



Safety & Deception

The Impact on Accessibility



Housekeeping

Before we jump in... thank you to the following:



Magnolia ~~JS~~ Conf

Software Development Conference

Join us for a spine-tingling journey through the latest in software development, where code meets Halloween magic in the heart of Mississippi.



October 21-23, 2025



Mississippi Museum of Art in Jackson, MS



Sponsors Attendees

Magnolia-~~JS~~-Conf

Software Development Conference

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October 21-23, 2025



Mississippi Museum of Art in Jackson, MS

Speakers

Who Is This Guy?



- LOBSTER Founder - RouteReady
- LOBSTER W3C Invited Expert, WCAG
- LOBSTER Accessibility Guidelines Working Group
- LOBSTER Accessibility Conformance Testing Task Force and Rules Group
- LOBSTER Not the Gorton's Fisherman or Santa Claus
- LOBSTER Semi-retired... semi meaning "in my head".



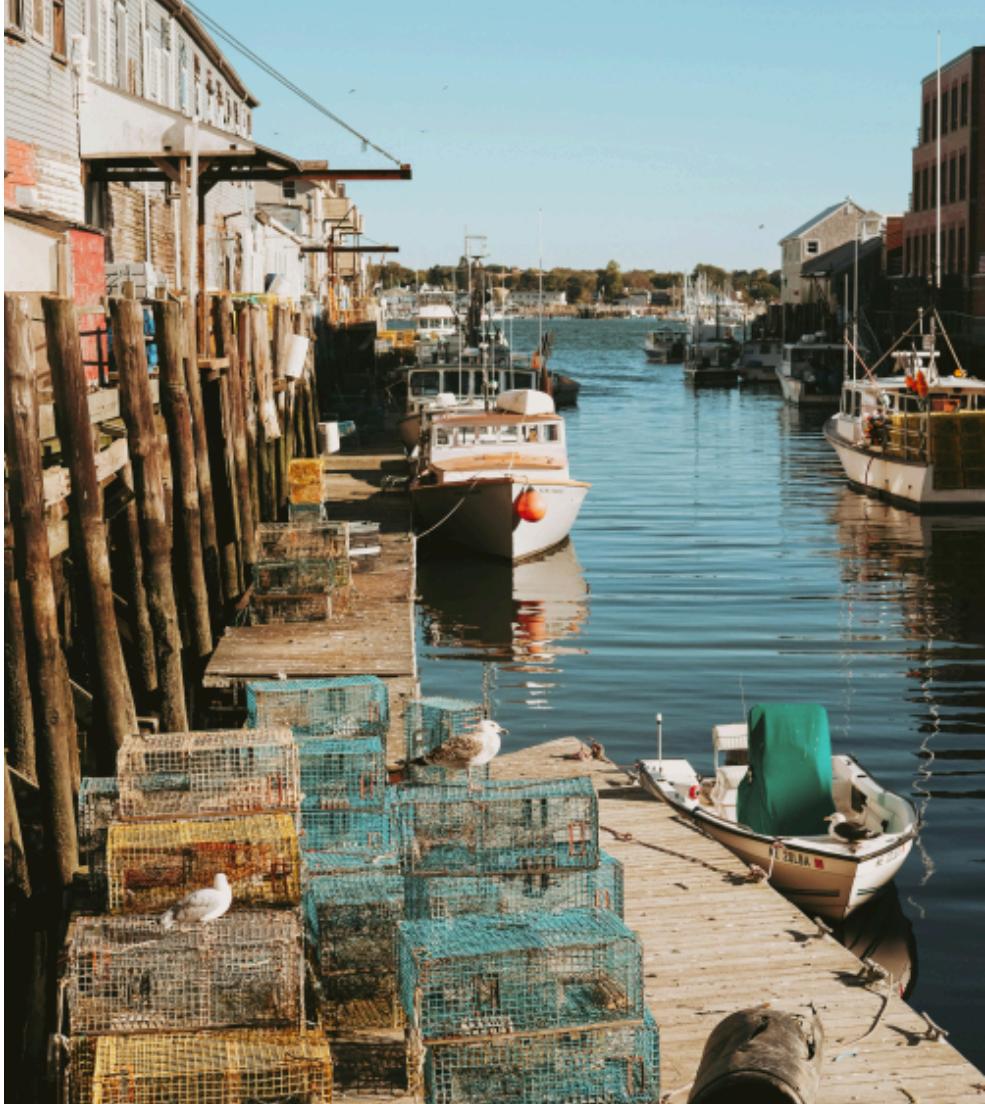
<https://w3.org>

Web Content Accessibility Guidelines

Many aspects of W3C Accessibility Guidelines (WCAG) 3 are in an exploratory or developing phase and will change substantially.

```
filename-example.ts
```

```
// WCAG 3, similar a11y requirements as 2.x,  
