

# Understanding User Perceptions of Dark Patterns while Using Software

You are invited to participate in our survey exploring user perceptions of dark patterns (deceptive patterns) of using the software application. Dark patterns refer to user interface design choices crafted to manipulate, deceive, or trick users into taking actions that they might not otherwise choose to do. These design patterns exploit cognitive biases or draw on the user's susceptibility to persuasive techniques to execute certain behaviors that benefit the designers or stakeholders, often at the expense of the user's interests. Dark patterns can be found everywhere in digital interfaces, such as websites and mobile apps.

Your insights and contributions to this survey are crucial for promoting ethical design practices and ensuring a positive user experience.

**Duration:** The survey will take approximately 10-12 minutes to complete.

**Participation:** Your participation in this survey is voluntary. If any question makes you feel uncomfortable, you can simply stop participating or close the browser window. You may decide not to participate at all or, if you start the study, you may withdraw at any time.

**Confidentiality:** Your responses will be kept confidential, and the data will be analyzed in aggregate form anonymously.

---

\* Indicates required question

1. Email \*

\_\_\_\_\_

2. Gender \*

*Mark only one oval.*

☐ Male

☐ Female

☐ Prefer not to say

☐ Other: \_\_\_\_\_

3. Age \*

*Mark only one oval.*

☐ Under 18

☐ 18 - 24

☐ 25 - 34

☐ 35 - 44

☐ 45 - 54

☐ Over 55

4. Education \*

*Mark only one oval.*

☐ High School

☐ Some College

☐ Bachelor's degree

☐ Master's degree

☐ Doctoral degree

☐ Other: \_\_\_\_\_

5. Occupation \*

\_\_\_\_\_

6. How long do you use the mobile phone in your daily life? \*

*Mark only one oval.*

- ☐ Less than 1 hour
- ☐ 1 to 2 hours
- ☐ 2 to 4 hours
- ☐ 4 to 6 hours
- ☐ More than 6 hours
- ☐ Other: \_\_\_\_\_

7. How long do you use the laptop/desktop in your daily life? \*

*Mark only one oval.*

- ☐ Less than 1 hour
- ☐ 1 to 2 hours
- ☐ 2 to 4 hours
- ☐ 4 to 6 hours
- ☐ More than 6 hours
- ☐ Other: \_\_\_\_\_

8. What do you primarily use your devices for? \*

*Check all that apply.*

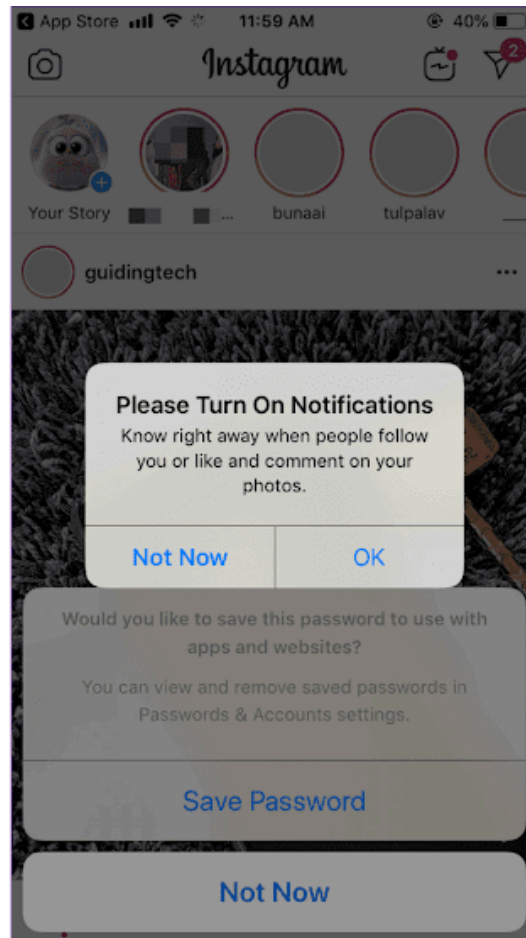
- ☐ Education
- ☐ Work or Professional Tasks
- ☐ Communication/Networking
- ☐ Browsing the Internet
- ☐ Social Media
- ☐ Online Shopping
- ☐ Gaming
- ☐ Entertainment
- ☐ Other: \_\_\_\_\_

9. How familiar are you with the concept of dark patterns (deceptive patterns) in user interface design? \*

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Familiar

10. What is your reactions when you detect the following dark pattern design? ★
- (**Nagging**: imagine when you are using Instagram, it keeps nagging you to turn on notifications, repeating this regularly over a period of time...)



