Dark Pattern Detection

**What are Dark Patterns and How Do They Affect Us?**

Dark patterns are deceptive UX/UI strategies used in websites and apps, especially e-commerce platforms, to trick users into taking actions they might not have taken otherwise. These can include things like misleading wording, hidden information, and confusing navigation structures. Dark patterns can lead to negative user experiences, loss of trust, and even financial loss for the user.

There are many types of dark patterns in e-commerce website. Among them ‘False urgency’ and miss directing texts are creating major problems for consumers. They are creating a sense of urgency or scarcity to pressure consumers into making a purchase.

**Project Description**

This project aims to detect these kinds of dark patterns on e-commerce websites using machine learning. The model is trained on a dataset containing various examples of dark patterns. The goal is to help users navigate online platforms more safely and confidently, by alerting them to potential dark patterns.

This project identifies the false urgency and misleading text by text extracting and web scrapping methods.

**About current version**

For now, this project is in its early stages and can only takes user input text and identifies them as dark pattern or not. But our team is working on its further research and development so that when a user visits a website, the tool can analyse the content of the webpage in real-time and alert the user if any dark patterns are detected. This allows users to be more informed and make better decisions while shopping online.