// WCAG 3 will have a different structure,  
// WCAG 3 will have a different conformance model,  
// WCAG 3 will have a broader scope.  
  
type Guideline = {  
    version: number; // 3.0  
    year: number; // 2029-2030 est.  
  
    // Still exploratory and in Editor's Draft  
    recommendation: Recommendation[];  
  
    Cannot find name 'Recommendation'.  
};
```



Anti-pattern v. Deceptive pattern

In the Functional Needs subgroup, we came up with two terms for these patterns:

Anti-pattern

An unintentional (without intent) design or implementation that often leads to a general decline in usability.

Deceptive pattern

A ~~deliberate~~ anti-pattern designed to confuse or deceive a user, used to aim or force a user down a particular path or to ~~trap~~ attention in a way that redirects or focuses on a goal that the ~~user~~ either doesn't want or need, or be harmful to them.

Safety & Deception subgroup outcomes

- LOBSTER INFORMATION Privacy
- LOBSTER ALGORITHM Accessibility
- LOBSTER CLEAR AGREEMENT & RISK STATEMENTS
- LOBSTER OBSTRUCTION
- LOBSTER AVOID DECEPTION

Guidelines

 Foundational Requirements

 Supplemental Requirements

 Assertions

 Best Practices



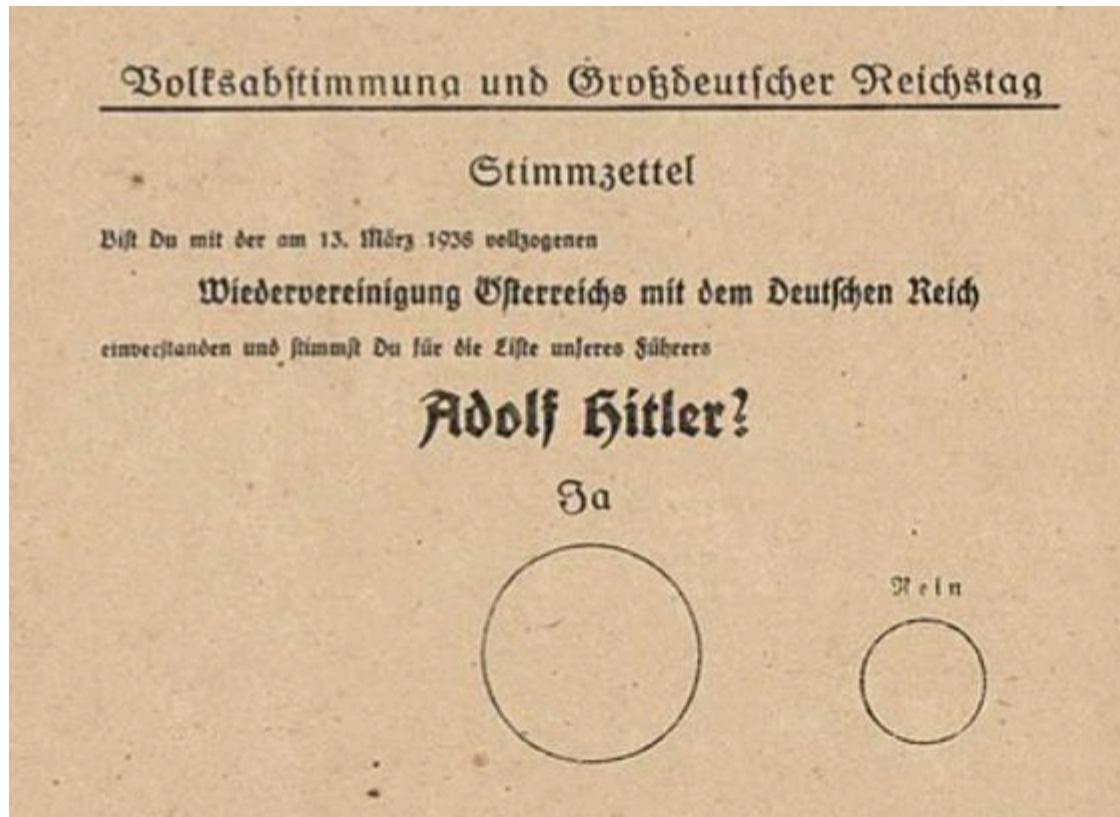
It gets worse...

