



# 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 ge

[Typography](#) [Navbar](#) [Buttons](#) [Forms](#) [Tables](#) [Miscellaneous](#)

## 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](mailto: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](#)  [Link](#) [Dropdown](#)

[Project name](#) [Home](#) [Link](#) [Link](#) [Link](#) [Dropdown](#)  [Link](#) [Dropdown](#)





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](#).

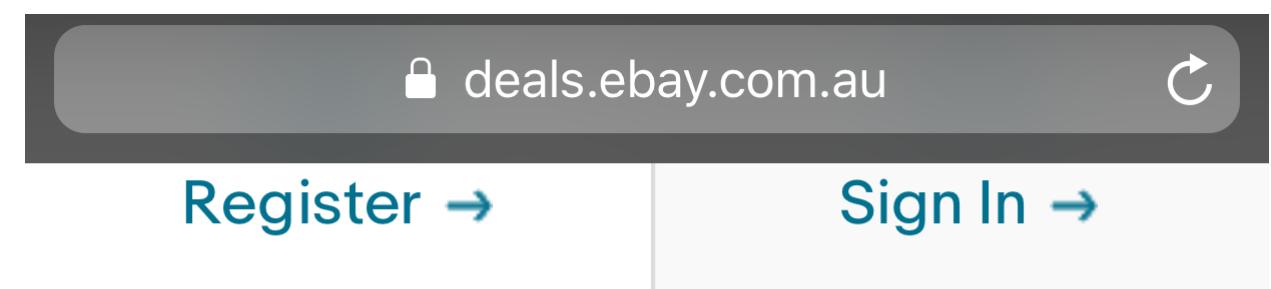
The information collected above is required for your use of this service. By clicking Create Label you agree to your information being passed to Australia Post for the purpose of providing you with access to this service and for related purposes.

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.





## Sign up Here

Please accept the terms and conditions.

Enter Your Email

Subscribe

- I consent to receiving promotional offer emails from eBay including deals special events, discount vouchers, and other special offers, notwithstanding any prior communication preference I have chosen in my account settings. Not ticking this consent box does not change any prior communication preference I have chosen in my account settings. View our [Privacy Policy](#).

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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?

**Jet**★



Deals Flights Holidays Hotels & Airbnb Cars Club Jetstar Business Menu ▾ Login Help

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 payment options, [See below](#)

Select flight times

### Your selected travel dates

Who's going?

1 adult

Departing Fri 24 Aug 2018

Brisbane to Adelaide

From \$165<sup>^</sup>  
Each

From \$165<sup>^</sup> 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

[Terms and Conditions](#)

Customer Guarantee

[Privacy policy](#)

About us

[Terms of use](#)

booking.jetstar.com/au/en/booking/payment

**Jetstar**

**\$166.53AUD**

**Debit and credit card**

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

**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	<b>\$166.53</b>



# Hidden costs

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

 \$578<sup>.00AUD</sup>

## 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

1 x 20kg	<a href="#">Change</a> \$0.00
----------	----------------------------------

Townsville to Melbourne

### Seats

David Beitey - 7F	<a href="#">Change</a> \$0.00
-------------------	----------------------------------

Melbourne to Hobart

### Seats

David Beitey - 7A	<a href="#">Change</a> \$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