*Check all that apply.*

- ☐ Curiosity
- ☐ Understanding
- ☐ Empowerment
- ☐ Appreciation
- ☐ Trust
- ☐ Satisfaction
- ☐ Neutral
- ☐ Mild concern
- ☐ Frustration
- ☐ Anger
- ☐ Distrust
- ☐ Disappointment
- ☐ Annoyance
- ☐ Other: \_\_\_\_\_

11. Can you describe your reactions more in detail regarding the previous example?

---

12. How often do you encounter this type (Nagging) of dark pattern? \*

*Mark only one oval.*

- ☐ Very frequently
- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never encountered

13. Which application(s) do you face with (Nagging) dark pattern designs the most? \*

*Check all that apply.*

- ☐ Amazon
- ☐ Facebook
- ☐ Google
- ☐ Microsoft
- ☐ Instagram
- ☐ LinkedIn
- ☐ Slack
- ☐ Twitter
- ☐ TikTok
- ☐ YouTube
- ☐ Expedia
- ☐ Other: \_\_\_\_\_

14. How confident are you in your ability to detect the (Nagging) dark pattern example?

\*

Mark only one oval.

1 2 3 4 5

---

Not ☐ ☐ ☐ ☐ ☐ Extremely Confident

15. How confident are you in your ability to avoid being trapped by the (Nagging) dark pattern example?

\*

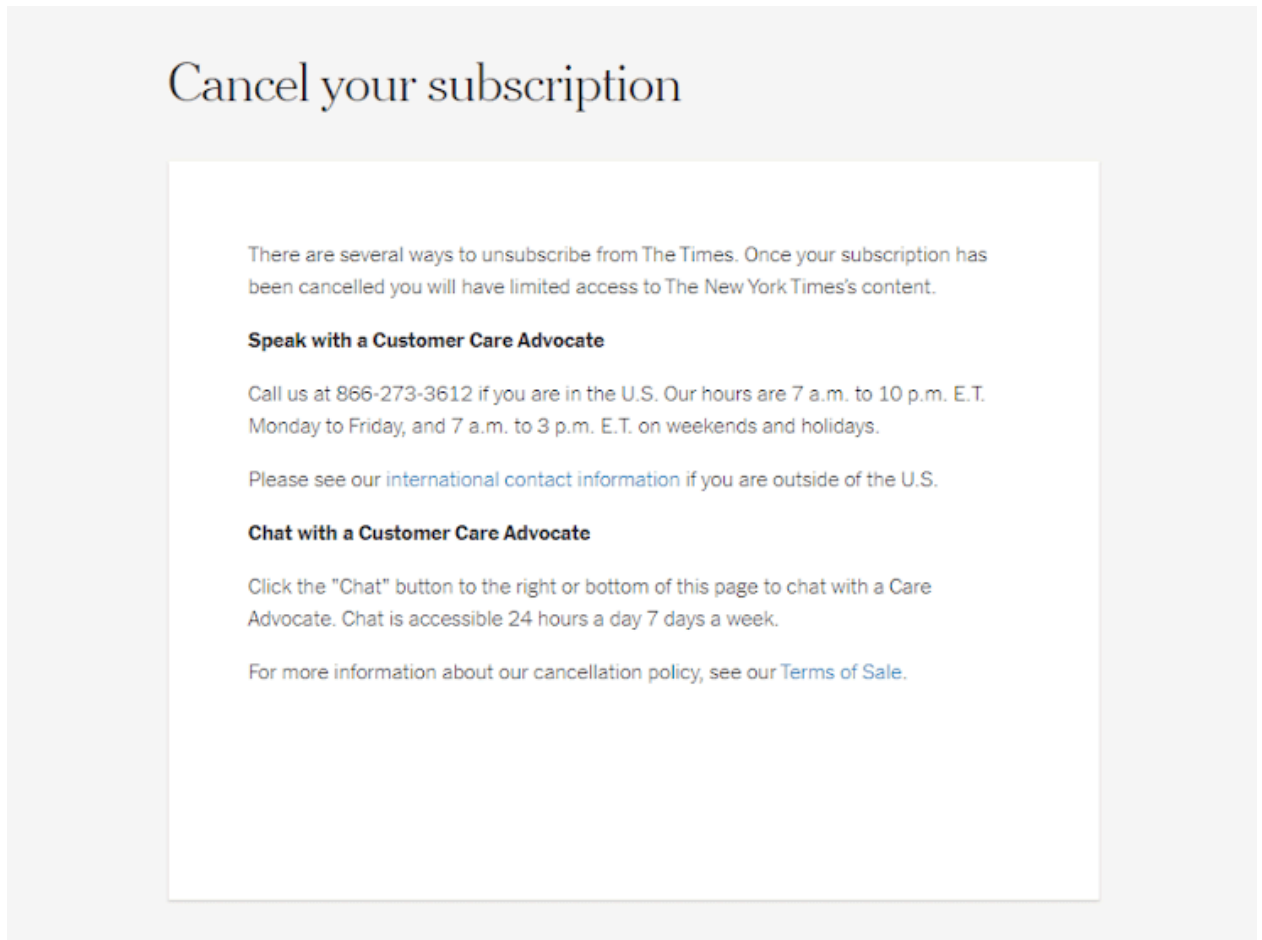
Mark only one oval.

