Hofstede's Cultural Dimensions

- Power Distance
- Individualism vs Collectivism
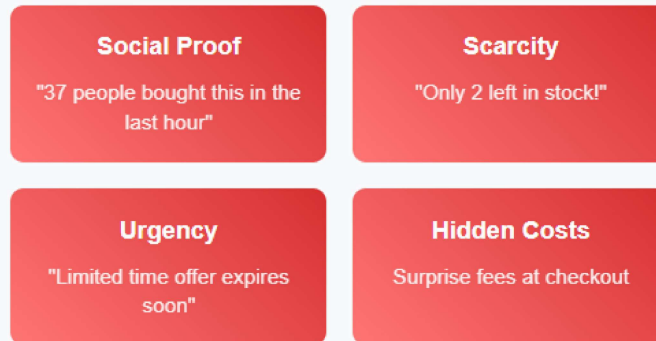- Uncertainty Avoidance
- Masculinity vs Femininity
- Long-term Orientation
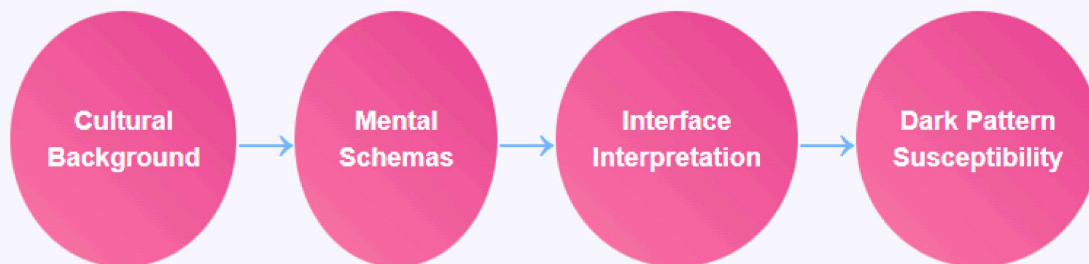- Indulgence vs Restraint

Framework: These dimensions shape how users interact with digital interfaces and influence their susceptibility to manipulative design patterns.

Common Dark Patterns

Social Proof
"37 people bought this in the last hour"

Scarcity
"Only 2 left in stock!"

Urgency
"Limited time offer expires soon"

Hidden Costs
Surprise fees at checkout

Schema Theory & Cultural Models

Cultural Background → Mental Schemas → Interface Interpretation → Dark Pattern Susceptibility

Core Concept: Users interpret interfaces through culturally-influenced mental frameworks. Dark patterns exploit these schemas by appearing to function according to cultural expectations while subtly directing users toward unintended actions.

Research Overview

This research project investigates the intersection of cultural psychology and deceptive web design, exploring how cultural background influences user susceptibility to dark patterns in digital interfaces.

Problem Statement

The current dark pattern studies fail to take into account core cultural aspects of the eastern and western societies. The existing research assumes the psychology is the same across all cultures. There is a general lack of responsive design accounting for eastern society.

Outcomes

Understanding both the theoretical contributions and practical implications of understanding cultural differences in dark pattern susceptibility.