Dark Patterns

Into the light

Me

- David Beitey
- @davidjb / @davidjb_
- I wear many hats 🤠 🕵️ 🧙‍♂️
- UX designer, Developer, Sys Admin…

tl;dr

- Dark Patterns control your behaviour
- Many sites/apps use them
- Defend yourself
- Think before implementing

Thanks!

Share, ask questions, discuss
(tell me I'm wrong)

Geo for Bootstrap

A theme for Twitter Bootstrap, from Divshot.

To get

Typography

h1. Heading 1
h2. Heading 2
h3. Heading 3
h4. Heading 4
h5. Heading 5
h6. Heading 6

Example body text

Nullam quis risus eget urna mollis ornare vel eu leo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam id dolor id nibh ultricies vehicula ut id elit.

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Donec sed odio dui.

Example addresses

Twitter, Inc.
795 Folsom Ave, Suite 600
San Francisco, CA 94107
P: (123) 456-7890

Full Name
first.last@gmail.com

> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a ante.
> — Someone famous in Source Title

> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a ante.
> Someone famous in Source Title —

Navbars

Project name   Home   Link   Link   Link   Dropdown ⌄   Search   Link   Dropdown ⌄

Project name   Home   Link   Link   Link   Dropdown ⌄   Search   Link   Dropdown ⌄

ERROR

Invalid parameter

| Abort | Retry | Ignore |

Total charge: **$12.20**

Summary　　Create label

All prices quoted are inclusive of GST.

No need to pay now, when you click Create label the total cost will be added to your seller invoice and you will be able to print your postage label. You are agreeing to your chosen service's terms and conditions.

The information collected above is required for your use of this service. By clicking Create Label you agree to your information being passed to Australia Post for the purpose of providing you with access to this service and for related purposes.

Additionally, with your consent Australia Post may also use this personal information to send you marketing information in accordance with their privacy policy.

☑ Please un-tick this box if you do not want to receive information and special offers about other Australia Post products and services.

🤔

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This is a *required* field!

Dark Patterns are tricks used in websites and apps that make you buy or sign up for things that you didn't mean to.

Harry Brignull, darkpatterns.org
@darkpatterns

(Anti-)Pattern Library

Intentionally
1. Confuse
2. Deceive
3. Exploit

What have you seen?

Search flights   Start a multi-city search >

| 1 passenger ⌄ | ✈ from Brisbane ⌄ | ⤵ to Adelaide ⌄ |

Review and continue to select flight times and extras

You're travelling **one way** ⌄ departing **Fri 24 Aug 2018** ✏

Prices are per adult, one-way and lowest available for that date (exclusive of Club Jetstar fares). Availability is limited. A Payment Fee applies for some payments options, **See below**

Select flight times

Your selected travel dates

Who's going?   Departing Fri 24 Aug 2018
1 adult   **Brisbane** to **Adelaide**

                                      From
                                      $**165**^
                                      Each

From $**165**^ one way per adult

For bookings in New Zealand Dollars (NZD) a Booking and Service Fee of NZD $5 to NZD $12.50 per passenger, per flight applies to payment options other than POLi, voucher and Jetstar MasterCard.

Back to date selection

Price Beat Guarantee   Customer Guarantee   About us

Terms and Conditions   Privacy policy   Terms of use

Jetstar

🛒 $166.53AUD   🔍 Help

Debit and credit card

A Payment Fee of 0.23% applies for Debit cards and 0.93% for Credit cards, except for Jetstar Mastercard

VISA

Card number

4012 8888 8888 1881

A Payment fee of $1.53 applies

Expiry date

| Month | ⌄ | Year | ⌄ |

CVV

CVV

Cardholder's name

Cardholder's name

Payment summary

Fares	$165.00
Payment Fee	$1.53
Total owing	$166.53

Hidden costs

Unexpected charges appear at the checkout (*drip pricing*)