All passengers

Individually

## 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



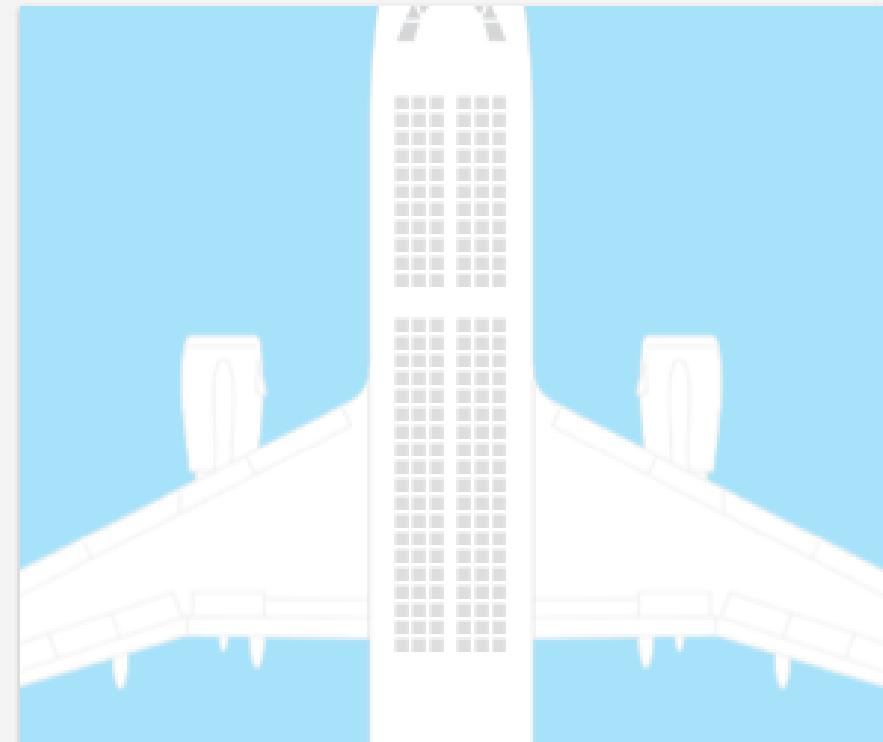
### Extra legroom

More legroom for your comfort and ease

\$25.00

Choose

OR