Really worse...

Much, much worse...

Like, horribly worse...

The WORST



Types of Deceptive Patterns

- LOBSTER Comparison Prevention
- LOBSTER Confirmshaming
- LOBSTER Disguised Ads
- LOBSTER Fake Scarcity, Fake Social Proof, Fake Urgency
- LOBSTER Forced Action
- LOBSTER Hard to Cancel
- LOBSTER Hidden Costs/Subscriptions
- LOBSTER Nagging
- LOBSTER Obstruction
- LOBSTER Preselection
- LOBSTER Sneaking
- LOBSTER Trick wording
- LOBSTER Visual Interference

THE LABYRINTH OF LIES

DEFEATING DECEPTIVE PATTERNS



OUR
HEROES



**OUR
BARRIER**



**THE BIG
BAD BAD GUY!**



Comparison Prevention

- ☒ Cognitive & emotional burden
- ☒ Visual & navigation barriers
- ☒ Challenges for specific disability groups
- ☒ Broader societal impact

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for 1 phone line with AutoPay
Plus tax and fees

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\$85/mo.
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All Magenta included on a 5G plan. See how much you can save.

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- Taxes & fees included
- Unlimited talk, text & data
- Netflix on Us
- 40GB high-speed data

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for 1 phone line
Plus tax and fees

Get a phone plan with all the essential benefits you need including 5G access.

Up to 4 lines available (2 lines: \$80/mo. / 3 lines: \$100/mo. / 4 lines: \$120/mo.).

Includes:

- 20GB of high-speed data (then unlimited data at up to 1.5Mbps)
- Unlimited mobile hotspot data at 3G speeds
- Unlimited talk, and text & data at 2G speeds in Mexico and Canada
- Calls from 210+ Simple Global countries and destinations for a low flat rate, and free text messages
- One Year of Paramount+ on us (Subscription automatically renews at \$4.99/mo after first year. Credit card required. See terms.)
- Scam Shield™

Excludes:

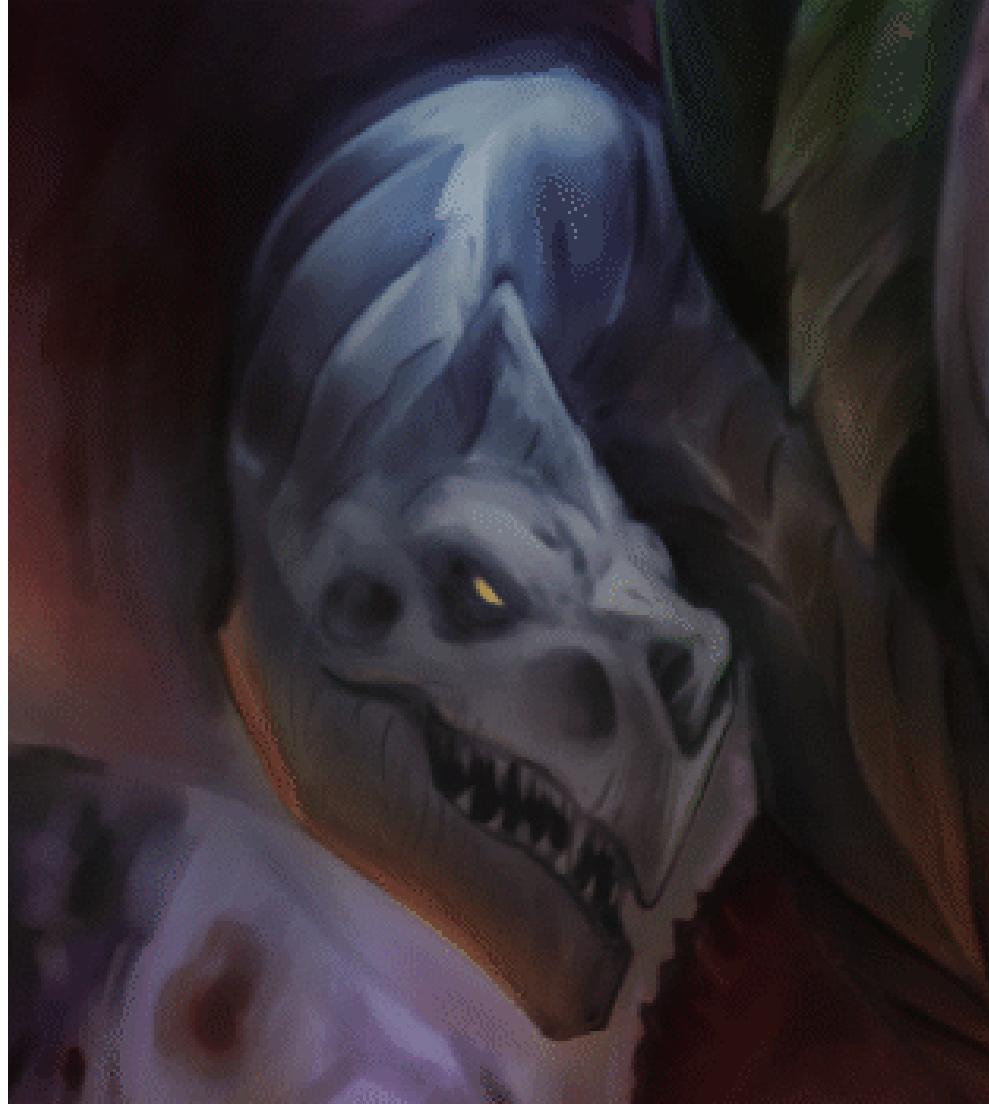
- Taxes & fees
- Netflix on Us

During congestion, customers on this plan may notice speeds lower than other customers and further reduction if using >50GB/mo., due to data prioritization. Video typically streams on smartphone in SD quality. Tethering at max 3G speeds.

Base Essentials General Terms: Credit approval, deposit, and, in stores & on customer service calls, \$35 assisted or upgrade support charge may be required. Monthly Regulatory Programs (RPF) & Telco Recovery Fee (TRF) totaling \$3.49 per voice line (\$0.50 for RPF & \$2.99 for TRF); taxes/fees approx. 4-38% of bill. Capable device required for some features. Not combinable with most offers. Switching plans may cause you to lose current plan/feature benefits; ask a rep for details. Max 4 lines. Plan not available for hotspots and some other data-first devices. Includes 20GB high-speed data, then unlimited data at max 1.5Mbps download / 750kbps upload. Unlimited talk & text.

Confirmshaming

- 💡 Cognitive & psychological impact
- 💡 Visual & navigation barriers
- 💡 Challenges for specific disability groups





If this is not your email address, please ignore this page since the email associated with this page was most likely forwarded to you.

You're Unsubscribed, Bestie

No more calls, no more texts - we're breaking up.

Catch us at the link below once you realize you miss us



☆ Codecademy

TTYL, we guess 💔

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duolingo

Free language education for the world.

Language Bird is crying.



Learn Italian today or he will eat a poison loaf of bread.

The next email will be a funeral e-vite



Disguised Ads

- 🎵 Confusion for screen reader users
- 🎵 Cognitive & visual overload
- 🎵 Challenges for users with motor skill impairments
- 🎵 Broader impacts

Google was hit with massive outage, including YouTube, Gmail and Google Classroom

These containers used to ship fresh tuna. Now they'll deliver Covid-19 vaccines

Elon Musk is leaving Silicon Valley for Texas. These millionaires and companies are joining him

The real cost of being the ultimate Apple fan: Nearly \$80,000

Virgin Orbit halts test flights as Covid-19 cases surge

Popeyes adds chocolate beignets to its menu

Cyberpunk 2077 is full of nudity, but Twitch still lets gamers stream it

30 retailers and restaurant chains that filed for bankruptcy in 2020

Wall Street Journal opinion editor defends controversial Dr. Jill Biden op-ed

Content by LendingTree

Refi rates at 2.34% APR (15 yr). Do you qualify?

is wrong about Black women entrepreneurs

GE	-0.27 / -2.37%
General Electric Co	10.90
F	-0.05 / -0.61%
Ford Motor Co	8.97

The Blacklist by Octotype

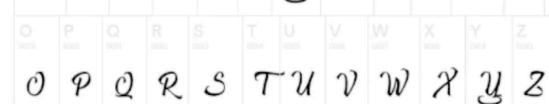
The Blacklist.ttf

The Blacklist

Note of the author

This FONT IS FREE FOR PERSONAL USE...
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First seen on DaFont: November 06, 2017