1 2 3 4 5

---

Not ☐ ☐ ☐ ☐ ☐ Extremely Confident

16. What is your reactions when you detect the following dark pattern design? ★  
(**Obstruction**: imagine you sign up and subscribe to a service very easily, however, you find out it's extremely hard to cancel as you are required to call customer service to cancel or more effort is needed...)



*Check all that apply.*

- ☐ Curiosity
- ☐ Understanding
- ☐ Empowerment
- ☐ Appreciation
- ☐ Trust
- ☐ Neutral
- ☐ Mile concern
- ☐ Frustration
- ☐ Anger
- ☐ Distrust
- ☐ Disappointment
- ☐ Annoyance
- ☐ Other: \_\_\_\_\_



17. Can you describe your reactions more in detail regarding the previous example?

---

18. How often do you encounter this type (Obstruction) of dark pattern? \*

*Mark only one oval.*

- ☐ Very frequently
- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never encountered

19. Which application(s) do you face with (Obstruction) dark pattern designs the most? \*

*Check all that apply.*

- ☐ Amazon
- ☐ Facebook
- ☐ Google
- ☐ Microsoft
- ☐ Instagram
- ☐ LinkedIn
- ☐ Slack
- ☐ Twitter
- ☐ TikTok
- ☐ YouTube
- ☐ Expedia
- ☐ Other: \_\_\_\_\_

20. How confident are you in your ability to detect the (Obstruction) dark pattern example?

\*

Mark only one oval.

1 2 3 4 5

---

Not ☐ ☐ ☐ ☐ ☐ Extremely Confident

21. How confident are you in your ability to avoid being trapped by the (Obstruction) dark pattern example?

\*

Mark only one oval.

1 2 3 4 5

---

Not ☐ ☐ ☐ ☐ ☐ Extremely Confident

22. What is your reactions when you detect the following dark pattern design? \*
- (**Sneaking**: Imagine you intend to buy a product online for its lower price compared to other sellers, you're drawing to go through a lengthy series of steps, and then at the end immediately before payment, reveal a final higher price...)

1. Towards the start of the user's journey on stubhub.com, they are shown a price.

112

Row Y

---

You'll pay

\$310 each

Quantity

1 ticket

▼

2. The user proceeds through multiple steps in which they must enter their name, phone number, email and postal address. Only then are they shown the total price. In this case it is a 29% increase.