Passengers

Adult 1 David Beitey

Edit passenger details

Hobart trip

Tue 31 Jul - Wed 8 Aug

Townsville to **Hobart** Tuesday 31 July 2018, 7:45pm   **View flight details** ⌄

Flights
1 x Adult $155.00
You saved -$38.00 $193.00

Bundles
1 x Starter Plus bundle $86.00

Checked baggage   Change
1 x 20kg $0.00

Townsville to **Melbourne**

Seats   Change
David Beitey - 7F $0.00

Melbourne to **Hobart**

Seats   Change
David Beitey - 7A $0.00

                              TSV to HBA Subtotal   **$279.00**

Hobart to **Townsville** Wednesday 08 August 2018, 12:35pm   **View flight details** ⌄

Flights
1 x Adult $168.00
You saved -$45.00 $213.00

Bait and Switch

Hey, where'd that rug go?

Departing flight

✈ **Brisbane** to **Adelaide** – Friday 24 August 2018

Quick select for all passengers

Standard seats
Choose where you want to sit and sit together

$6.00   Choose

Upfront seats
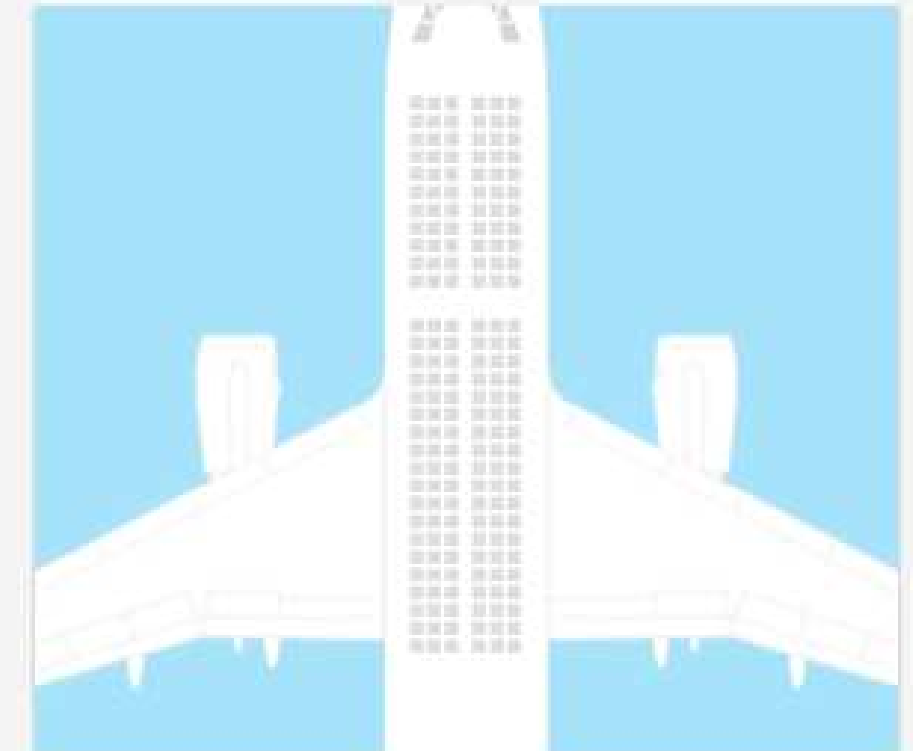Get off the plane quickly with a seat at the front

$12.00   Choose

Extra legroom
More legroom for your comfort and ease

$25.00   Choose

Don't mind where you sit?
If you want to avoid the middle seat, choose from the options above

Choose

OR

Choose seats for each passenger
Select the seats for each passenger individually

Choose seats on map

Misdirection

Look, a distraction!