In Script > Calligraphy

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You can change your email preferences at any time

By clicking Continue, I agree to the [Terms of Service](#) and [Privacy Statement](#)

No Thanks

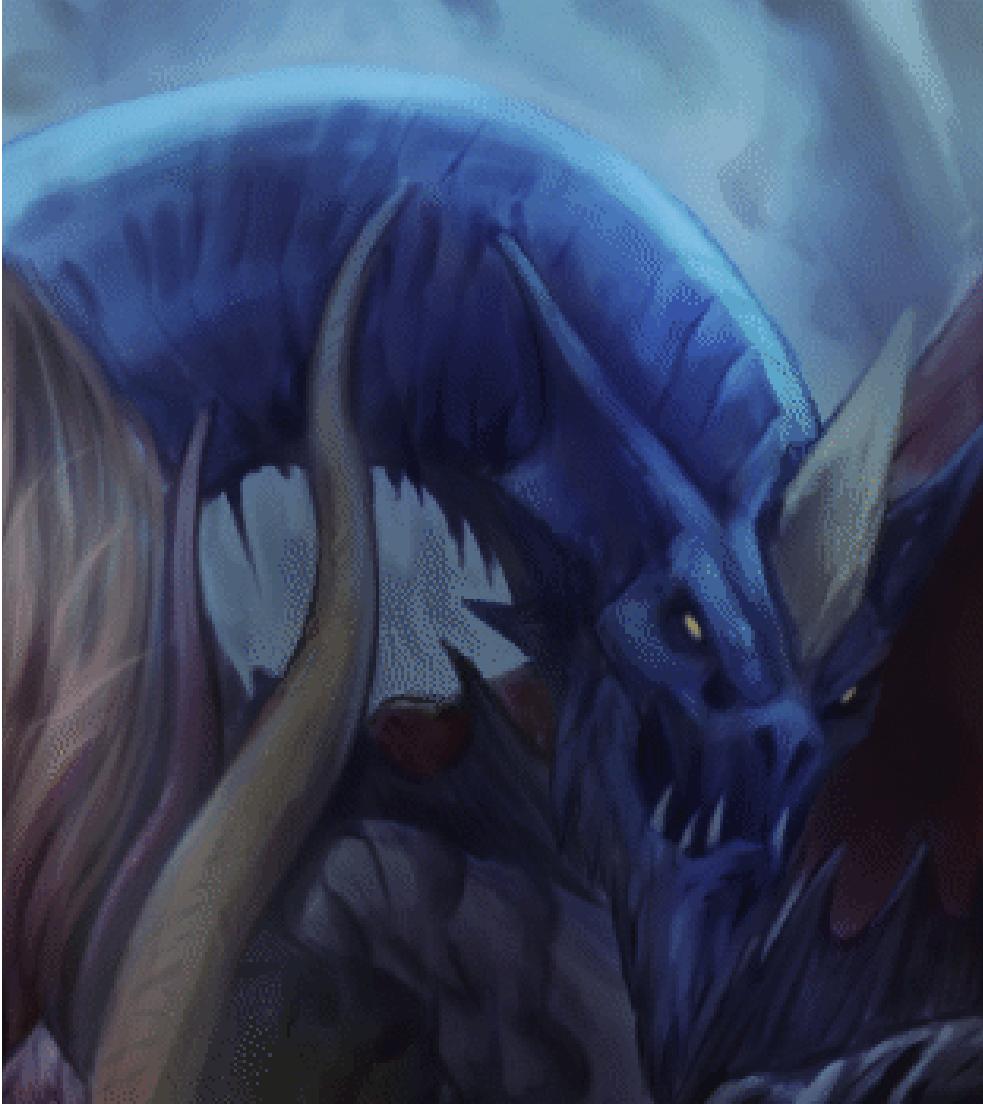
*Valid on 1 unit per transaction; max 1 Local deal,
Goods Item, or Getaways flash deal per customer.

New customers only. Exclusive and
non-transferable. Max discount \$40. Ends 8/15/16.
Limited quantities available.

Exclusions apply. Full details: gr.pn/promofaq.