Ticket Price	1 × US\$ 310.05
Service Fee	1 × US\$ 86.13
Fulfillment Fee	1 × US\$ 4.95
<b>TOTAL PRICE</b>	<b>US\$ 401.13</b>

*Check all that apply.*

- ☐ Curiosity
- ☐ Understanding
- ☐ Empowerment
- ☐ Appreciation
- ☐ Trust
- ☐ Netural
- ☐ Mild concern
- ☐ Frustration
- ☐ Anger
- ☐ Distrust
- ☐ Disappointment
- ☐ Annoyance
- ☐ Other: \_\_\_\_\_

23. Can you describe your reactions more in detail regarding the previous example?

---

24. How often do you encounter this type (Sneaking) of dark pattern? \*

*Mark only one oval.*

- ☐ Very frequently
- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never encountered

25. Which application(s) do you face with (Sneaking) dark pattern designs the most? \*

*Check all that apply.*

- ☐ Amazon
- ☐ Facebook
- ☐ Google
- ☐ Microsoft
- ☐ Instagram
- ☐ LinkedIn
- ☐ Slack
- ☐ Twitter
- ☐ TikTok
- ☐ YouTube
- ☐ Expedia
- ☐ Other: \_\_\_\_\_

26. How confident are you in your ability to detect the (Sneaking) dark pattern example?

\*

Mark only one oval.

1 2 3 4 5

---

Not ☐ ☐ ☐ ☐ ☐ Extremely Confident

27. How confident are you in your ability to avoid being trapped by the (Sneaking) dark pattern example?

\*

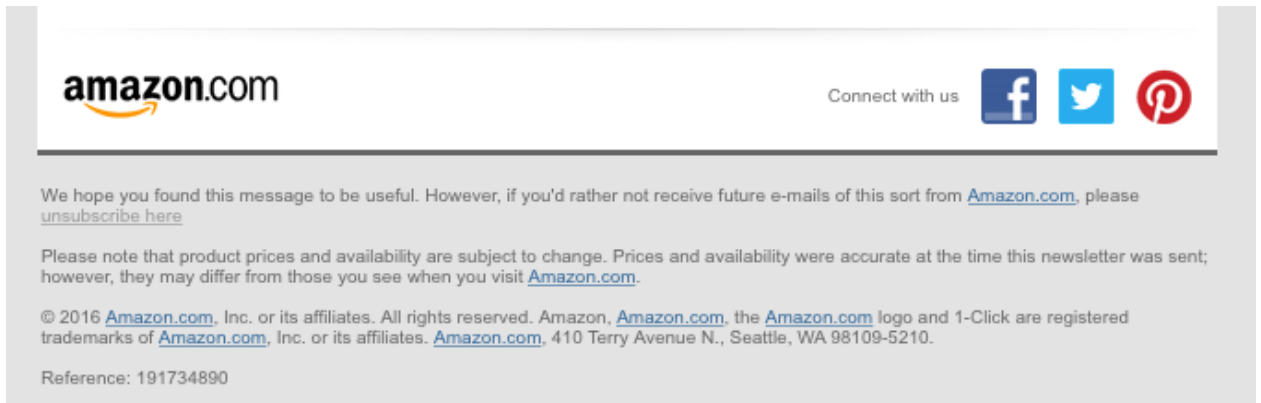
Mark only one oval.

1 2 3 4 5

---

Not ☐ ☐ ☐ ☐ ☐ Extremely Confident

28. What is your reactions when you detect the following dark pattern design? ★
- (Interface Interferences:** Imagine you want to unsubscribe email notification from Amazon, but you spend an amount of time to locate the "unsubscribe here" button because it grayed out in front of a gray background, making it harder to see...)



