Code Book of Responses from Participants on Challenge they faced

| **Quotes** | **Participant ID** | **Codename** | **Themes** |
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| A lot of these situations or examples felt like they have multiple dark patterns. Also harder to separate each pattern from each other as some are very similar. | P10 | Challenge identifying type due to similarity | Dark Pattern Types are Similar |
| mostly distinguishing between visually obstructive or forced action | P11 | Challenge identifying type due to similarity | Dark Pattern Types are Similar |
| in some questions it was difficult to understand between 1 or 2 options , confusion in identifying | P15 | Challenge identifying type due to similarity | Dark Pattern Types are Similar |
| It’s hard to identify the type of pattern | P17 | Challenge identifying type due to similarity | Dark Pattern Types are Similar |
| Also a bit confused about a few of the types since they seem quite similar. | P18 | Challenge identifying type due to similarity | Dark Pattern Types are Similar |
| whether the pattern is one type or another or both | P36 | Challenge identifying type due to similarity | Dark Pattern Types are Similar |
| every situation does not sit on one specific category, it caters to more than one making it difficult to choose one option per situation | P39 | Challenge identifying type due to similarity | Dark Pattern Types are Similar |
| It was confusing some times like i know if it is a dark pattern or not but then which dark pattern is it? | P40 | Challenge identifying type due to similarity | Dark Pattern Types are Similar |
| the main thing that I noticed was that many of the question confusion is there as multiple dark patterns are being discovered but which one is the most accurate, | P45 | Challenge identifying type due to similarity | Dark Pattern Types are Similar |
| Had problems identifying the kind/type of dark patterns, even though it was clear that the situation was a dark pattern or not. I faced difficulty in categorising the dark patterns into the mechanisms | P53 | Challenge identifying type due to similarity | Dark Pattern Types are Similar |
| Not understanding what each method of dark pattern means | P27 | Does not have a clear understanding of the meaning of dark patterns and its types | Limited Knowledge and Experience |
| Lack of information about dark patterns made it hard to identify. | P28 | Does not have a clear understanding of the meaning of dark patterns and its types | Limited Knowledge and Experience |
| some of the dark patterns could not fall under the types mentioned. | P29 | Does not have a clear understanding of the meaning of dark patterns and its types | Limited Knowledge and Experience |
| Not really well versed with the types of dark patterns, | P32 | Does not have a clear understanding of the meaning of dark patterns and its types | Limited Knowledge and Experience |
| Classifying and categorising is difficult | P62 | Does not have a clear understanding of the meaning of dark patterns and its types | Limited Knowledge and Experience |
| Was not 100% aware of some technical terms, found differentiating between an improved UI design and dark patterns a little tricky. | P46 | Lack of knowledge | Limited Knowledge and Experience |
| some dark patterns were kind of understandable and hopefully guessed them right, but some were hard to understand | P47 | Lack of knowledge, Difficult understanding the types | Limited Knowledge and Experience |
| I wasn't aware of every dark patterns definition by definition. So, in some places, I mis assumed usability errors as dark patterns I think. | P70 | Lack of knowledge | Limited Knowledge and Experience |
| I don't always have all the user's context to understand the situation | P4 | Lack of understanding of user context | Limited Knowledge and Experience |
| Also clearly differentiating weather something is a marketing strategy or dark pattern is challenging | P34 | Marketing strategy or Dark Pattern | Cannot distinguish between Marketing Strategy of Dark Pattern |
| then some times i think there is a business perspective to it or to promote it so its just difficult to choose to ignore the perspective. | P40 | Marketing strategy or Dark Pattern | Cannot distinguish between Marketing Strategy of Dark Pattern |
| It is very confusing at times as there is a very fine line between dark patterns and marketing and identifying those two correctly can be a difficult task | P60 | Marketing strategy or Dark Pattern | Cannot distinguish between Marketing Strategy of Dark Pattern |
| Not clear whether it is a dark pattern or not since some dark patterns seems to be beneficial for good user experience | P31 | May be good UX and not a dark pattern | Limited Knowledge and Experience |
| no challenges as such to identify dark patterns | P34 | No challenge in identification | No Issue in Identifying Dark Pattern |
| None as such except in the first one | P16 | No challenge in identification | No Issue in Identifying Dark Pattern |
| I understood quickly if it could be a dark pattern or not from the information I had | P25 | No challenge in identification | No Issue in Identifying Dark Pattern |
| even though I could identify that there is a dark pattern | P32 | No challenge in identification | No Issue in Identifying Dark Pattern |
| even though it was clear that the situation was a dark pattern or not. | P53 | No challenge in identification | No Issue in Identifying Dark Pattern |
| atleast identifying is easy | P62 | No challenge in identification | No Issue in Identifying Dark Pattern |
| difficult to identify as the lines between deception and choice were blurred. | P5 | Not sure whether dark pattern or not | Limited Knowledge and Experience |
| Did not understand how exactly to identify whether it is a dark pattern or not | P18 | Not sure whether dark pattern or not | Limited Knowledge and Experience |
| Confused if the platform is using a dark pattern or not | P25 | Not sure whether dark pattern or not | Limited Knowledge and Experience |
| many times the pattern are not recognizable because all of the similar apps in that domain uses the same pattern. | P41 | Same pattern used in other mobile apps | Similarity of Application |
| These were the apps that we use also had similar functions and So I thought it was the usual procedure as I have learnt them this way . Therefore,this might be one of the factors for the difficulties in identification. | P42 | Same pattern used in other mobile apps | Similarity of Application |