### Choose seats for each passenger

Select the seats for each passenger individually

Choose seats on map

### Don't mind where you sit?

If you want to avoid the middle seat, choose from the options above

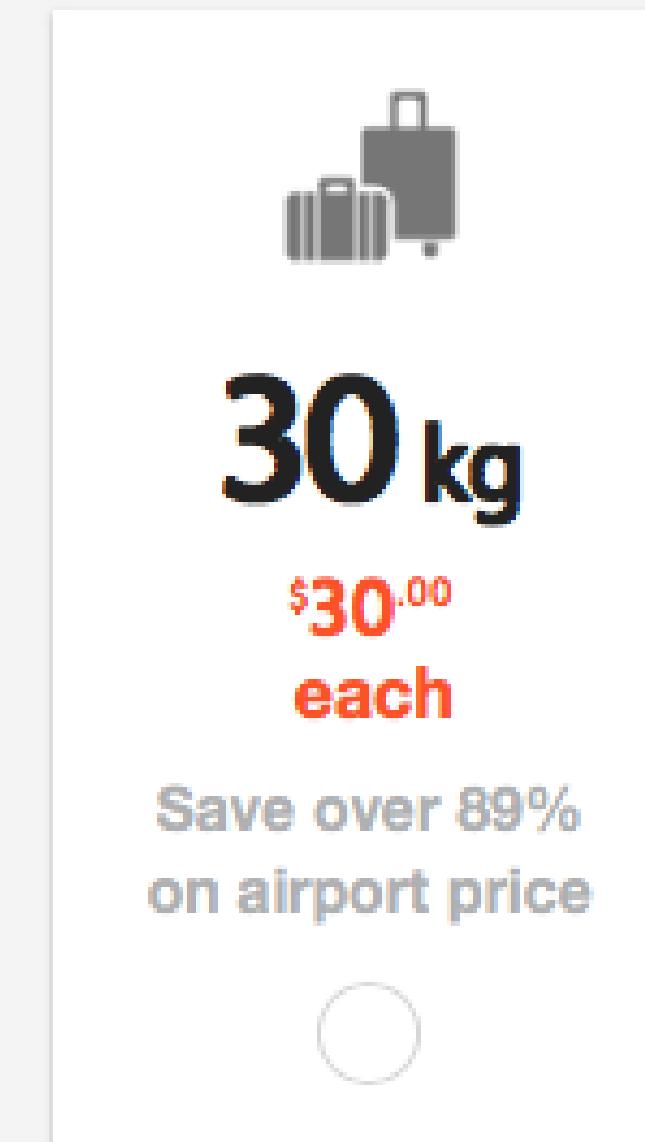
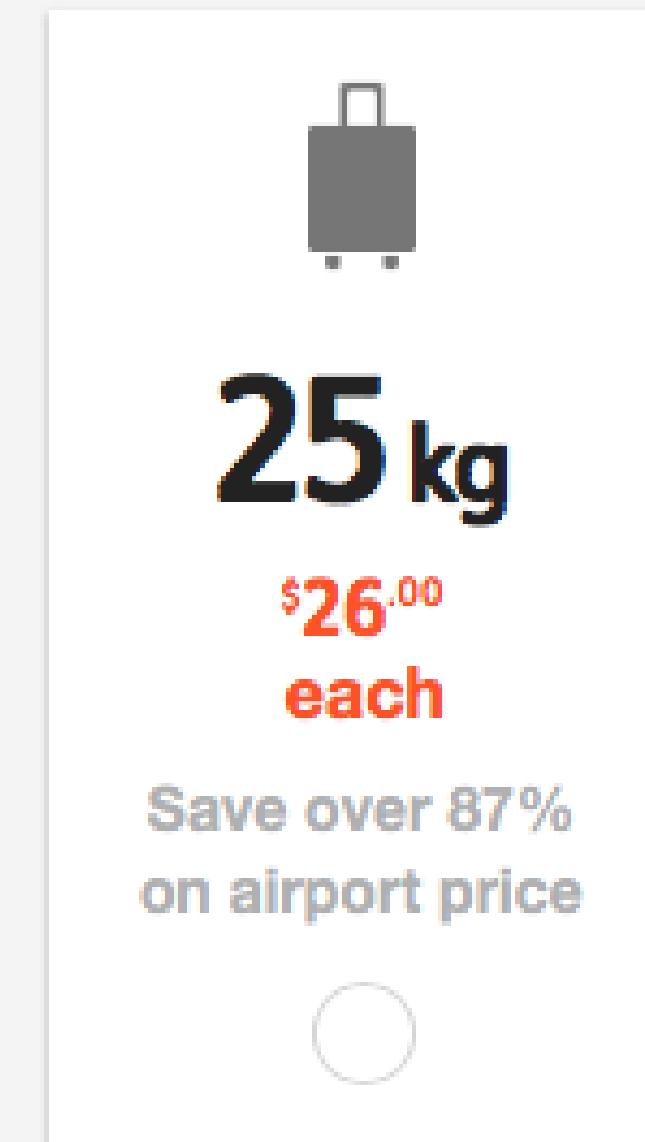
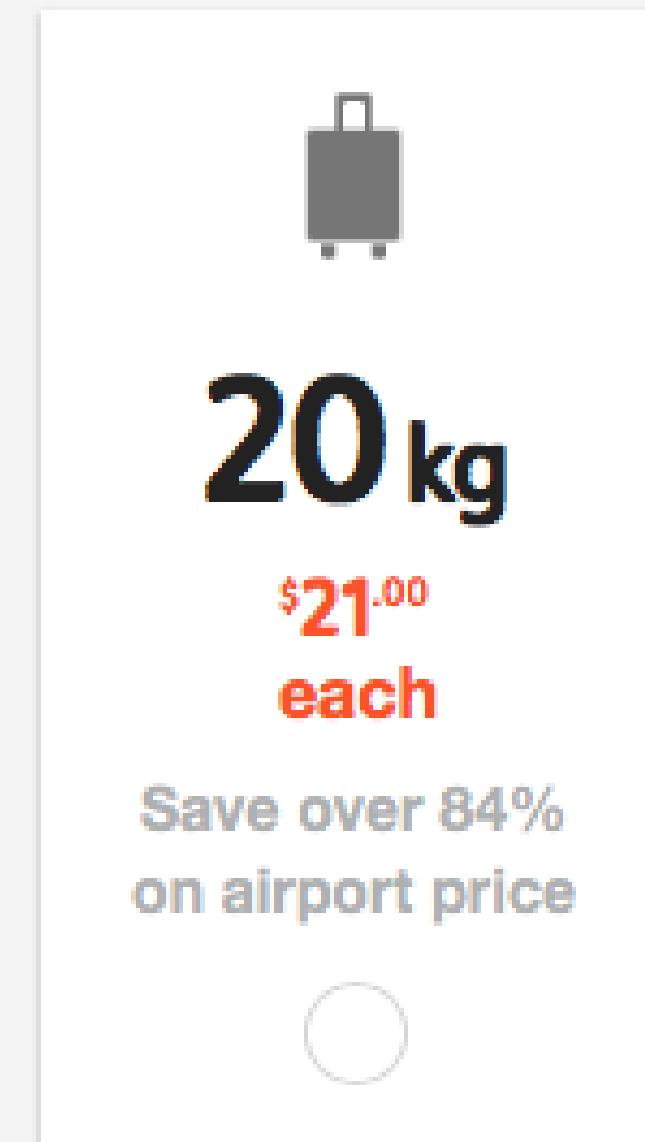
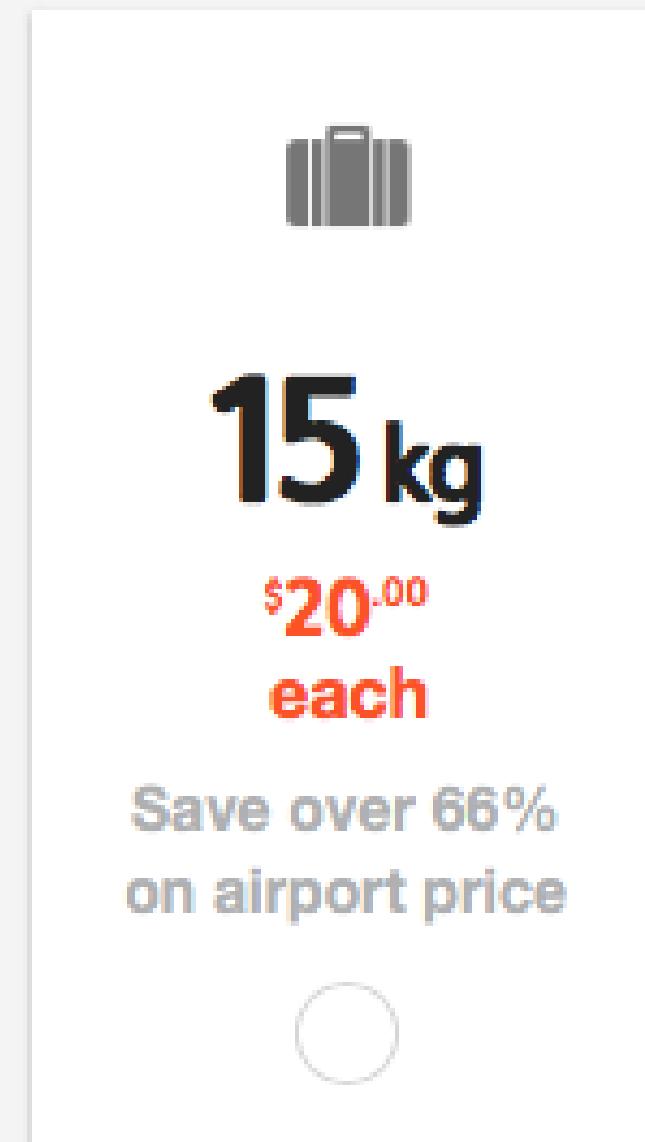
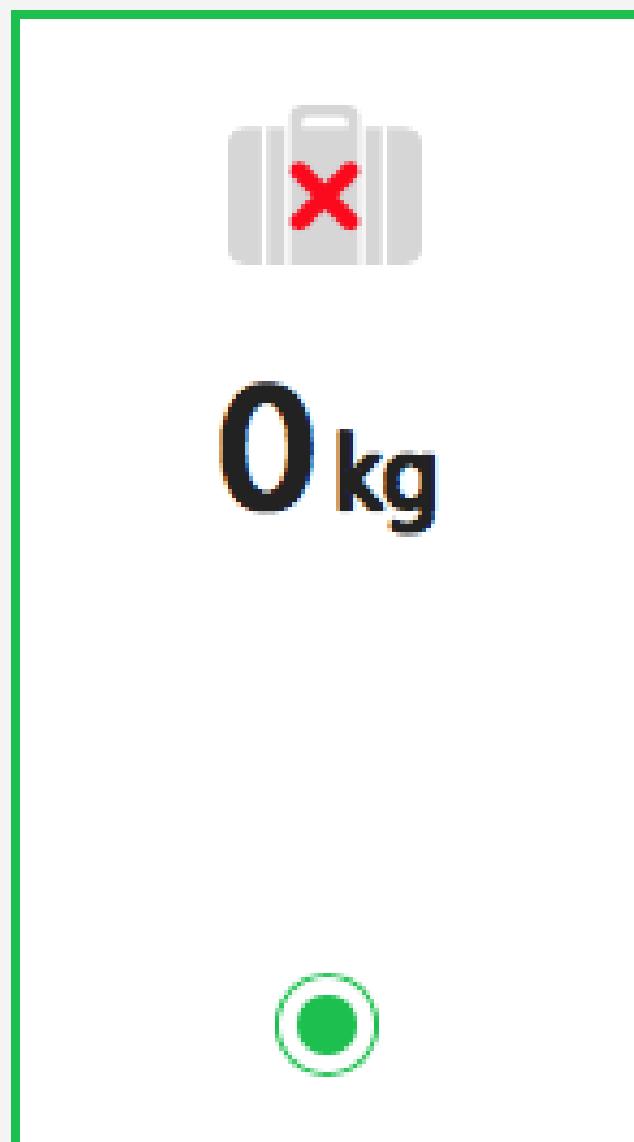
Choose