*Check all that apply.*

- ☐ Curiosity
- ☐ Understanding
- ☐ Empowerment
- ☐ Appreciation
- ☐ Trust
- ☐ Neutral
- ☐ Mile concern
- ☐ Frustration
- ☐ Anger
- ☐ Distrust
- ☐ Disappointment
- ☐ Annoyance
- ☐ Other: \_\_\_\_\_

29. Can you describe your reactions more in detail regarding the previous example?

\_\_\_\_\_

30. How often do you encounter this type (Interface Interferences) of dark pattern? \*

*Mark only one oval.*

- ☐ Very frequently
- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never encountered

31. Which application(s) do you face with (Interface Interferences) dark pattern designs the most? \*

*Check all that apply.*

- ☐ Amazon
- ☐ Facebook
- ☐ Google
- ☐ Microsoft
- ☐ Instagram
- ☐ LinkedIn
- ☐ Slack
- ☐ Twitter
- ☐ TikTok
- ☐ YouTube
- ☐ Expedia
- ☐ Other: \_\_\_\_\_

32. How confident are you in your ability to detect the (Interface Interferences) dark pattern example? \*

*Mark only one oval.*

- 1   2   3   4   5
- 
- Not ☐ ☐ ☐ ☐ ☐ Extremely Confident
-

33. How confident are you in your ability to avoid being trapped by the (Interface Interferences) dark pattern example?

\*

*Mark only one oval.*

1   2   3   4   5

---

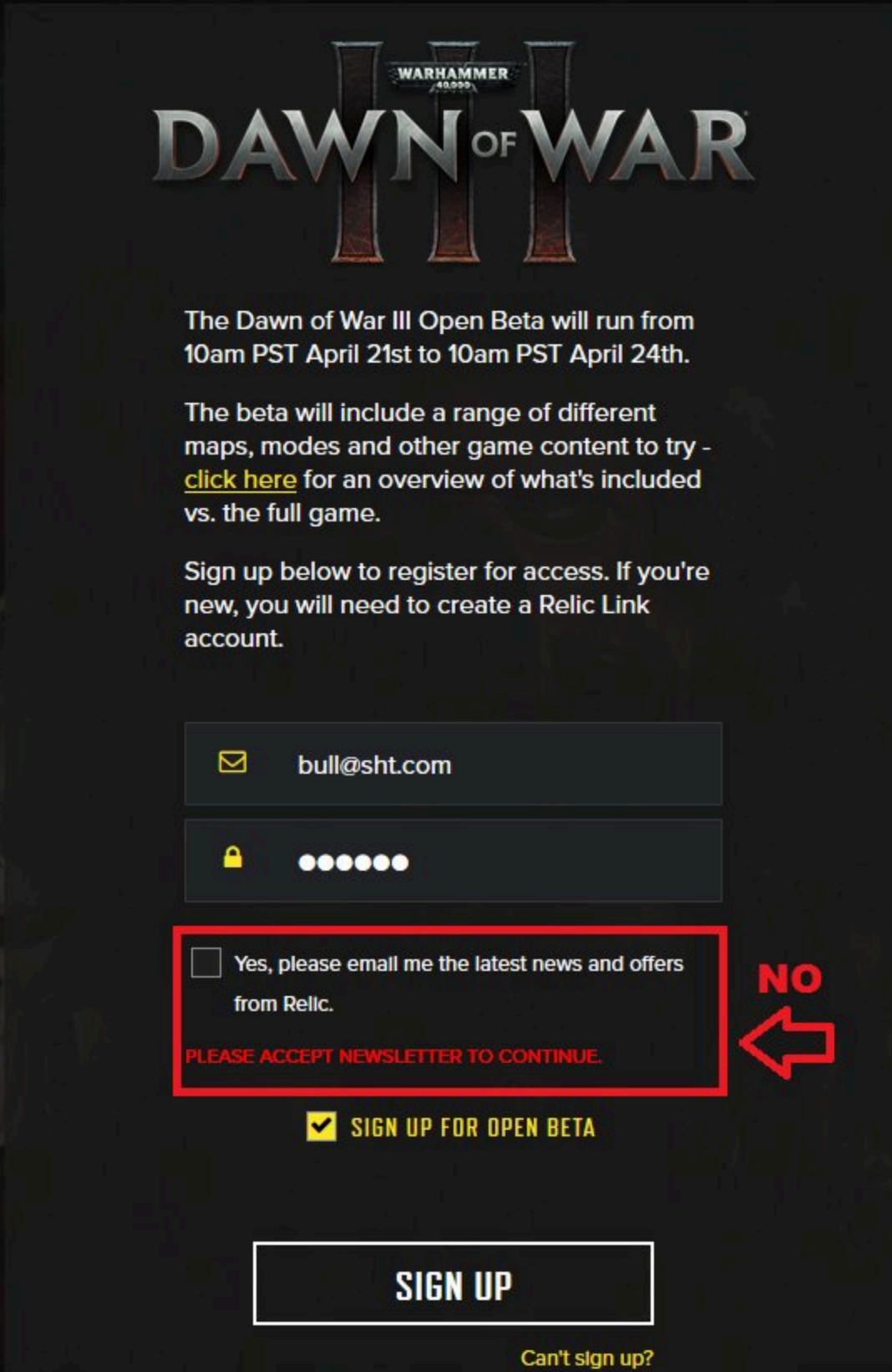
Not ☐ ☐ ☐ ☐ ☐ Extremely Confident

---



34. What is your reactions when you detect the following dark pattern design? (**Forced Action:** Imagine you have to accept the newsletter subscription to continue signing up for an account for a product...)

\*



The Dawn of War III Open Beta will run from 10am PST April 21st to 10am PST April 24th.

The beta will include a range of different maps, modes and other game content to try - [click here](#) for an overview of what's included vs. the full game.

Sign up below to register for access. If you're new, you will need to create a Relic Link account.

☐ bull@sht.com

☐ ●●●●●●