| Deciding what is ethical and what is not as it is a subjective thing | P2 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| sometimes we don't if it is correct or not it might be wrong for me but that at same time true for someone else | P3 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| what I thought as a dark pattern might not be the same for someone else. | P5 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| Ethics matter: We need to consider if a design is genuinely trying to deceive users | P9 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| Different views: People may see the same design differently, leading to debates | P9 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| Subjectivity: Perceptions of what constitutes a dark pattern can vary among individuals and may depend on cultural, ethical, or personal factors. | P19 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| Dark patterns can be perceived differently based on individual user experiences and perspectives. | P52 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| Additionally, what may seem like a dark pattern to one person might not be as obvious to another, so there's often a subjective element to identifying them. | P54 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| What might be considered a dark pattern in one context might be a legitimate design choice in another. | P56 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| they're designed to blend in seamlessly, exploiting human psychology to appear harmless. | P3 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| Dark patterns can be subtle and blend in with normal design | P4 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| challenges I faced while identifying the dark patterns were that the patterns were subtle to deceive users, making them difficult to recognize | P5 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| Dark patterns are often designed to be subtle and hard to detect, requiring careful observation and analysis to recognize. | P19 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| Some of them did not fit into the predefined categories and were also very subtle | P21 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| They are embedded so well/sneakily into our lives and over time we have gotten so used to them sometimes it is hard to understand that you are being manipulated or being taken advantage of | P30 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| Dark patterns are designed to blend in with the UX/ UI making them hard to spot. | P33 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| sometimes the pattern are so deep i had to spend a lot of time looking into it | P41 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| Difficulties include figuring out subtle psychological cues, deciphering user intent, and, given the constrained environment, separating benign design decisions from purposeful manipulation | P49 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| Identifying dark patterns poses challenges due to their subtle implementation, making them hard to detect. | P50 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| They can be subtle, making them hard to spot. | P54 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| Dark patterns are often designed to be subtle and non-intrusive. They might not be immediately obvious | P56 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| How subtle they are | P58 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| Identifying dark patterns can be tricky because they often rely on subtle cues and psychological influences. | P61 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| Some of them were not clear and not mentioned | P66 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| It's difficult to identify dark patterns as they have camouflaged themselves really well in the internet and we have fallen to these traps multiple times unconsciously so we have gotten used to these. | P67 | Subtlety of Dark Patterns | Dark Pattern is too subtle |
| Legal issues: Some dark patterns can break laws, so legal expertise may be needed to identify them | P9 | Unsure of legality of the interface | Is pattern legal |
| Determining whether a design choice crosses ethical or legal boundaries. | P52 | Unsure of legality of the interface | Is pattern legal |
| I could identify the dark pattern well but couldn't find the mechanism that fits it . | P6 | challenge identifying dark pattern mechanism | Mechanisms Difficult to understand |
| the mechanisms seem to overlap and majority seem deceptive and restrictive | P20 | challenge identifying dark pattern mechanism | Mechanisms Difficult to understand |
| hard to distinguish between dark patterns in the UI and dark patterns in the actual mechanism itself. | P22 | challenge identifying dark pattern mechanism | Mechanisms Difficult to understand |
| Identifying the mechanism followed by the dark pattern was tricky | P34 | challenge identifying dark pattern mechanism | Mechanisms Difficult to understand |
| I faced difficulty in categorising the dark patterns into the mechanisms | P53 | challenge identifying dark pattern mechanism | Mechanisms Difficult to understand |
| Understanding the mechanism | P68 | challenge identifying dark pattern mechanism | Mechanisms Difficult to understand |
| many of the situation I have not faced till now so to resemble from my experience and identify the dark pattern was a challenge for me | P7 | challenge in identification due to lack of experience | Limited Knowledge and Experience |
| I was not sure what the type of dark pattern | P26 | challenge in identification of type | Limited Knowledge and Experience |
| Understanding the situation and relating to it, understanding the cause and its effect on user | P44 | challenge in identification due to lack of experience | Limited Knowledge and Experience |
| dark pattern in one case might be okay in another. | P4 | dark patterns being context dependent | Context issue |
| Context matters: What seems manipulative in one situation might not be in another. | P9 | dark patterns being context dependent | Context issue |
| Subjectivity: Perceptions of what constitutes a dark pattern can vary among individuals and may depend on cultural, ethical, or personal factors. | P19 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| Context: Context matters when assessing whether a design choice qualifies as a dark pattern. What might be considered manipulative in one context could be deemed acceptable in another | P19 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| Identifying intent behind design decisions can vary based on individual perspectives | P33 | Subjectivity of what makes a dark pattern | Dark Patterns Are Subjective |
| Some seemed very normal, but there is a deeper meaning to them that is why they were dark patterns but if there was more context. | P63 | dark patterns being context dependent | Context issue |
| Intent vs. accident: It's hard to tell if something is meant to trick users or just poorly designed | P9 | unable to identify intent of designer | They relate what is a dark pattern or not based on what intent they discern |
| Also as someone who hasn't worked before, sometimes I cannot understand why a company might need certain information, making it hard to decide whether or not they have malicious intentions. | P22 | Challenge in identifying intent due to lack of experience | Limited Knowledge and Experience |
| Also as someone who hasn't worked before, sometimes I cannot understand why a company might need certain information, making it hard to decide whether or not they have malicious intentions. Lastly even if we were told why they need that information, I don't trust them enough to believe it to be true. There's always some kind of loophole method that can be used. | P22 | unable to identify intent of designer, | They relate what is a dark pattern or not based on what intent they discern |
| Identifying intent behind design decisions can vary based on individual perspectives | P33 | unable to identify intent of designer | They relate what is a dark pattern or not based on what intent they discern |
| Distinguishing between intentional manipulation and unintentional design flaws is tricky, | P50 | unable to identify intent of designer | They relate what is a dark pattern or not based on what intent they discern |