad)

- Du bliver lokket med et rigtig godt tilbud, men ender med at købe et dyrere produkt eller et produkt til samme pris, men af lavere kvalitet.



# Confirmshaming

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- Du bliver shamet, hvis du træffer det "forkerte" valg.

Hvordan bruges designprincipperne /Gestaltlovene til at understøtte dette dark pattern?

WE'RE GIVING YOU

# 30% OFF\*

YOUR FULL-PRICE PURCHASE

**GET MY 30% OFF**

[NO THANKS, I PREFER TO PAY FULL PRICE](#)

\*VALID IN US ONLY | EXCLUSIONS APPLY

## Disguised Ad

- Forklædt reklame som får dig til at trykke på en knap, du ellers ikke ville have trykket på

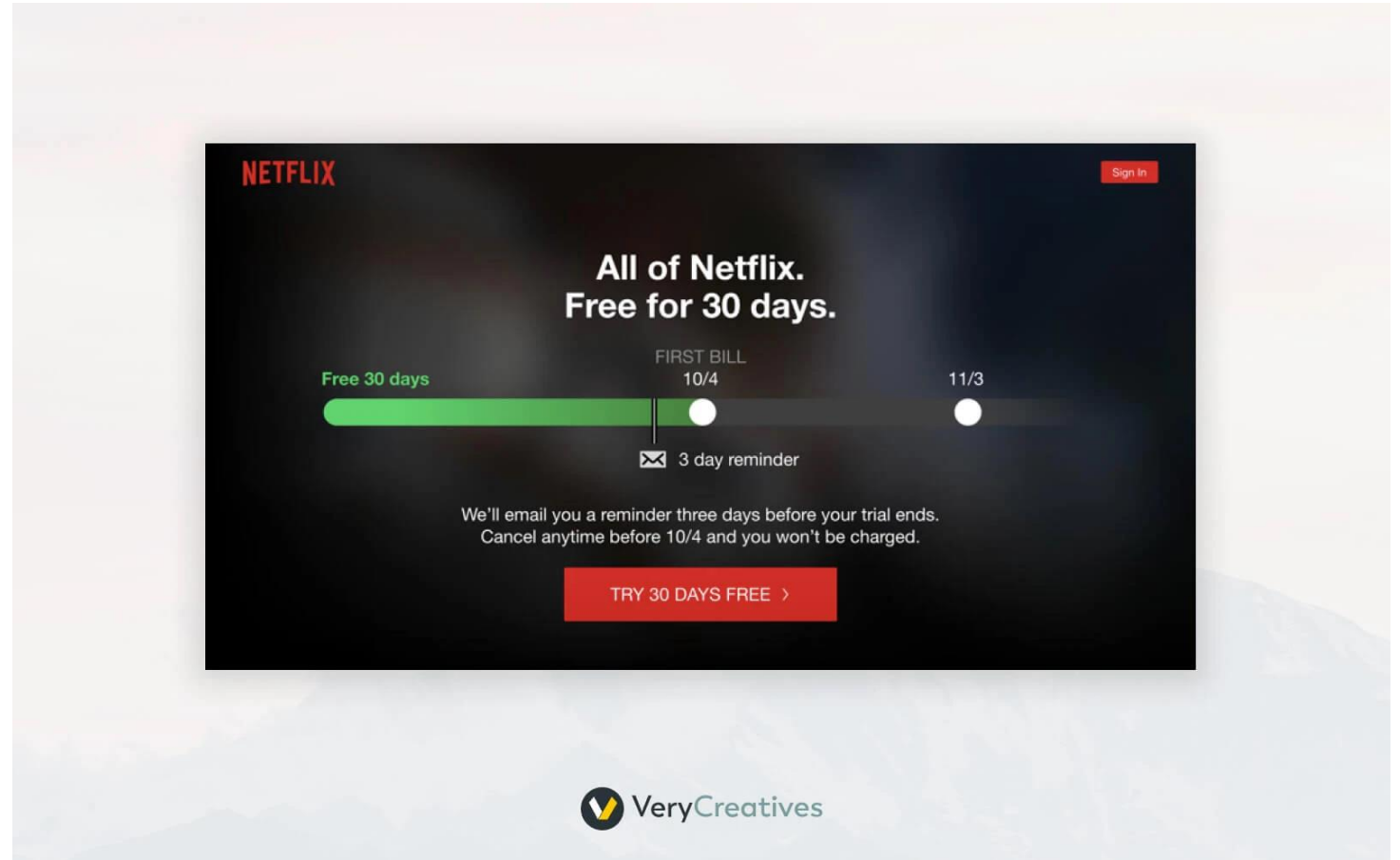
Hvordan bruges designprincipperne /Gestaltlovene til at understøtte dette dark pattern?