# Misdirection

Look, a distraction!

# Departing flight

→ Brisbane to Adelaide – Friday 24 August 2018



↗ *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 &amp; 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



# Confirmshaming

Guiltling & shaming you into compliance

# Impact

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





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](#).

Telstra 14:15 100%

**Done** Manage your uploaded contacts a...

**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.](#)

<b>Contacts</b>	<b>Call Logs</b>
-----------------	------------------

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

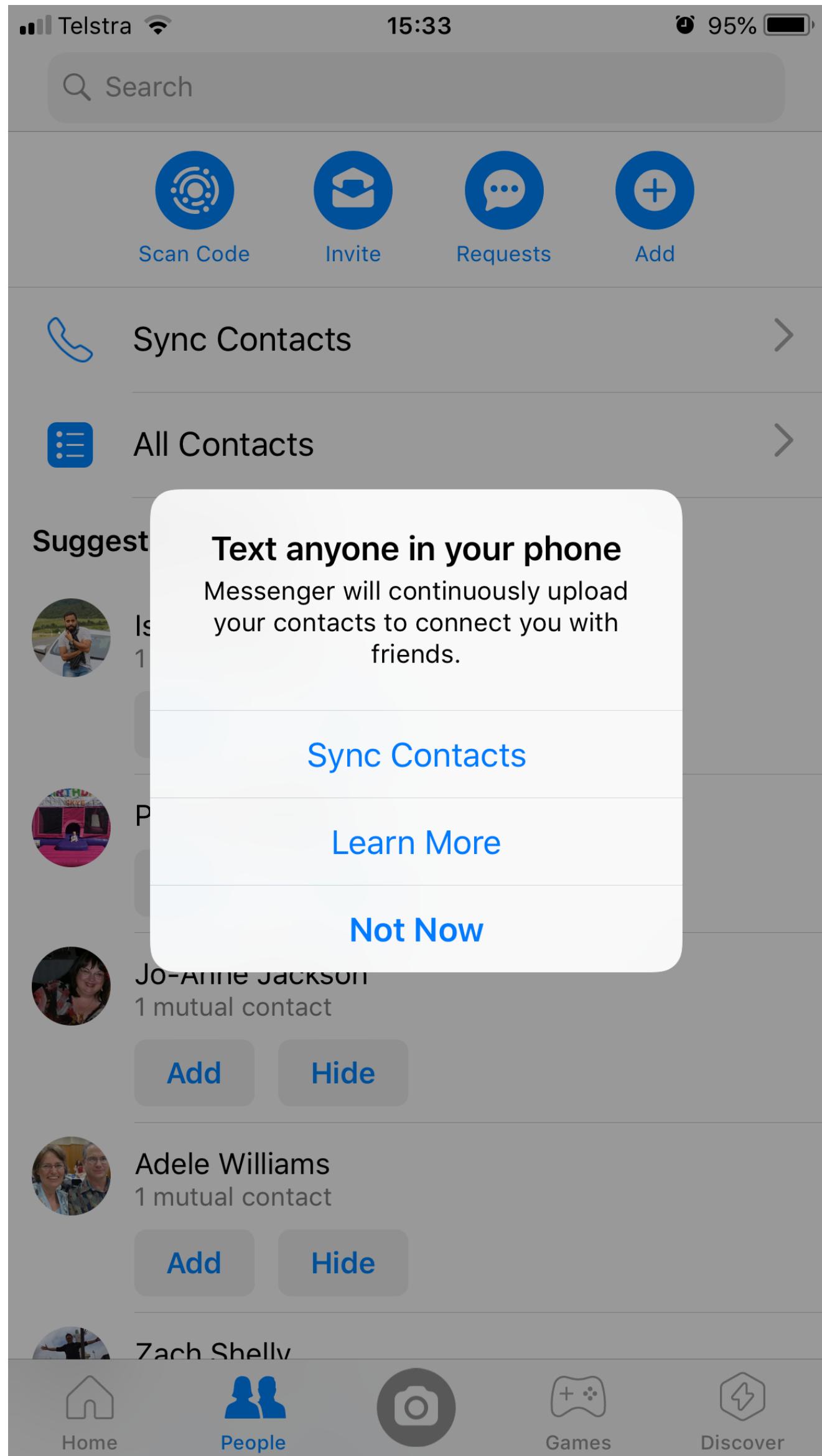


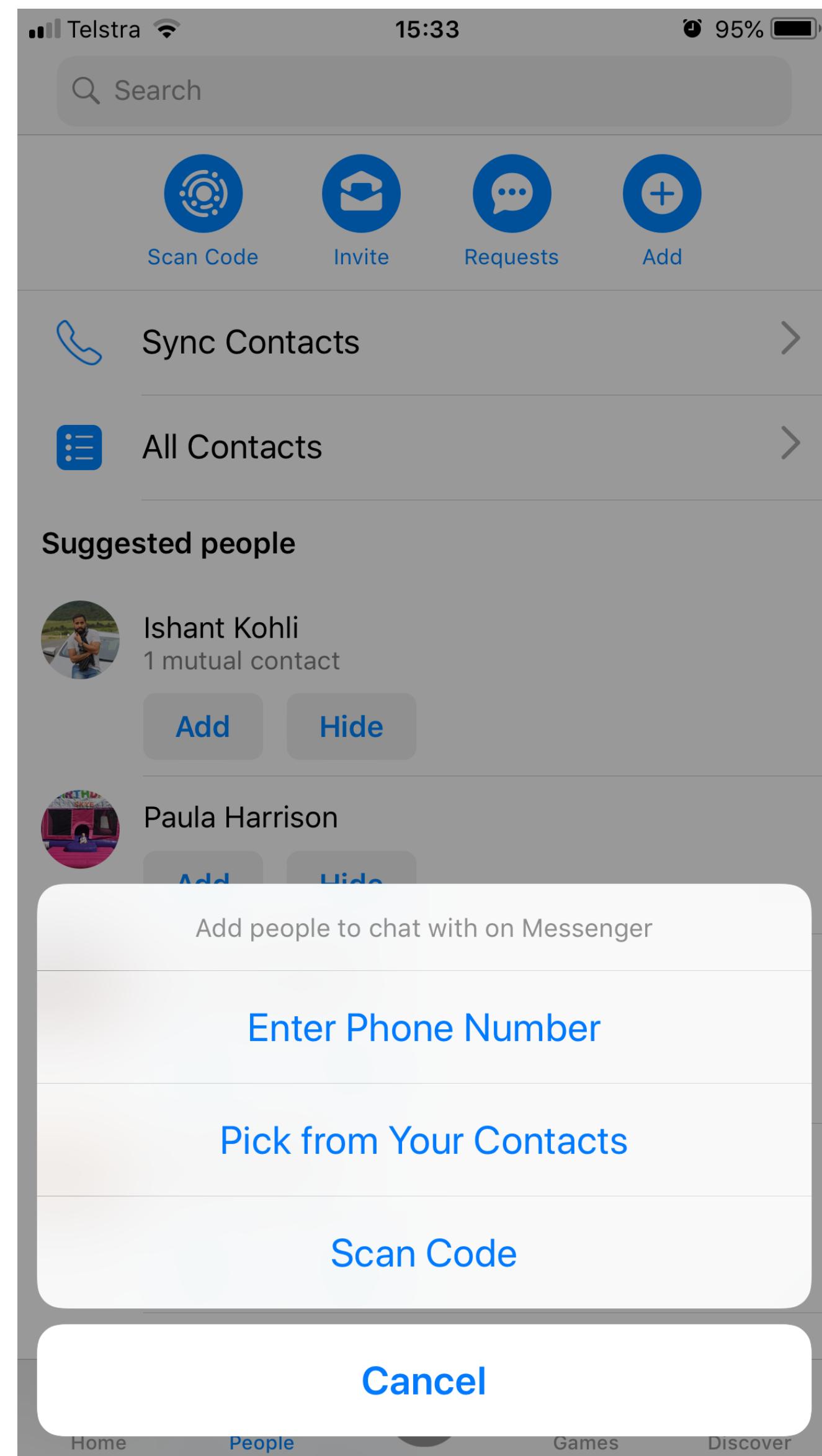
Messenger only works when you have people to talk to. Continuously uploading your contacts helps you connect with friends.

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





Telstra

96%

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.



