**Research for Emotional Steering**

This was issued by the European Data Protection Board (EDPB) and addresses dark patterns used in social media. It gives six categories of dark patterns: overloading, skipping, stirring, hindering, fickle and left in the dark and emphasizes that it may violate GDPR regulations.

Guidelines 3/2022 on Dark patterns in social media platform interfaces: How to recognise and avoid them | European Data Protection Board. (2022, March 21). Europa.eu. <https://www.edpb.europa.eu/our-work-> tools/documents/public-consultations/2022/guidelines-32022-dark-patterns- social-media\_en

This paper argues that while many dark patterns are recognized as unlawful, their identification is often reliant on subjective interpretations. They have an emphasis on the need for a systematic approach based on measurable human-computer interaction (HCI) features to reduce ambiguity in detecting these patterns.

Emre, K., & Arianna, R. (2024). A Systematic Approach for A Reliable Detection of Deceptive Design Patterns Through Measurable HCI Features. 23. https://doi.org/10.1145/3688459.3688475

An interface audit is listing and analysing the elements of a website, such as typography, colours, and graphics. It’s purpose is to identify components needing revision for consistency and to help establish a design system.

‌ Interface audit | 18F Methods. (2024). 18f.gov. https://guides.18f.gov/methods/decide/interface-audit/

Erosion of trust, legal risks, user experience and some of the many reasons to avoid darks patterns and it has been evident that the FTC are increasing scrutiny and enforcement against companies using dark pattern, leading to potential lawsuits and fines. One of the best practices it gives against dark patterns is avoiding decveptive designs.

Dark Patterns: How To Detect and Avoid Them. (2024, January 18). Verasafe.com. <https://verasafe.com/blog/dark-patterns-how-to-> detect-and-avoid-them/

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