The screenshot shows the Softpedia website for 'OnyX for Mac'. The page layout includes a navigation bar with 'SOFTPEDIA' and links for 'DESKTOP', 'Mac', 'MOBILE', 'WEB', and 'NEWS'. A breadcrumb trail reads 'Softpedia > Mac > System Utilities > OnyX'. A red alert banner at the top right says 'ALERT 2016 Holiday Giveaways!'. The main heading is 'OnyX for Mac' with a star icon. Below it is a 'DOWNLOAD' button and statistics: '177,446 downloads', 'Updated: October 15th, 2016', 'DONATIONWARE', and a 3.3/5 star rating from 260 users. A 'CURRENT VERSION' section shows 'OnyX 3.2.1' and a 'SEND US AN UPDATE' link. A '17 SCREENSHOTS' section is also present. An 'IN-DEPTH REVIEW' section features a red link 'OnyX in-depth review'. A 'FILE SIZE' section shows '34.8 MB'. A 'RUNS ON:' section lists 'macOS 10.12 or later (Intel only)'. A 'CATEGORY:' section shows 'Home \ System Utilities'. A 'DEVELOPER:' section is at the bottom. A large, prominent 'DOWNLOAD NOW' button is highlighted with a red box, accompanied by a 'Start Download' section with a three-step process: '1. Click Download', '2. Run the quick scan', and '3. Enjoy your clean Mac'. Below this, a section titled 'Free OS X application designed to help you perform a large variety of optimization, maintenance, and customization tasks via a very simple and intuitive interface' is shown. A '100% CLEAN' badge and a 'REPORT MALWARE' link are also visible. A 'Download Cleaner' section at the bottom right features an image of a person using a laptop and the text 'Download Cleaner'.

# Forced Continuity

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- Et (evt. gratis) prøveabonnement fortsætter, (næsten) uden du opdager det, over i det rigtige abonnement.



# Friend Spam

- Når man afgiver email og SOME oplysninger i god tro og ens venner ender med at blive spam'et.

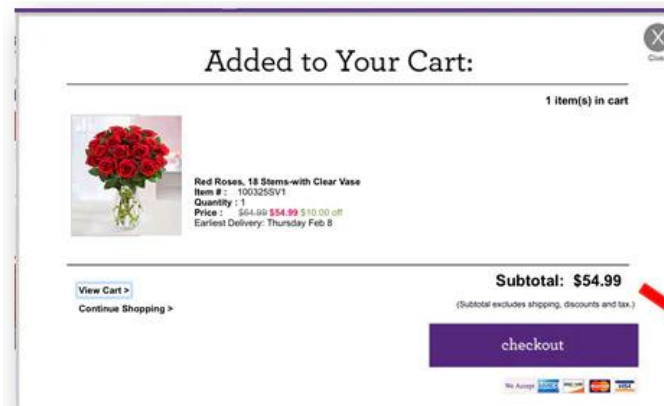
## Find Your Friends in ACME

Import your contacts so we can suggest people for you to visit in ACME

**Import Contacts**

We'll also invite all of your friends to acme on your behalf

# Hidden Costs



|                                                                                                                                   |                |
|-----------------------------------------------------------------------------------------------------------------------------------|----------------|
| Merchandise:                                                                                                                      | \$54.99        |
| Surcharge:                                                                                                                        | \$7.99         |
|  Shipping Charge:                              | \$14.99        |
| Total Before Tax:                                                                                                                 | \$77.97        |
| Estimated Tax:                                                                                                                    | \$5.97         |
| <b>Order Total:</b>                                                                                                               | <b>\$83.94</b> |
| <a href="#">place order</a>                                                                                                       |                |
| By clicking the "Place Order" button I agree to be bound by the <a href="#">Terms of Use</a> and <a href="#">Privacy Policy</a> . |                |

# Misdirection

- Brugerens opmærksomhed bliver med vilje ledt et andet sted hen

(“No Travel Insurance Required” findes her under en liste med lande...)