Fake Scarcity, Urgency, & Societal Proof

- 🛡 Increased cognitive load & impact
- 🛡 Difficulty with timed actions
- 🛡 Hindrance to assistive tech
- 🛡 Forced errors
- 🛡 Manipulated decision-making
- 🛡 Unreliable information
- 🛡 Exacerbated by other patterns
- 🛡 Ethical & accessibility considerations



Hurry up! Sale ending in:

00

11

59

46

Days Hrs Mins Sec

Sale Ends Once The Timer Hits Zero!

5,000+ Agencies/Freelancers Are Already Saving 50%-80% Of Their Time, When Will You?

**One of the BEST investments I've made this year**
"This software has streamlined the way I have clients review website builds." – Brian Kato

**This has got to be one of the best platforms EVER!**
"Unbelievably powerful product, along with outstanding service from the support team. #KICKASS" – John Comley

**Awesome tool that we've adopted into our agency**
"It's making our processes go much faster as we can now skip long, awkward emails with clients that are trying to communicate issues or ideas about their website." – Jeffery Patch

[Give Atarim A Try](#)

Hurrify+

- Timer Look
- Campaigns
- Banners
- Help me
- Privacy Policy

All Campaigns New Campaign CANCEL + SAVE

Campaign Type

1. Simple Text

Text above timer

B I U S ⌂ Normal A A PT+Sans

Hurry up! Sale ending in:

Please note that Progress bar is not supported in the 'Custom Text Only' option. If you want to display a progress bar, please choose a different option.

Campaign Period

Timer Type Display Timer?