Departing flight

✈ **Brisbane** to **Adelaide** – Friday 24 August 2018
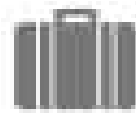
0 kg	**15** kg	**20** kg	**25** kg	**30** kg
	$20.00 each	$21.00 each	$26.00 each	$30.00 each
	Save over 66% on airport price	Save over 84% on airport price	Save over 87% on airport price	Save over 89% on airport price
●	○	○	○	○
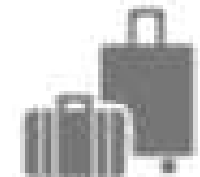
↰ *Are you sure?*

It's more expensive to add baggage online later, and much more expensive to add it at the airport.

Pack everything you need

✈ Flights   🏆 Bundles   🧳 Baggage   🪑 Seats   ☰ Extras   👤 Booking Details $ Review & Pay

Are you sure? Baggage is at least $40 more at the airport

Add checked baggage now and save

Currently, your total weight limit is just 7kg for two items of carry-on baggage. Is this enough?

Buy 15kg now
$20.00
each

Buy 15kg at the airport
$60.00
each

I need more baggage

I don't need more baggage

We have strict carry-on limits

- We monitor the size and weight of baggage at the airport.

- Your total weight limit is just 7kg for two carry-on items.

- Passengers who exceed their carry-on baggage allowance may have to check in their carry-on baggage at the gate

7kgs

Confirmshaming

Guilting & shaming you into compliance

Impact

- Misled customers are angry & unhappy
- Regulatory action (ACCC)
- Fines / business impact

Spotify®

SIGN UP

— ALREADY HAVE AN ACCOUNT? —

LOG IN

Get the right music, right now

Listen to millions of songs for free.

✓ Search & discover music you'll love
✓ Create playlists of your favorite music

Roach motel

Anything that's easy to get into, but hard to get out of.

Forced Continuity

Automatic charges after a "free trial" and hard-to-cancel memberships.

Text anyone in your phone

Messenger will continuously upload your contacts to connect you with friends.

Learn More | OK

Syncing your contacts helps friends connect on Facebook, too. Manage contacts.

Manage your uploaded contacts and call and text history

These are the contacts and call and text history that you've uploaded from Messenger. Information such as this helps Facebook and Messenger make better suggestions for you and others, and helps us provide a better service.

You may have uploaded information about these contacts beyond just the phone numbers below, such as nicknames. You can see this data by visiting our Help Centre.

To stop continuously uploading your contacts, turn off the "Sync contacts" setting in the Messenger app. To stop continuously uploading your call and text history, turn off the "Continuous call and SMS matching" setting. Turning off each setting will delete all of your previously uploaded contacts or call and text history from Messenger.

Bear in mind that if you delete the information on this screen but have continuous uploading still turned on for either setting, the information will be uploaded again automatically.

See contacts you've uploaded from Facebook.

Contacts	Call Logs

⊖ Delete All Contacts

SYNCING IS DISABLED

You don't have any imported contact information.

Text anyone in your phone

Messenger will continuously upload your contacts to connect you with friends.

Learn More | OK

Syncing your contacts helps friends connect on Facebook, too. Manage contacts.