**RYANAIR.COM**

Search » Select » **Services** » Payment » Itinerary

**Passenger Details** - All passenger names must match those in the passport/accepted travel document

1 Mr Michael Heraghty 0 Bags 0.00 EUR

Beat the queues, buy **priority boarding**: Yes ☐ No ☒ 0.00 EUR

Buy travel insurance [View policy benefits](#) 0.00 EUR

If you do not wish to buy insurance select **No Travel Insurance Required**

**SMS Confirmation**

Select one of the following options. (Click for information)

☐ Receive a text message confirming your Reservation

☒ No Thanks.

Your mobile phone number will be entered on the following page

**Ryanair Approved Cabin Bag**

**Samsonite**

The Samsonite Aspire cabin bag and is approved for carriage on baggage weight and size restrictions below.

If you would like to purchase an approved Ryanair Cabin bag from Samsonite please click "Yes" (Cabin Bag specification)

Please select a country of residence

- Austria
- Belgium
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Malta
- Netherlands
- Norway
- Poland
- Portugal
- Slovakia

0.00 EUR

Free Delivery!

# Misdirection (andet eksempel)

**Web**  
matematik

Et gratis tilbud fra  
Matematikcenter

Øvrige værktøjer  
Webmatematik ▼

Har du et spørgsmål?  
Spørg i vores forum! 

Matematik A / Infinitesimalregning /

## Integration ved substitution

✓ Regn opgaver

► Vis alle 2 opgaver

Man kan differentiere alle differentiable funktioner. Der findes en række regler, og hvis man følger dem til punkt og prikke, kan man finde frem til den rigtige differentialkvotient. Det er ikke helt lige så let at integrere. Så snart man skal integrere et produkt af funktioner eller en sammensat funktion, er der ikke nogen klare regler, man bare kan følge slavisk. I stedet findes der en del forskellige metoder, man kan bruge til at omskrive integralet til noget, der er lettere at have med at gøre. Det er ikke altid til at sige, om den ene eller den anden metode er den bedste til at løse en given opgave.

★ Online lektiecafé, Webmatlive.dk. Åben hver onsdag og torsdag 16-18 og tirsdag, onsdag og søndag 19.00-21.00.

✓ Ja tak

Nej tak

Hvordan bruges designprincipperne/Gestaltlovene til at understøtte dette dark pattern?

# Price Comparision Prevention

Det er svært at sammenligne priser.



 PREMIUM

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Start your free 1-month trial today.

**Career**  
Get hired and get ahead

- Stand out and get in touch with hiring managers
- See how you compare to other applicants
- Learn new skills to advance your career

Select plan

**Business**  
Grow and nurture your network

- Find and contact the right people
- Promote and grow your business
- Learn new skills to enhance your professional brand

Select plan

**Sales**  
Unlock sales opportunities

- Find leads and accounts in your target market
- Get real-time insights for warm outreach
- Build trusted relationships with customers and prospects