Countdown Amount

Days Hours Minutes Seconds

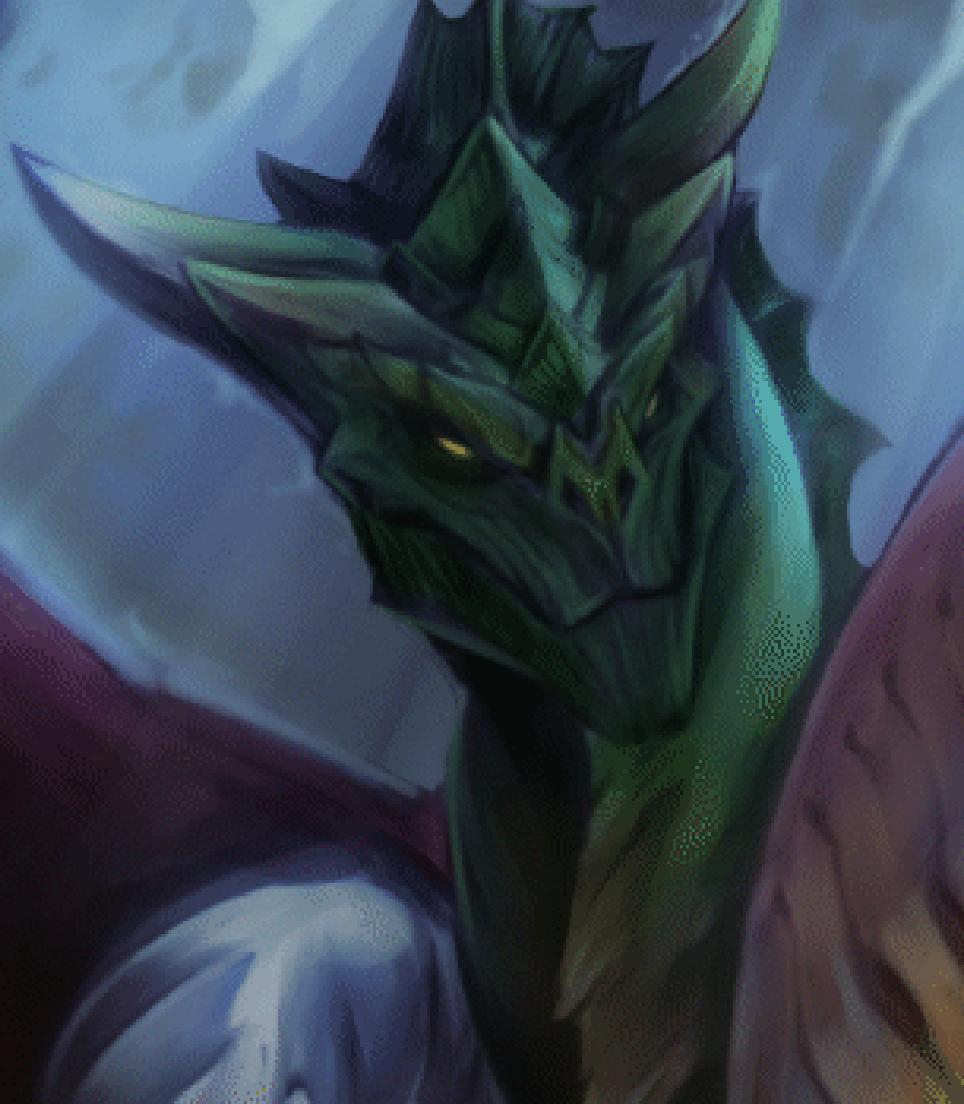
0 12 0 0

Action When Timer ends

Run the campaign all over again (Evergreen)



"Proof that social media is fake"



Forced Action

- ↗ Cognitive & psychological barriers
- ↗ Barriers to assistive tech users
- ↗ Challenges to people with motor impairments
- ↗ Erosion of trust

ARE YOU SURE?

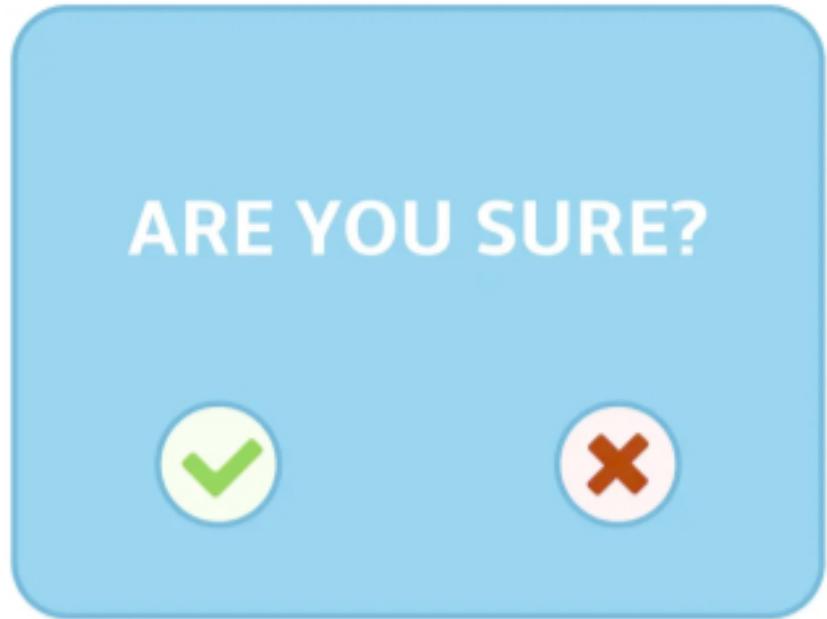


Are you sure about that?!

*



**YOU SURE
ABOUT THAT?**



Are you sure about that?!

