

Collaborative Discussion 1 – Research Methods and Professional Practice – Received Response, Ying Chan – Michael Geiger

Thanks, Michael, it is an informative post about the review of the Dark UX Patterns case. Particularly identified the Code of Conduct of the British Computer Society. The case study indicates that Stewart's business used dark patterns to promote the customer to a more costly category, silently adding a protection warranty without requesting approval, and accepting the company's default product (ACM, N.D.). Other than disregarding the British Computer Society ethical standards (BCS, 2022), these ignored the Federal Trade Commission (FTC) guidelines.

To guarantee that firms are following the law, the FTC has established a few business standards. Businesses are required to disclose all relevant parameters of a transaction, such as the price of the good or service, the deadline by which the customer must act to prohibit future charges, and the cancellation process (FTC, 2022). Before requesting payment for a good or service from customers, businesses must get explicit, informed permission. This entails obtaining the consumer's consent and avoiding any information that would block, reduce, conflict, or otherwise impair the consumer's capacity to give their informed consent. Consumer cancellation must be simple, procedures must be easy to use and comprehend. The method for cancelling a service should be as straightforward as the procedure for subscribing to it.

Some businesses are motivated to violate the law to obtain an advantage over rivals which puts moral entrepreneurs at a disadvantage. However, by rigorously observing data privacy rules and regulations, business owners can gain the trust of their clients and gain an edge in the marketplace legally.

References

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FTC. (September 15, 2022) FTC Report Shows Rise in Sophisticated Dark Patterns Designed to Trick and Trap Consumers. *Press Releases*. Available from: <https://www.ftc.gov/news-events/news/press-releases/2022/09/ftc-report-shows-rise-sophisticated-dark-patterns-designed-trick-trap-consumers> [Accessed 11 Nov 2022].