

## Collaborative Learning Discussion 1 -> Initial Post

I have chosen to review the case on "Case: Dark UX Patterns". The analysis emphasises the significance of taking into account the welfare of the general population and the potential negative consequences resulting from the usage of deceptive user experience (UX) patterns. This is in line with Principle 1 of the BCS Code, which highlights the obligation of computing professionals to advance the welfare of society. (Colin M. Gray, Yubo Kou, Bryan Battles, Joseph Hoggatt, Austin L. Toombs 2018). The grievances expressed by visually impaired users emphasise the significance of including diversity and inclusion into design decisions (Principle 10). Disregarding the requirements of this particular demographic not only goes against ethical ideals but also carries potential legal consequences in accordance with accessibility regulations. (A. Nimkoompai 2022).

The managers' choice to utilise dark UX patterns, although being aware of their capacity to mislead users for financial benefit, contradicts the principle of obligation to pertinent authorities (Principle 5). They place greater importance on immediate financial profits than on ethical issues and the welfare of users. Stewart's acknowledgment of the perplexing layout and possible detriment to consumers showcases a dedication to professional proficiency and honesty (Principle 2). Nevertheless, it is acknowledged that the testing and development infrastructure could have been stronger in order to detect these difficulties, suggesting a possible failure in professional competence. (Lu, Y., Zhang, C., Yang, Y., Yao, Y. and Li, T.J.J., 2024).

The situation gives rise to ethical considerations surrounding the utilisation of dark UX patterns to deceive consumers and enhance income. This is consistent with the BCS Code's focus on the welfare of the general public and the moral consequences of decisions related to computers. (Crooks, B., Harvey, B., Limbuwala, Z., Newcombe, L., Ross, M., Staples, G. and Bayley, P., 2009)

### References:

Colin M. Gray, Yubo Kou, Bryan Battles, Joseph Hoggatt, and Austin L. Toombs. 2018. The Dark (Patterns) Side of UX Design. In Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems (CHI '18). Association for Computing Machinery, New York, NY, USA, Paper 534, 1–14. <https://doi.org/10.1145/3173574.3174108>

Crooks, B., Harvey, B., Limbuwala, Z., Newcombe, L., Ross, M., Staples, G. and Bayley, P., 2009. Raising awareness of green IT-The BCS way. British Computer Society (BCS), The Chartered Institute for IT.

Lu, Y., Zhang, C., Yang, Y., Yao, Y. and Li, T.J.J., 2024. From awareness to action: Exploring end-user empowerment interventions for dark patterns in ux. Proceedings of the ACM on Human-Computer Interaction, 8(CSCW1), pp.1-41.

A. Nimkoompai, "Risk Analysis of Encountering Dark Patterns of UX E-commerce Applications Affecting Personal Data," 2022 6th International Conference on Information Technology (InCIT), Nonthaburi, Thailand, 2022, pp. 115-119, doi: 10.1109/InCIT56086.2022.10067640.