Select plan

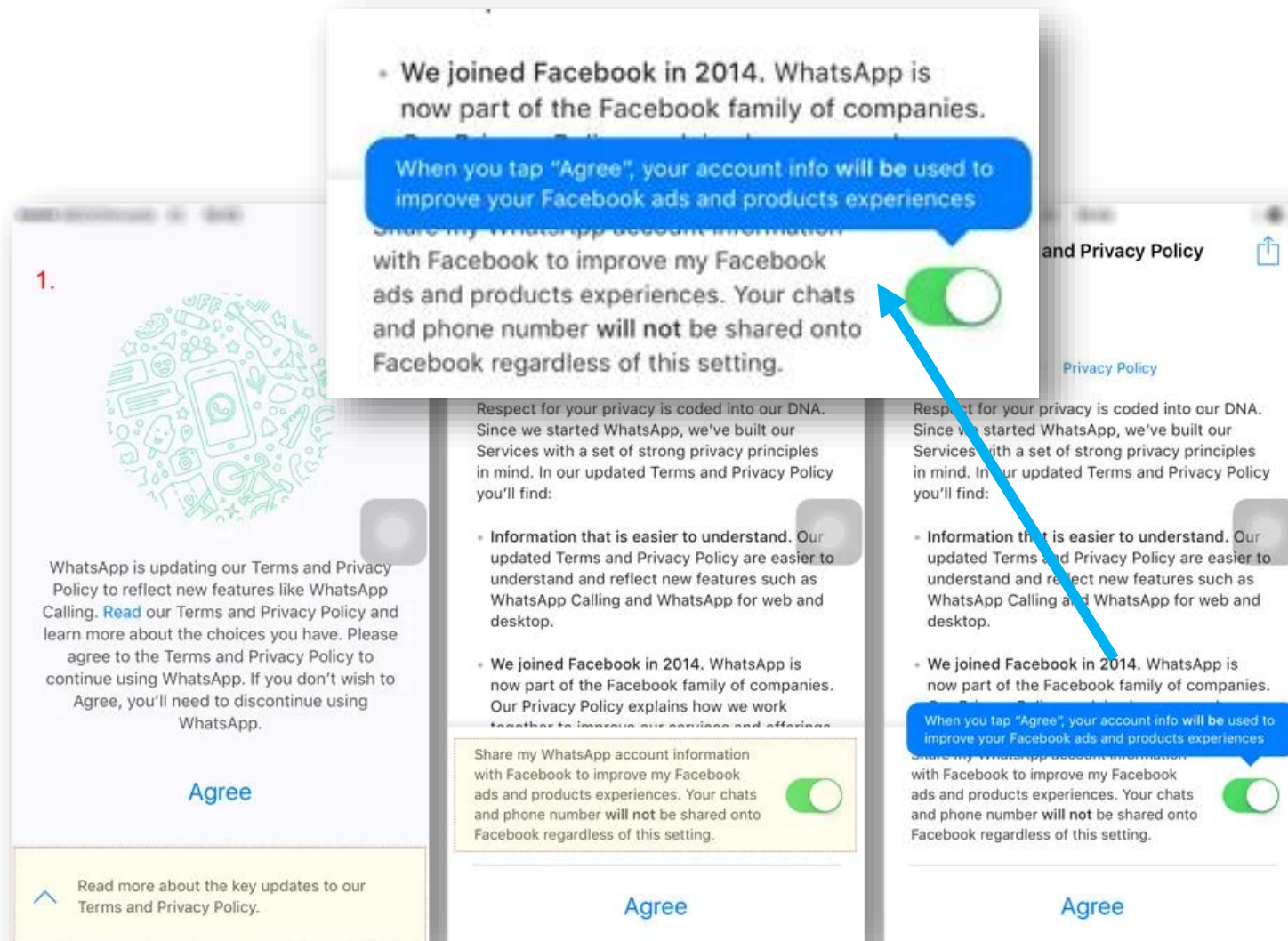
**Hiring**  
Find and hire talent

- Find great candidates, faster
- Contact top talent directly
- Build relationships with prospective hires

Select plan

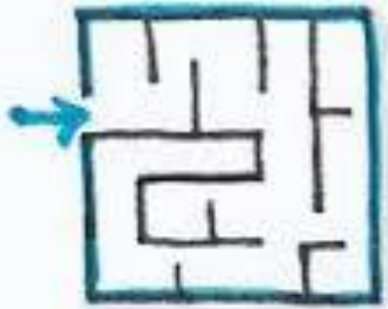
# Privacy Zuckering

- Når brugeren bliver snydt til at dele flere informationer om dem selv, end de egentlig har lyst til.



# Roach Motel

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

I want to deactivate my account

9 months ago · Updated

To deactivate your account, please call us on our customer care number at 1800 1233 69522 (Monday to Saturday, 10 am to 7 pm) or write to us at [support@mykaafashion.com](mailto:support@mykaafashion.com).



