

Collaborative Discussion 1: Summary Post (393 words)

After analysing the Dark UX Patterns case study and considering the feedback from my peers, I have gained a better understanding of the critical ethical and legal issues in digital design practices. In my initial post, I highlighted how incorrect visual cues, such as misleading directional arrows are intentionally used to trick users into selecting unintended products. I made reference to multiple frameworks and regulations, notably the principles in Online Choice Architecture (OCA) which directly addresses how online design decisions impact people's purchasing decisions.

I argued that these deceptive practices can distort the market and reduce consumer trust, as competition becomes driven by irrelevant and misleading attributes rather than quality and price. My peers agreed with this assessment, with one expressing surprise at the prevalence of such manipulative tactics online. They emphasised the need for stronger regulation and user awareness to combat these issues. Additionally, my analysis of the gradual erosion of consumer trust resonated with my peers. I pointed out that while consumers can often detect something is amiss, they struggle to pinpoint exactly where the manipulation is occurring. This subtle undermining of trust can have long-term consequences for consumer loyalty and market dynamics.

One peer expanded on my initial post highlighting regulatory frameworks by suggesting the role of industry self-regulation and user education. They proposed that companies implement internal review boards or auditors to prevent deceptive UX changes before implementation. This aligns with my call for additional legislation specifically targeting the creation and enablement of dark patterns. Another interesting point raised by a peer was the potential use of machine learning algorithms to manipulate consumer choices

subtly. This technological aspect adds another layer to the ethical considerations I initially discussed and suggests that future regulatory efforts may need to address not just UI design but also AI-influenced decision-making.

In conclusion, my analysis of the Dark UX Patterns case study, supported and expanded by my peers' feedback, reveals a complex interplay of ethical, legal, and technological issues. While I initially focused on the immediate ethical breaches and regulatory violations, the discussion has broadened to include long-term market effects, the role of user education, and the potential for technological solutions. It is clear that addressing these issues will require a multi-faceted approach involving stronger legislation, industry self-regulation, user empowerment, and continuous adaptation to evolving technologies.