

Thanks for the thought-provoking discussion presented in the blog post regarding the use of dark patterns in web page design. This is a very important domain that requires significantly more research and discourse, especially from an ethical and legal point-of-view. The webpage designed by Stewart's team highlights the ethical concerns raised by "dark" design practices, despite the observed increase in customer profits. The replacement of rectangular buttons with arrows, where the left arrow cancels and the right arrow moves the user to a more expensive category without prior confirmation, further exemplifies the misleading nature of dark patterns. Furthermore, the difficulties of users with visual impairments to engage with certain colour schemes, i.e. red and green text combinations, demonstrates the discriminatory effects of these design choices. The points you've made are crucial to consider from an ethical and legal point-of-view.

In line with the topic of dark patterns, I would like to contribute two additional academic references to enrich the discussion. Firstly, McLean (2020) explores the concept of dark patterns in depth, emphasizing how designers and software engineers utilize their understanding of human behavior to construct misleading features. This aligns with the notion that dark patterns are designed to influence user behavior without obtaining genuine consent. Secondly, Parrilli and Hernández-Ramírez (2020) propose re-designing dark patterns to prioritize privacy, highlighting the potential for ethical improvements in this domain.

Furthermore, the violations of ethical principles outlined by the ACM and BCS codes of ethics are essential to consider. The use of color contrast that discriminates against individuals with visual impairments and the lack of honesty and trustworthiness in implementing modifications without user consent both infringe upon the principles of professional conduct. Additionally, the manipulation of colors causing confusion and non-compliance with professionalism are clear violations of the BCS Code of Conduct.

To conclude, your post has initiated a very crucial discussion that sheds light on the ethical concerns associated with dark patterns in web design. It is crucial for designers, managers, and organizations to consider the impact of their design choices on users and to adhere to established ethical guidelines. By integrating insights from research on dark patterns, such as those provided by McLean (2020) and Parrilli and Hernández-Ramírez (2020), we can foster a more responsible and user-centered approach to interface design.

#### References:

McLean, A. (2020) Dark Patterns. *Canadian Journal of Nursing Informatics* 15(2). Available from: <http://cjni.net/journal/?p=7182> [Accessed 26 June 2023].

Parrilli, D.M. & Hernández-Ramírez, R. (2020) Re-Designing Dark Patterns to Improve Privacy. 2020 IEEE International Symposium on Technology and Society (ISTAS): 253-254. Available from: <https://doi.org/10.1109/istas50296.2020.9462197> [Accessed 26 June 2023].