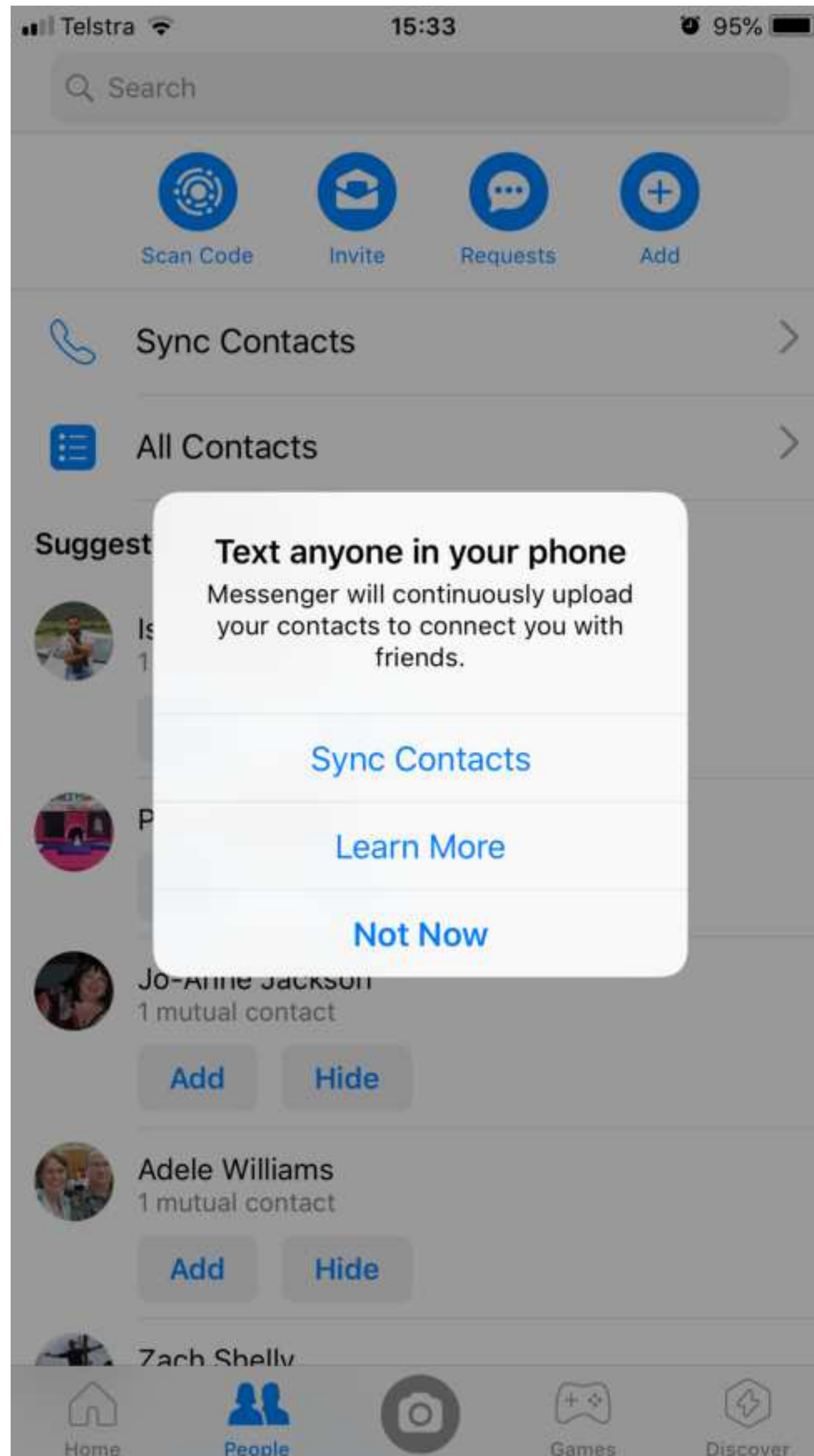