☐ Yes, please email me the latest news and offers from Relic.

PLEASE ACCEPT NEWSLETTER TO CONTINUE.

☒ SIGN UP FOR OPEN BETA

**SIGN UP**

[Can't sign up?](#)

**NO** ←

*Check all that apply.*

- ☐ Curiosity
- ☐ Understanding
- ☐ Empowerment
- ☐ Appreciation
- ☐ Trust
- ☐ Neutral
- ☐ Mild concern
- ☐ Frustration
- ☐ Anger
- ☐ Distrust
- ☐ Disappointment
- ☐ Annoyance
- ☐ Other: \_\_\_\_\_

35. Can you describe your reactions more in detail regarding the previous example?

\_\_\_\_\_

36. How often do you encounter this type (Forced Action) of dark pattern? \*

*Mark only one oval.*

- ☐ Very frequently
- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never encountered

37. Which application(s) do you face with (Forced Action) dark pattern designs the most? \*

*Check all that apply.*

- ☐ Amazon  
☐ Facebook  
☐ Google  
☐ Microsoft  
☐ Instagram  
☐ LinkedIn  
☐ Slack  
☐ Twitter  
☐ TikTok  
☐ YouTube  
☐ Expedia  
☐ Other: \_\_\_\_\_

38. How confident are you in your ability to detect the (Forced Action) dark pattern example? \*

*Mark only one oval.*

1   2   3   4   5

---

Not ☐ ☐ ☐ ☐ ☐ Extremely Confident

---

39. How confident are you in your ability to avoid being trapped by the (Forced Action) dark pattern example? \*

*Mark only one oval.*

1   2   3   4   5

---

Not ☐ ☐ ☐ ☐ ☐ Extremely Confident

---

40. What are your reactions toward applications when encountering dark patterns? \*

*Check all that apply.*

- ☐ Ignore the Dark Pattern
- ☐ Continue Using with Caution
- ☐ Look for Alternatives
- ☐ Opt-Out or Unsubscribe
- ☐ Adjust Privacy and Notification Settings
- ☐ Share Feedback on App Store/Review Platform
- ☐ Immediately Stop Using the Application
- ☐ Other: \_\_\_\_\_

41. Can you think of other example(s) you have experienced of dark pattern designs?

\_\_\_\_\_

---

This content is neither created nor endorsed by Google.

Google Forms

