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.

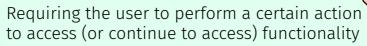


Sneak into Basket (-)

Hidden Cost (-)

Forced Continuity (—)

Forced Action (11)



Privacy Zuckering (—)

Social Pyramid (—)

Gamification (11)

Forced Enrollment (—)

Urgency/Scarcity (78)

LIMITED Accelerate user decision making and purchases by presenting limited availability, high demand, or a sale deadline

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. [1], subcategories in **Green**, come from the work of Bignull et. al. [3], and subcategories in **RED** come from work of Mathur et. al. [2].

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)



the social media influence of other users.

Activity Message (10)

Testamonials (-)