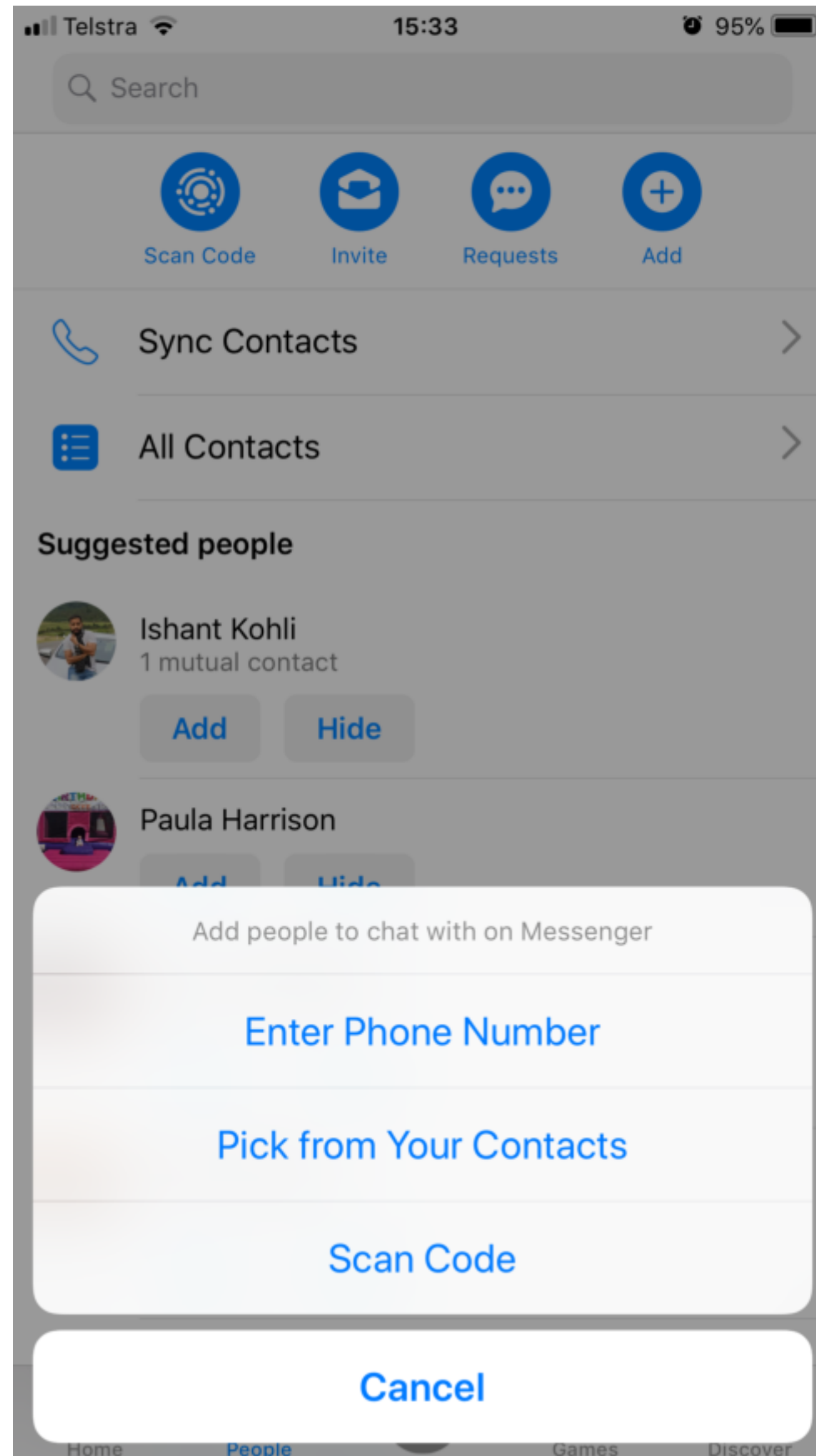# Adding your contacts
to Messenger

