

Dear Sudesh,

I liked that you selected a different case study to most of the other students as if everyone chose the same case study all the posts may be too similar to provide any real value.

You provided a good explanation as to what Dark UX Patterns are and why they are a problem.

Referencing the Ombudsman process and the Federal Trade Commission demonstrated a good understanding of the legal issue related to dark UX Patterns. Have you looked into the punishment for companies who have violated these laws? For example, in 2023 Epic games were fined \$245 million for using dark patterns to trick players into making unwanted purchases and were ordered to stop charging consumers without their consent and to stop blocking consumers from accessing their accounts for breaking section 5 of the Federal Trade Commission (FTC, 2023).

You were able provided a unique perspective on the legal issues due to not being from the United Kingdom like most of the other students on the module.

There were several mistakes in your references for example all of your inline references were incorrect as you should have used a comma instead of a full stop, I would suggest taking a look at the University's referencing guide to ensure you correctly reference your work in the future.

There were several grammatical mistakes throughout your post for example you didn't surround any quotes with quotation marks and there shouldn't be a space before the first question mark in the second paragraph. I would suggest proofreading your work in the future and using a tool like Grammarly to avoid these types of grammatical errors.

You seem to have misinterpreted the question being asked as you were supposed to have referenced the legal, social and ethical issues of Dark UX patterns in relation to the BCS Code of Conduct (BCS, 2022) and ACM's Code of Ethics (ACM, 2021). Additionally, I noticed the BCS Code of Conduct (BCS, 2022) and the Dark UX Patterns case study (ACM, 2018) have not been referenced at all. I would suggest in the future that you spend additional time reading the question to avoid any misunderstandings.

Finally, the structure of your post could have been improved as you haven't used any section headers for readability and the quote is "the customer is always right" not "the client is right". It is of the utmost importance that when quoting someone in that the quote is correct.

Best Regards,

Sam

References

ACM. (2018) Case: Dark UX Patterns - ACM Ethics. Available from <https://ethics.acm.org/code-of-ethics/using-the-code/case-dark-ux-patterns/> [Accessed 11 November 2024].

BCS. (2022) BCS Code of Conduct. Available from: <https://www.bcs.org/media/2211/bcs-code-of-conduct.pdf> [Accessed 28 October 2024]

ACM. (2021) ACM Code of Ethics and Professional Conduct. Available from: <https://www.acm.org> [Accessed 29 October 2024].

FTC. (2023) FTC Finalizes Order Requiring Fortnite maker Epic Games to Pay \$245 Million for Tricking Users into Making Unwanted Charges. Available from <https://www.ftc.gov/news-events/news/press-releases/2023/03/ftc-finalizes-order-requiring-fortnite-maker-epic-games-pay-245-million-tricking-users-making> [Accessed 11 November 2024].