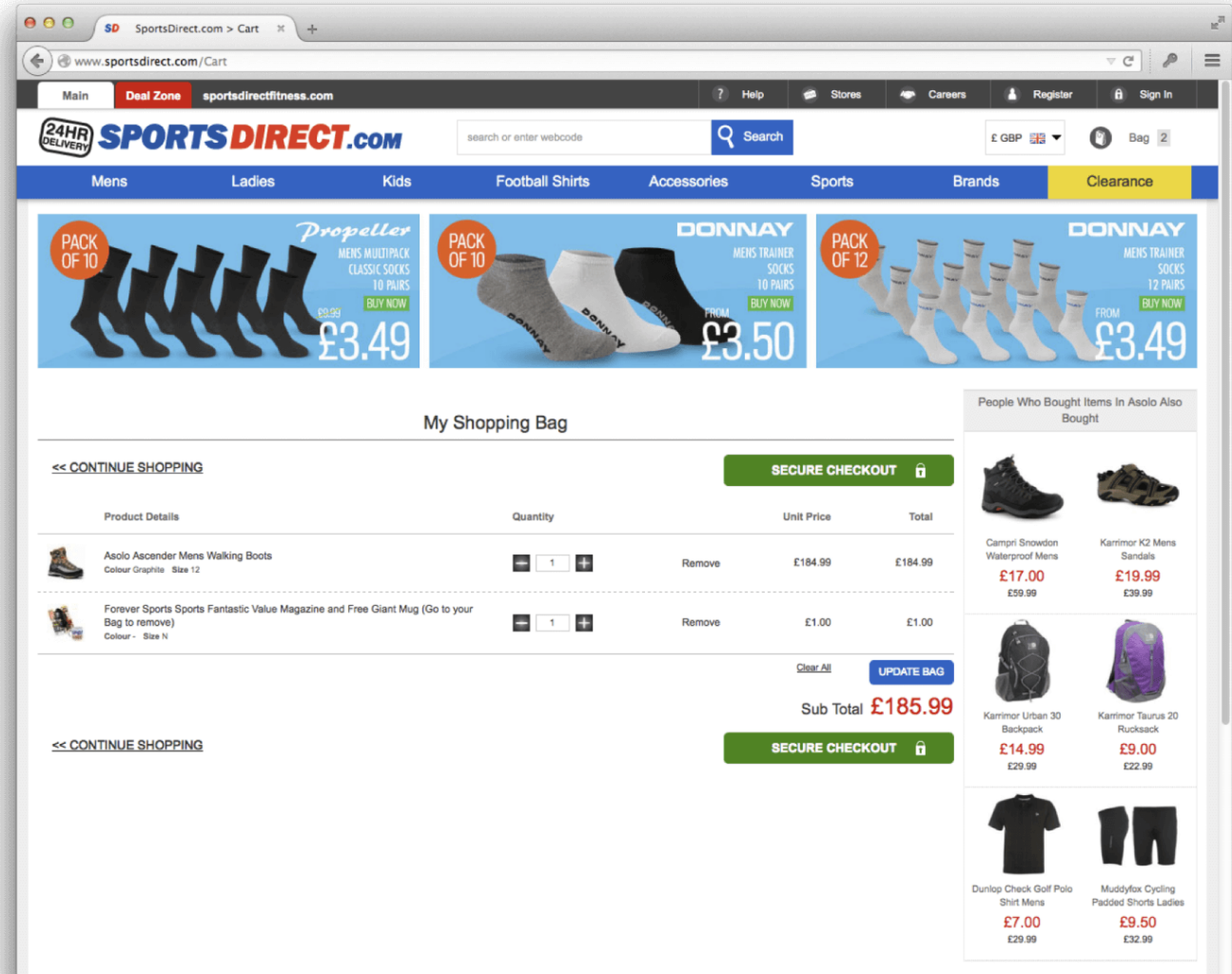
# How to Delete Your Amazon Account



TechBoomers™

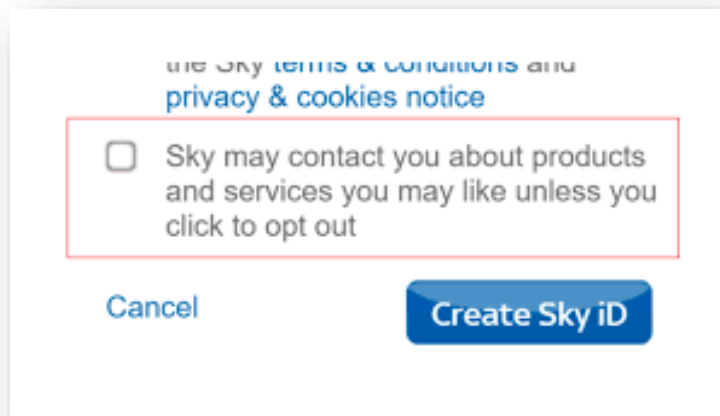
# Sneak into Basket

Hov, der kom lige noget  
ekstra i min kurv!



# Trick Questions

- Når man tror, at man bliver spurgt om én ting, men i virkeligheden bliver spurgt om noget helt andet! (ofte noget med dobbelt negationer)



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and services you may like unless you  
click to opt out

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**Cookies**

Do you oppose not allowing us to  
share your personal information  
with third parties?

NO YES

## Øvelse

Besøg nogle af dine yndlings webshops og se om du kan finde eksempler på DARK PATTERNS (husk at dokumentere i din logbog).