Messenger only works when you have people to
talk to. Continuously uploading your contacts
helps you connect with friends.

If you skip this step, you'll need to add each contact one
by one to message them. Manage your contacts.

Turn On

Not Now

🔍 Search

⊙ **Scan Code** 📧 **Invite** 💬 **Requests** ⊕ **Add**

📞 Sync Contacts 〉

▤ All Contacts 〉

Suggest

Is
1

Text anyone in your phone

Messenger will continuously upload
your contacts to connect you with
friends.

Sync Contacts

Learn More

Not Now

Jo-Anne Jackson
1 mutual contact

Add   **Hide**

Adele Williams
1 mutual contact

Add   **Hide**

Zach Shelly

🏠 Home 👥 **People** ⊙ 🎮 Games ◈ Discover

Telstra
15:33
95%
Search
Scan Code
Invite
Requests
Add
Sync Contacts
All Contacts
Suggested people
Ishant Kohli
1 mutual contact
Add
Hide
Paula Harrison
Enter Phone Number
Pick from Your Contacts
Scan Code
Cancel
Home
People
Games
Discover

Add people to chat with on Messenger

15:32

Saturday, 30 June

MESSENGER 15m ago

Upload your contacts to connect with your friends on Messenger.

Privacy Zuckering

Being tricked into sharing more information than you want. Eponymously named.

Facebook Takes Historic Plunge as Scandals Finally Take a Toll
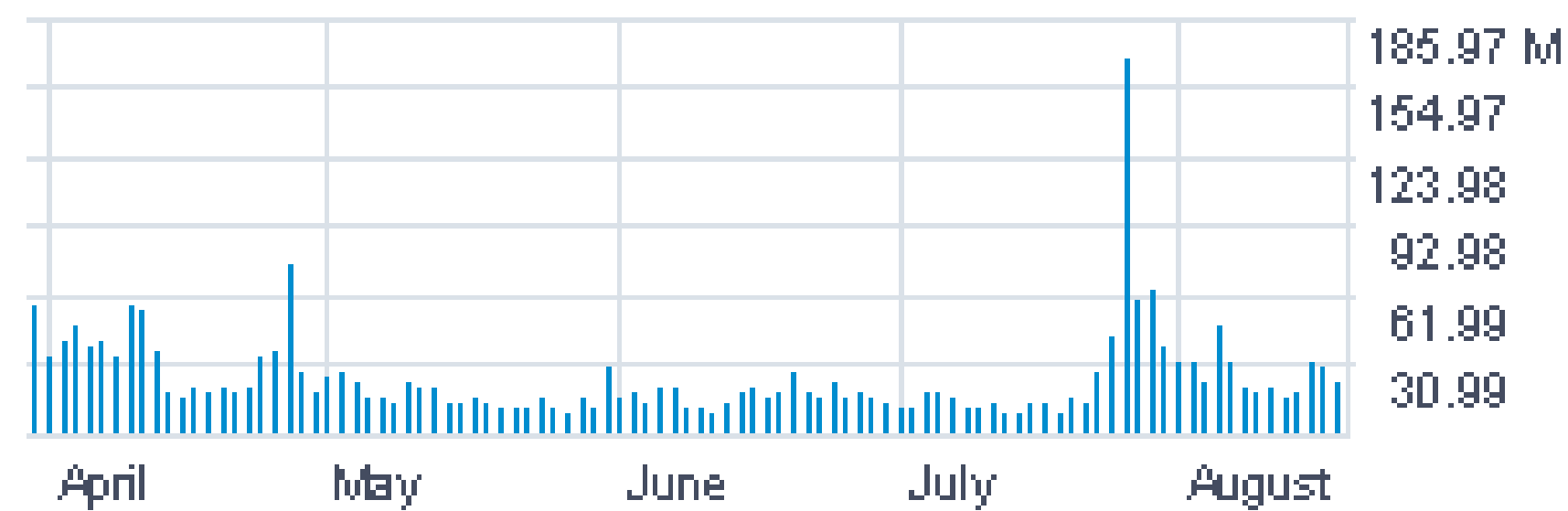
$120B drop in one day

Booking.com

Expedia

Live examples

https://booking.com.au
https://expedia.com.au

Ikidane House ★★

Kita, Tokyo – Show on map (6 km from centre)

1 person is looking right now

2 × Bed in Dormitory
In high demand!