*



**THE BIG
BAD BAD GUY!**

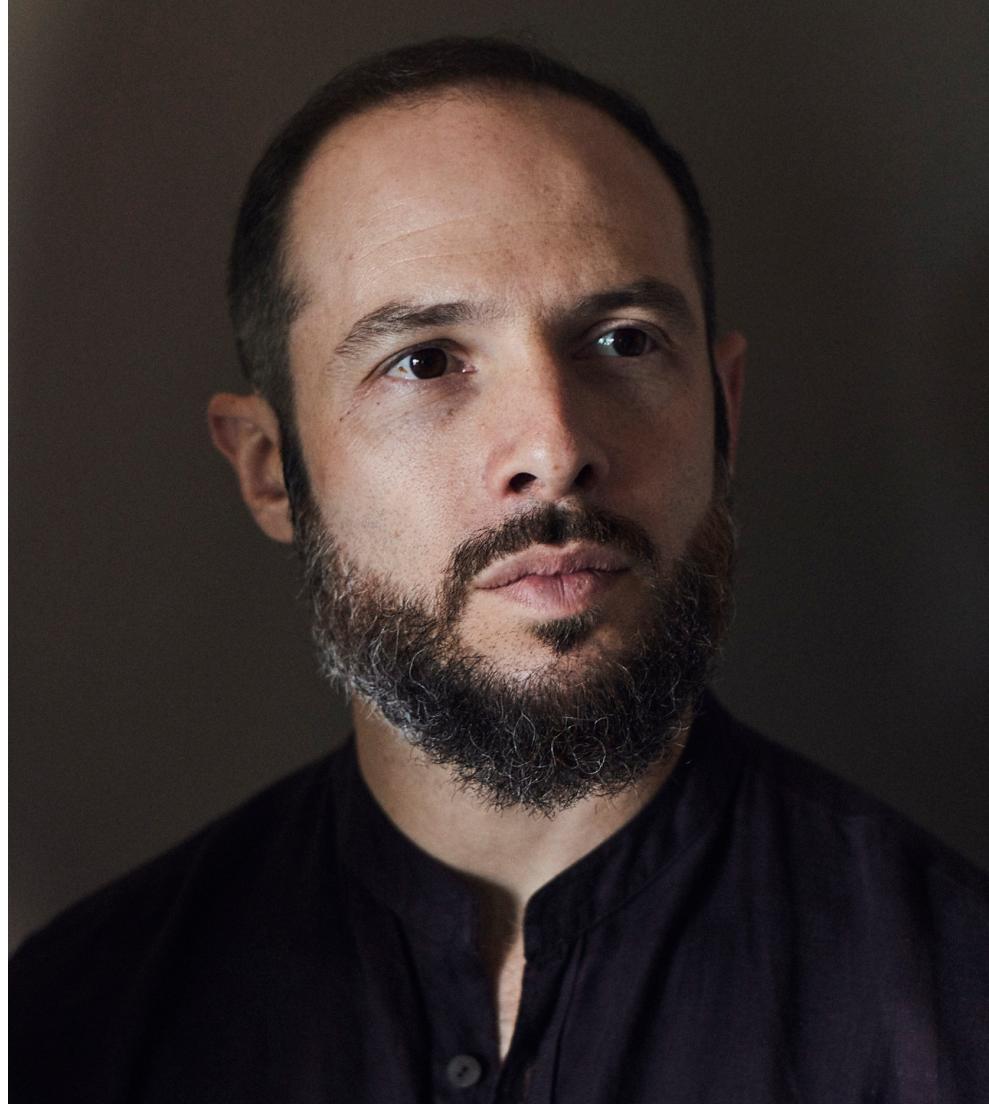
Infinite Scrolling

- 😢 Navigation & orientation difficulties
- 😢 Cognitive & physical strain
- 😢 Assistive technology compatibility issues
- 😢 Not a WCAG failure
 - 🟢 3.2.5: Change on Request
 - 🟢 2.2.2: Pause, Stop, Hide
- 😢 Loss of position, no clear endpoint
- 😢 Keyboard trap creation
- 😢 Interrupts reading flow for AT/SR users



Aza Raskin

- Inventor of infinite scrolling and arch-nemesis
- Co-founder of The Center for Humane Technology
- Father, Jef. Human-computer interface (HCI) expert known for Macintosh project at Apple
- Head of UX at Mozilla Labs
- Lead Designer, Firefox
- Bringer of Doom, Eater of UIs, Evil UX Overlord



I regret that I didn't think more about how this thing would be used, I know as a designer that by taking away the stopping cue, I can make you do what I want you to do... I contributed to this and I have been complicit.....we are losing control of the tools we made.

267

PAGINATION

51

SOMETHING ELSE

27

DEAR LAWD SOMETHING ELSE!

11

4



TIAMAT IS DEFEATED!

Elminster: We banish ye, Tiamat! Go back to the Nine Hells from whence ye came!



Multiple Patterns

✗ Fake scarcity & urgency

👎 "5 rooms left at this low rate! You only have 3 hours remaining until these deals are gone!"

👎 FOMO

✗ Misdirection and confirmshaming

👎 "No, I don't want to save money. I'll pay full price!"

👎 "Click here to save money AND don't forget to upgrade!"

✗ Hidden costs & disguised ads

👎 Drip pricing, added fees (fulfillment fee, service fee, etc.), drop items in

Bounty Board (A Call-to-Action)

Revealing invisible barriers, a disguised ad could be a CTA that can trick a screen reader user.

Uncover cognitive load, privacy mazes, account-deletion processes, confirm-shaming.

Human-centered solutions with alternative design testing

Build empathy and understanding

Test with disabled users!

Bounty Board (A Call-to-Action)

Consider these patterns when doing your work.

Protect yourself and others from deceptive patterns and practices.

Always Be Cautious! Check work for anti-patterns as well.

Speak up from an accessibility-first approach. Use the financial model.

Empathy and understanding.

THANK YOU!