Bloomberg

AA

# **Facebook Takes Historic Plunge as Scandals Finally Take a Toll**



\$120B drop in one day

# Data misuse is not our friend.

Facebook is changing.  
We're introducing more ways  
to give you control of your  
data. We've already begun  
by putting privacy shortcuts  
at the top of your News Feed,  
and letting you restrict how  
apps use your information.  
Find out more: [fb.me/changesAU](http://fb.me/changesAU)



oh!

**Booking.com**



# 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**

934 reviews

**Guest Favourite**

Price for 2 nights

**AUD 134**

[See our last available rooms >](#)

```
<div class="js_sr_persuasion_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

 136-0071 Tokyo Prefecture, Koto-ku Kameido 6-32-1 , Japan – [Good location - show map](#)

[Reserve](#)



 We Price Match

```
<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>
```

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

*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

%

Very good

397 reviews

8.2

📍 [Chiyoda, Tokyo – Show on map](#) ⏪ [\(2.9 km from centre\) – Metro access](#)

6 people are looking at this moment

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

Price for 2 nights

~~AUD 205~~ ⚡ **AUD 134**

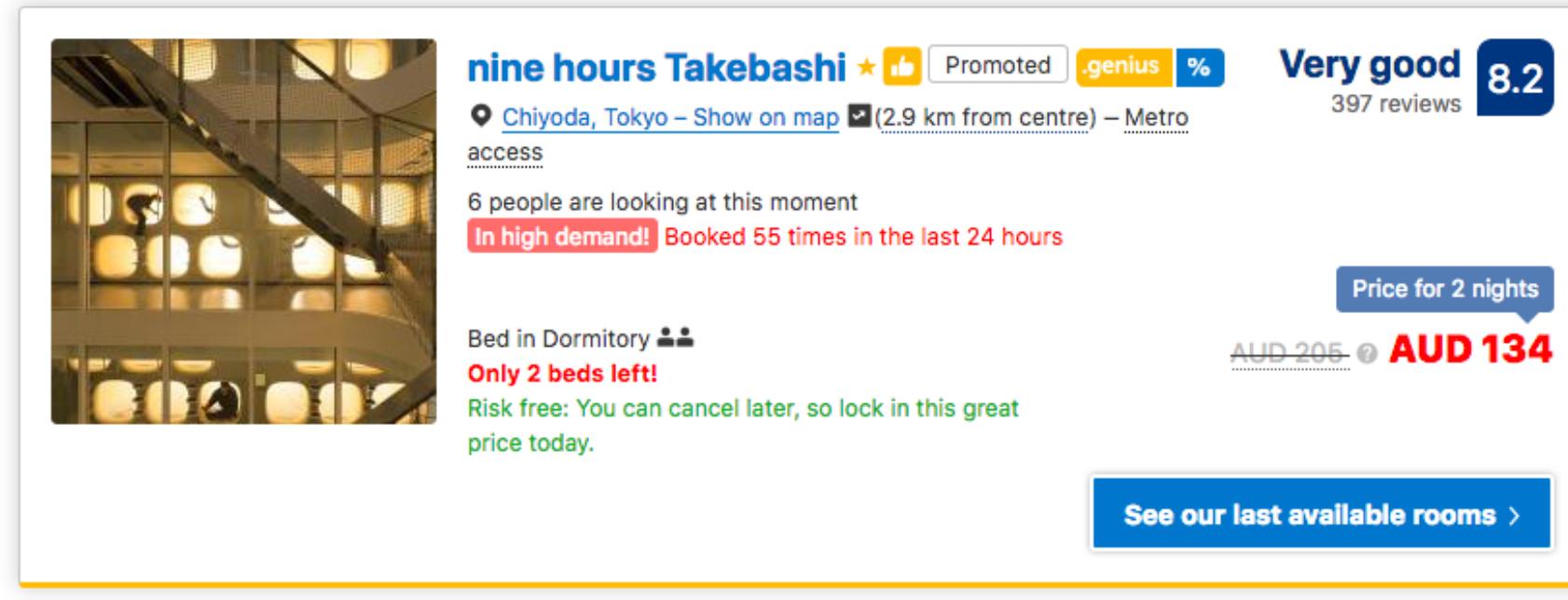
Bed in Dormitory

Only 2 beds left!

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

[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

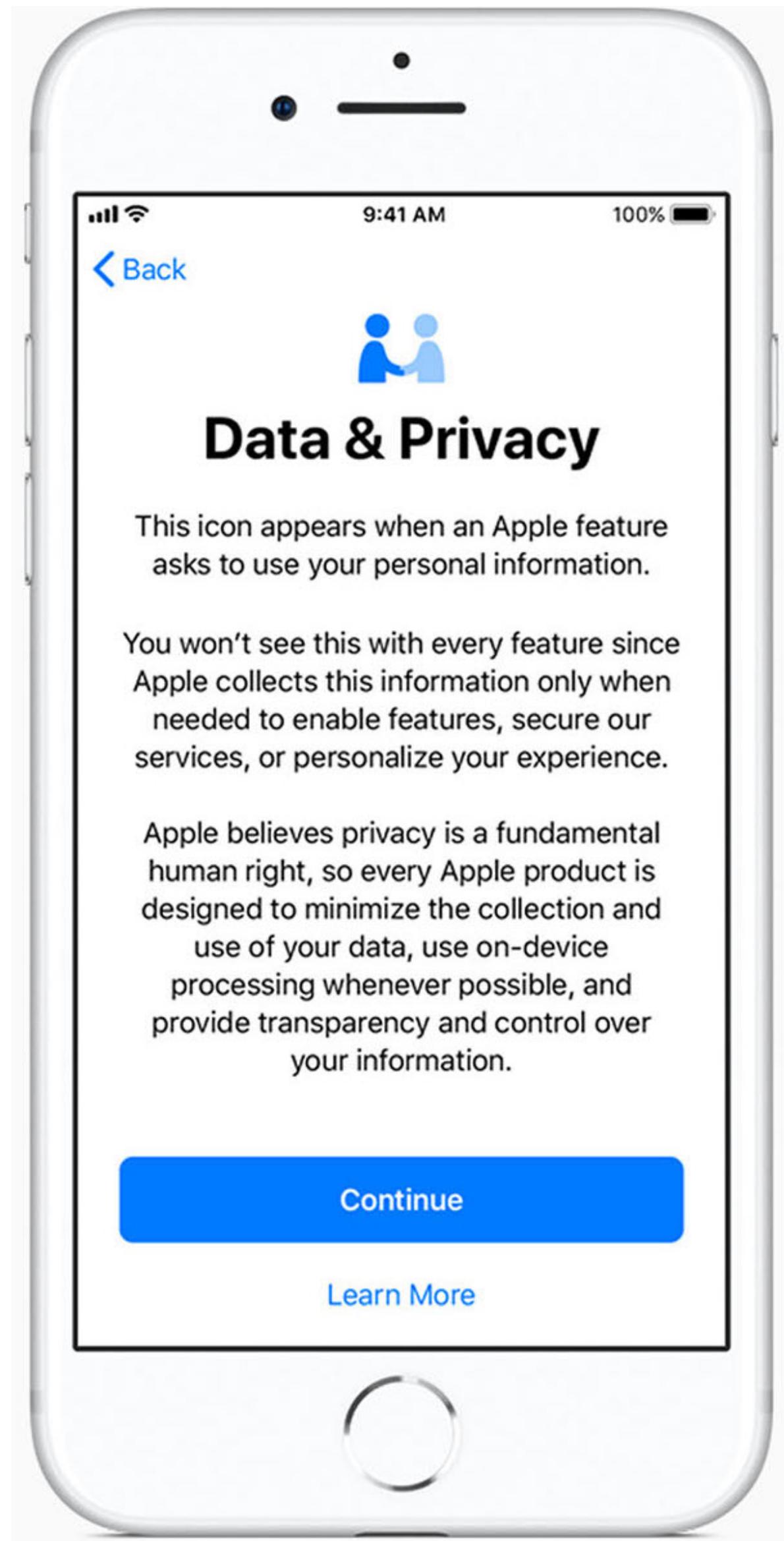
Remember your users

Avoid being (too) metric-driven

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

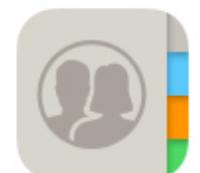
Be aware

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

< Settings

Airbnb

ALLOW AIRBNB TO ACCESS



Contacts



Camera



Siri & Search

Search & Siri Suggestions



Notifications

Badges, Sounds, Banners



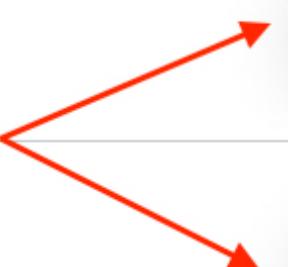
Background App Refresh



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>