Superb 9.0
934 reviews
Guest Favourite

Price for 2 nights
AUD 134

See our last available rooms ›

```html
<div class="js_sr_persuation_msg">
  <span class="in-high-demand-not-scarce">
    In high demand!
  </span>
</div>
```

Owl House Asakusa ★ % Mid-Year Deal

📍 111-0025 Tokyo Prefecture, Taito-ku, Higashiasakusa 2-3-5 LANDFOREST Higashi Asakusa Building 1F, Japan – **Show map**

Reserve ♡ ⤴
✅ **We Price Match**

HOTEL MYSTAYS Kameido ★★ Great Value Today ⏱ 👫 Great for two travellers

📍 136-0071 Tokyo Prefecture, Koto-ku Kameido 6-32-1 , Japan – **Good location - show map**

Reserve ♡ ⤴
✅ **We Price Match**

```html
<div class="d-deal d-deal__lonely d-deal__preset-deal"
    aria-hidden="true">
  <div class="d-deal-b d-deal-preset">
    <p>
      Mid-Year Deal
    </p>
  </div>
</div>
```

Standard Room 📷 Prices are per room for 2 nights	👤	**You missed it! Sold for AUD 168**
Private Room 📷 Prices are per room for 2 nights	👥	**You missed it! Sold for AUD 195**
Private Room 📷 Prices are per room for 2 nights	👥	**You missed it! Sold for AUD 234**
Private Room 📷 Prices are per room for 2 nights	👥	**You just missed it. The last room on our site sold out 2 days ago for AUD 160.**
Private Room 📷 Prices are per room for 2 nights	👥	**You missed it! Sold for AUD 189**

To give you an idea of the price range, we looked at how much this was booked for when it sold out. The price we're showing is based on the average price per night.

Solaria Nishitetsu Hotel Ginza

●●●●◖

Ginza

1800 728 619 · Expedia Rate

👁 Viewed

4.5/5 Superb!

(500 reviews)

~~AU$855~~ AU$767

for 3 nights

Sale!

People who looked at the Solaria Nishitetsu Hotel Ginza also viewed these:

Sheraton Miyako Hotel Tokyo

●●●●

AU$1,007

INNSOMNIA akasaka

●●●●◖

AU$929

```
<article class="decoys">
  ...
</article>
```

Disguised Ads

Ads disguised as content or navigation so you'll click them

nine hours Takebashi ★ 👍 Promoted .genius %

📍 Chiyoda, Tokyo – Show on map 🖼 (2.9 km from centre) – Metro access

Very good 8.2
397 reviews

6 people are looking at this moment

In high demand! Booked 55 times in the last 24 hours

Bed in Dormitory 👤👤

Only 2 beds left!

Risk free: You can cancel later, so lock in this great price today.

