

## Unit 2

The second unit served as a valuable primer for crafting research queries as well as creating a comprehensive literature review and research plan. Developing a well-defined research subject and questions is a vital first step toward assuring a successful research project. Phillips & Pugh (2010) emphasizes that the skilled researcher is not someone who possesses the correct answers, but rather someone who is actively working to identify the appropriate questions, which caught my attention and attracted me. research is as much a process of exploration and discovery of new knowledge as it is reaching conclusions (Supino, 2012).

Moreover, participate in the collaborative discussion and responses opened new horizons for me that I did not know before. I have learned in UX Design case study, that not only direct harm is considered unethical, but also designing a product that is deceptive or leads to misunderstanding is also unethical. Dark patterns considered as an unethical since their primary objective is to influence users' behavior for the advantage of the customer without fully revealing or getting users' genuine permission (Parrilli & Hernández-Ramírez, 2020).

## References

Parrilli, D. M., & Hernandez-Ramirez, R. (2020) Re-designing dark patterns to improve privacy. 2020 *IEEE International Symposium on Technology and Society (ISTAS)* 253–254. DOI: <https://doi.org/10.1109/ISTAS50296.2020.9462197>

Phillips, E. & Pugh, D. (2010) *How to get a PhD: A Handbook for Students and Supervisors*. Open University Press. Available from: [https://lahore.comsats.edu.pk/library/hub/How\\_to\\_get\\_PhD.pdf](https://lahore.comsats.edu.pk/library/hub/How_to_get_PhD.pdf) [Accessed 2 August 2023].

Supino, P. G. (2012) Overview of the research process. In P. G. Supino & J. S. Borer (Eds.), *Principles of Research Methodology* :1–14. DOI: [https://doi.org/10.1007/978-1-4614-3360-6\\_1](https://doi.org/10.1007/978-1-4614-3360-6_1)