

Persuasion and User Centered Design

How ethical is it to use principles of persuasion in interface design?

The good design will always have in mind the psychological and emotional needs of the users. The word “persuasion” is very often related to dark psychology, manipulation, cheating, etc. But it also can improve the user experience when it makes a website easier to navigate. (Bronween Rees).

The persuasion design are a series of techniques that try to influence the behavior of the user. Those techniques have become more popular over the years because it allows the companies to inform and interact with there audiences; “there is seven principles for persuasion, that is: Scarcity (aka FOMO), Authority, Reciprocity, Consistency, Liking, Social proof, Unity”. Examples of this are presented in the design of the shop of Amazon, showing messages like “only 3 left in stock”, that are supposed to be a positive reinforce. Those methods are little “pushes”, and seek the purchase the more faster as possible, instead of delaying it. (ichi.pro).

On the other hand, there are certain patterns that seek to manipulate the user, known as “dark patterns”. Some examples of this are: bait and switch, disguised ads, forced continuity, misdirection, etc. Those techniques are very effective in the short term, but it put in risk the credibility of the mark. (Díez, 2020).

In my opinion, the persuasion is very good when is used in benefact of the users, by helping to inform them or helping them to take a decision, but its dangerous to put in doubt the credibility of your own mark by using the dark patterns, and that way is not only not ethical, but its also the worst way to build trust, because that is very slow to build, and use those quick methods will not going to contribute to that.

References

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