Price for 2 nights

AUD 205 ⓘ AUD 134

See our last available rooms >

This is a Preferred property. They provide excellent service, a great value, and have awesome reviews from Booking.com guests. They might pay Booking.com a little more to be in this program.
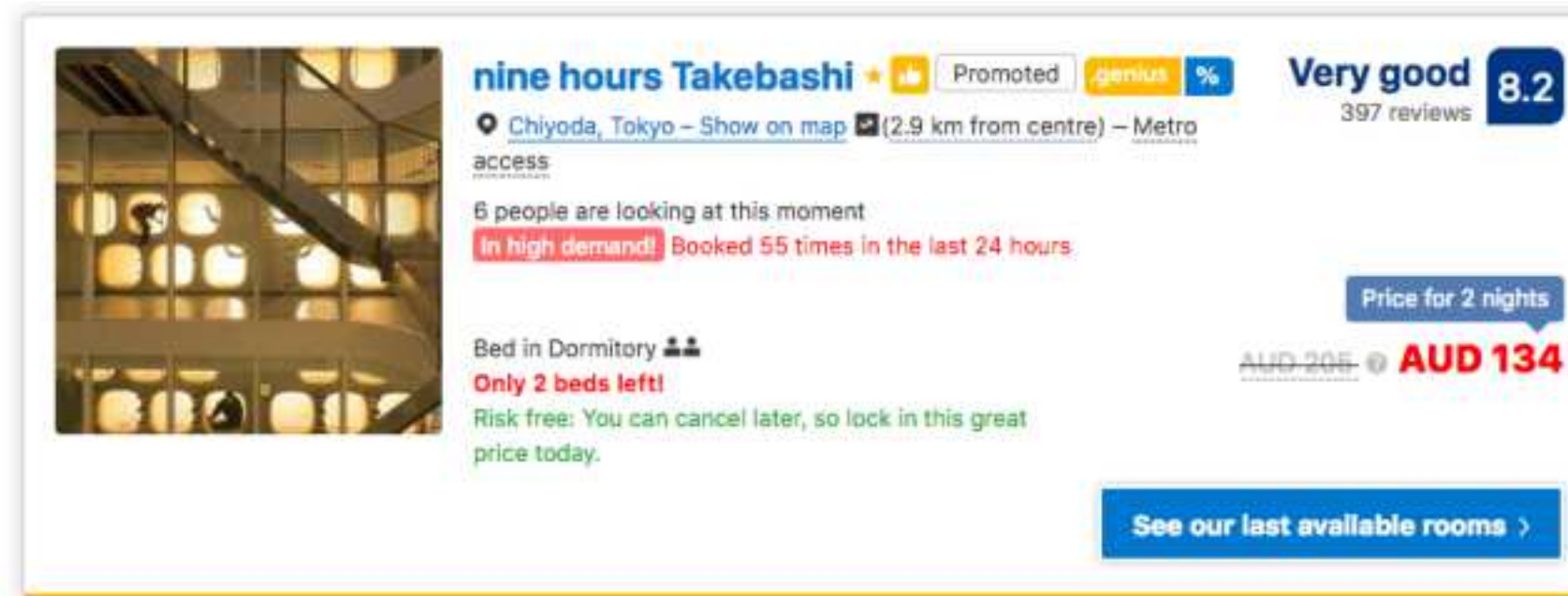
The discount is based on the third highest current price of the property for rooms with the same booking conditions in a 20-day window around your check-in date (10 days before and 10 days after check-in date; if less than 10 days are between today and the check-in date, we will use the corresponding number of days after the check-in date to result in a 20-day total). To ensure we are making a fair comparison, we always use the same reservation conditions (meal plan, cancellation policy and room type). This means that you get the same room for a lower price compared to other check-in dates at the same time of year.

Dark Patterns are **everywhere**.
It's their *entire business*.

https://github.com/davidjb/dont-panic

Browser filters for Dark Patterns
for uBlock Origin

Before and After

https://booking.com.au
https://expedia.com.au

David's cheat sheet

If you feel:

- pressure,
- panic,
- confusion, or
- see intrusive or "weird" behaviour...

It's likely a Dark Pattern.

So...

what to do about it.

As a (UI) designer

Think before you design

Remember your users

Avoid being (too) metric-diven

Test your UX & design
Tricks frustrate users
Could affect your image & brand

🕴️

Being clear makes business sense

You might have to be honest
(legally)

ACCC, ACMA, Spam Act, GDPR, etc

Work with your clients / stakeholders

Do unto others

As a user

Be aware

Carefully read *everything* you agree to
&
Be prepared to back out

ALLOW AIRBNB TO ACCESS

Contacts

Camera

???

Siri & Search
Search & Siri Suggestions

Notifications
Badges, Sounds, Banners
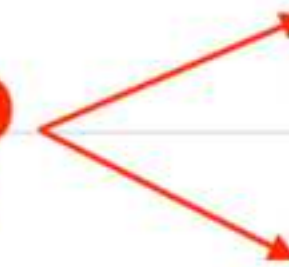
Background App Refresh

Mobile Data

- Check *all* app permissions & dialogs
- Check online account settings
- Check your bank statements
- Revoke permissions (eg Facebook login)

Apply pressure

Complain to company
Leverage social media

Report if necessary

Contact ACCC/ACMA/authorities

Consider legal action

tl;dr

- Dark Patterns = deceptive UI
- Expect them
- Work with your stakeholders
- Do unto others
- Raise your voice as a user

Questions/Thoughts?

David Beitey
https://davidjb.com