#### Nagging (57) User's expected workflow is interrupted one or more times with unrelated events or interactions to make the user perform



certain actions

# Obstruction (—)



The workflow is intentionally made more difficult for users to make them do certain actions.

Roach Motel (-)

Price Comparison Prevention (—)

Intermediate Currency (—)

#### Sneaking (—)



Hide, disguise, and delay the relevant information from the user.

Bait & Switch (—)

Sneak into Basket (-)

Hidden Cost (-)

Forced Continuity (—)

#### Forced Action (11)



Hide, disguise, and delay the relevant information from the user

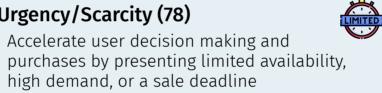
Privacy Zuckering (—)

Social Pyramid (—)

Gamification (11)

Forced Enrollment (—)

### **Urgency/Scarcity (78)**



Countdown Timer (28)

Limited Time Message (26)

Low Stock Message (19)

High Demand Message (5)

# **Unified DP Taxonomy**

Subcategories in **Blue** come from the work of Grav et. al. [23], subcategories in **Green**, come from the work of Bignull et. al. [11], and subcategories in **RED** come from work of Mathur et. al. [35].

## Misdirection (145)



Use of visuals, language, and emotion to intrigue users into making a particular choice.

Default Choice (111)

Pressured Selling (—)

Toying with Emotion (—)

Trick Questions(—)

Friend Spam (—)

Disguised Ads (21)

False Hierarchy (—)

Attention Distraction (13)

Hidden Information (-)

# Social Proof (10)



Accelerate user decision making by using the social media influence of other users.

Activity Message (10)

Testamonials (-)